
FAQs OF SELLING

ARE ZESTIMATES AND OTHER ONLINE HOME VALUATION TOOLS ACCURATE?

They can be helpful in providing a general guideline, but should not be considered an accurate indicator of value. The estimates from Zillow and other third party sites are automated valuations based on tax records and sales data from the MLS. They don't take into account such things as location, condition of the home, upgrades, recent home improvements, etc.

WHEN IS THE BEST TIME TO SELL MY HOUSE?

In the greater Chicagoland area, June has consistently been the month where sellers receive the highest dollar amount relative to their asking price. On average, those homes closed 60 days after they were listed, making it safe to say that April is the time where new listings close with the most profitable return.

The average number of showings per listings is a great indicator of buyer activity. Here, this number consistently peaks in March and April. Considering this information, it's safe to say that listing in March or April (except for the week of spring break) is a great way to capture the most number of buyers AND the highest sale price relative to what you are asking.

Although this data is useful, your situation and individual timing needs are just as important. While there is seasonality in the real estate market, it is not something that should dictate your decision on when to sell. The real estate market has its selling benefits throughout the year, so it does not mean that if you list your home in February or October, you won't get a great outcome. The "best" time to list your house is when you are ready to sell.

WHEN SHOULD I PUT MY HOME ON THE MARKET IF I'M LOOKING TO BUY A NEW HOME?

Trying to buy and sell a home at the same time can be a careful balancing act. There is no "right" time, as it truly depends on your individual circumstances, as well as current market conditions. Your real estate agent will work with you to develop a timeline that will help you line up the two transactions and create a seamless transition from your old home to your new one.

HOW SOON BEFORE WANTING TO SELL, SHOULD I START TALKING WITH A REAL ESTATE AGENT?

If you are contemplating a sale, it is a good idea to have an agent come out as soon as possible even if you are not planning on selling for a few months. This gives you plenty of time to work on any suggested repairs, improvements, and decluttering you will want to do prior to listing. It will also give you time to create a thoughtful timeline, have photos taken, prepare marketing materials, and complete any other necessary tasks, so you are ready to hit the market when the time comes.
