



## The Best Week to List Your House is Here

Are you thinking about making a move? If so, now may be the perfect time to start the process. That's because experts say the best week to list your house is right now.

A recent Realtor.com study looked at housing market trends over the past several years (with the exception of 2020, since it wasn't a typical year), and found the best week to put your house on the market in 2024 is April 14-20:

*“Every year, one week stands out from the rest as that perfect stretch of time when it's great to be a home seller. This year, the week of April 14–20 is the best time to sell—that is, if sellers want to see lots of interest in their homes, sell quickly, and pocket some extra cash, according to Realtor.com® data.”*

Here's why this matters for you. While the spring market is a great time to sell no matter the week, this may be the peak sweet spot. And if you've been putting your plans on the back burner and waiting for the right time to act, this could be the nudge you need to make your move happen. As Hannah Jones, Senior Economic Research Analyst at Realtor.com explains:

*“The third week of April brings the best combination of housing market factors for sellers. The best week offers higher buyer demand, lower competition [from other sellers], and fewer price reductions than the typical week of the year.”*

But, if you want to get in on the action, you'll need to move quickly and lean on the pros. Your local real estate agent is the perfect go-to when it comes to figuring out a plan to prep your house and get it on the market.

They'll be able to offer advice to balance your target listing date with what you need to do from a repair and renovation standpoint. And they can walk you through exactly how to prioritize your list so you know what to tackle first.

For example, if your house is already in good shape, you'll be able to really focus in on the smaller things that are easy to do and make a big impact. As an article from Investopedia says:

*“You won't have time for any major renovations, so focus on quick repairs to address things that could deter potential buyers.”*

Just remember, even if you're not ready to list within the next couple of weeks, that's okay. The window of opportunity doesn't close when this week ends. Spring is the peak homebuying season and it's still a seller's market, so you'll be in the driver's seat all season long.

### Bottom Line

Ready to get the ball rolling? Let's connect and schedule a time to go over your next steps.



Before making the decision to buy a home, it's important to plan for all of the costs and fees. While you're busy saving for the down payment, don't forget to save enough for closing costs. *Let's chat if you're unsure about what costs are expected at closing.*

# Why a Seller's Market is Good for Your Bottom Line

Thinking about selling your house and wondering if now's a good time to do it? Here's what you need to know. Even though the number of homes for sale has been growing this year, there still aren't enough homes on the market for all the buyers who want to buy.



## To keep it simple, we're still in a seller's market. Here's how it works:

- A **neutral market** is when supply and demand is balanced. Basically, there are enough homes to meet buyer demand based on the current sales pace, and home prices hold fairly steady.
- A **buyer's market** is when there are more homes for sale than there are buyers. When that happens, buyers have more negotiation power because sellers are willing to make compromises to close the deal. In a buyer's market, sellers may have to do price cuts to re-ignite interest in their home, and prices may go down. But we haven't seen this for years since there are so few homes available to buy.
- A **seller's market** is when the supply of homes for sale is as low as it is right now, it's much harder for buyers to find homes to purchase. That creates increased competition among purchasers which can lead to more bidding wars. And if buyers know they may be entering a bidding war, they're going to do their best to submit a very attractive offer upfront. This could drive the final sale price of your house up.

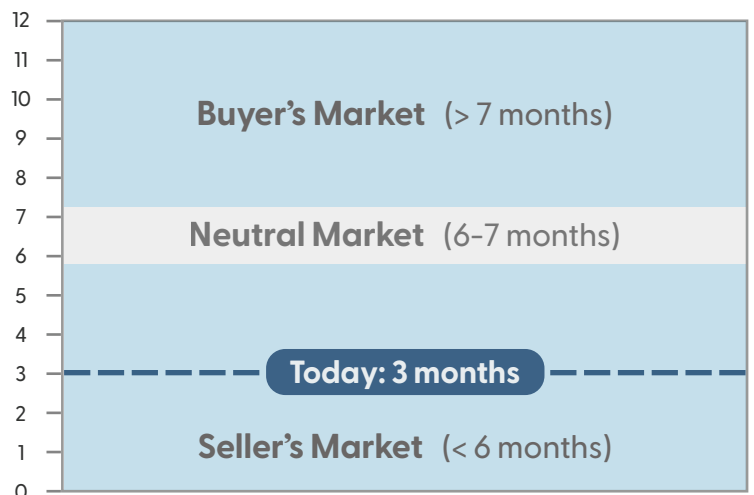
## What Does This Mean for You?

The market is still working in your favor. If you lean on an agent for advice on how to get your house list ready and how to price it competitively, it should get a lot of attention from eager buyers. That means you'll likely get multiple offers and see your house sell quickly and for top dollar. As a recent article from Ramsey Solutions explains:

*"A seller's market is when demand for homes is higher than the supply of homes. And that's still the case right now. If you're planning to sell your house, you can expect to sell it fairly quickly for close to your asking price—as long as your asking price is realistic for the current market."*

## Months of Home Inventory

The graph below uses data from the National Association of Realtors to show how deep we are in a seller's market:



Source: NAR



## 4 Tips to Make the Strongest Offer on a Home

### 1 Partner with a Real Estate Agent

Rely on a real estate agent who can support your goals. Agents are local market experts. They know what's worked for other buyers in your area and what sellers may be looking for. That advice can be game changing when you're deciding what offer to bring to the table.

### 2 Understand Your Budget

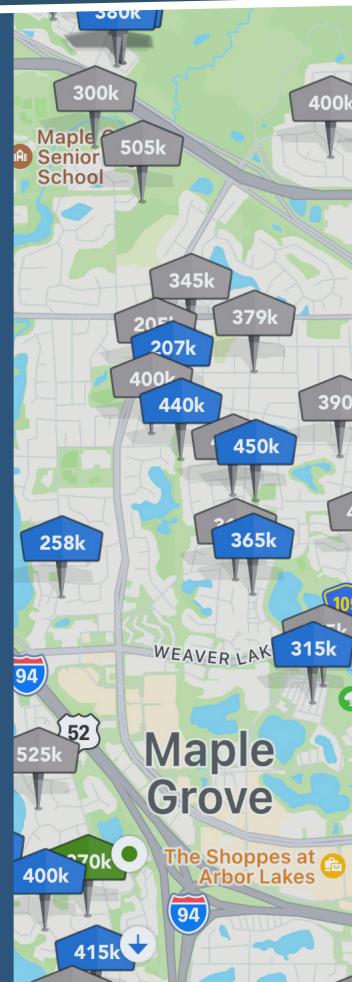
Knowing your numbers is even more important right now. The best way to understand your budget is to work with a lender so you can get pre-approved for a home loan. Doing so helps you be more financially confident and shows sellers you're serious. That gives you a competitive edge.

### 3 Make a Strong, but Fair Offer

It's only natural to want the best deal you can get on a home, especially when affordability is tight. However, submitting an offer that's too low does have some risks. You don't want to make an offer that'll be tossed out as soon as it's received just to see if it sticks.

### 4 Trust Your Agent During Negotiations

After you submit your offer, the seller may decide to counter it. When negotiating, it's smart to understand what matters to the seller. Once you do, being as flexible as you can on things like moving dates or the condition of the house can make your offer more attractive. Your real estate agent is your partner in navigating these details. Trust them to lead you through negotiations and help you figure out the best plan.



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