



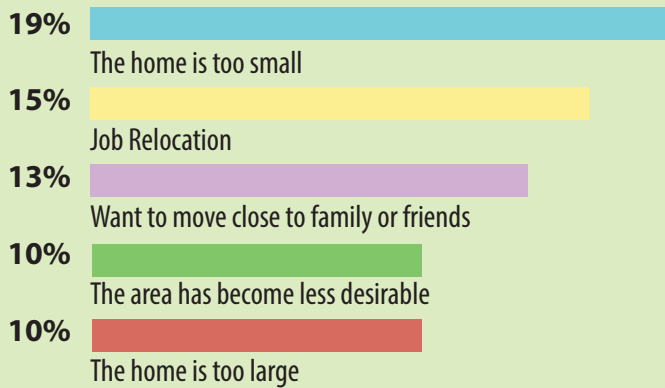
Why now is a GREAT TIME TO SELL

Does your home meet your needs?

- Has your family situation changed or will it in the near future?
- Do you want to move closer to family or friends?
- Does the area where you live no longer suit your needs?
- Does your home no longer meet your space requirements?
- Do you foresee a job relocation?
- Do you just want a change?

If you answered "yes" to any of these questions, now may be an excellent time to sell your home

Top Reasons for Selling



Younger sellers want to upsize

- 18 to 34** years - purchased a home **900 square feet larger**
- 34 to 44** years - purchased a home **750 square feet larger**
- 45 to 54** years - purchased a home **120 square feet larger**

... while older sellers want to downsize.

- 55 to 64** years - purchased a home **50 square feet smaller**
- 65 to 74** years - purchased a home **300 square feet smaller**
- 75+** years - purchased a home **230 square feet smaller**

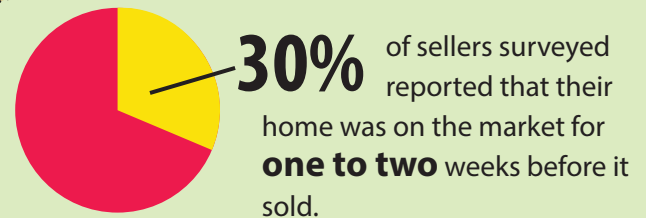
Sellers lived in their home an average of 9 years.

Home Sales are up!

Existing home sales have risen **20%** since 2011, due to increased job growth, low mortgage interest rates and increased demand.

Motivated buyers are competing for limited inventory.

Sellers reported that their homes were on the market a median of **5 weeks** before they sold.



Sellers sold their homes for an average of 97% of the listing price.



21% sold their homes for the full listing price

10% sold their homes for more than their listing price!

The majority of sellers did not reduce their asking price.

53% of sellers did not reduce their asking price **25%** reduced the price once.