



THE LONG LAKE SHORELINE

MARKET REPORT by Jim Pomeroy, Sales Representative | REALTOR®



Advantages of Listing your Home Early in the Year

If you're thinking of selling your home in 2021, you might be asking yourself, "When is the best time to sell?" Should you wait until spring to get a better sense of what the market is doing? Should you roll the dice and hope the summer market is hot, so you get a better price? Should you sell in the fall, to give yourself plenty of time to prepare?

Those are all reasonable considerations.

However, there are also good reasons why now – *early* in the year – might be a prime time to list.

One of the main advantages of listing now is knowing what the market is doing. The real estate market is notoriously difficult

to predict. Yes, things traditionally start picking up in the spring and summer, but that's not guaranteed. So, by listing now, you can at least get a clear idea of how long it will take for your property to sell, as well as the price you'll likely get.

Another good reason to list now is convenience.

By selling your home early in 2021, you get the task off your plate. It won't be looming over you for most of the year. If we learned anything last year, we learned that anything can happen to sidetrack our plans and dreams. So, by selling early, you won't have to worry that some unexpected event

will torpedo your moving plans.

Finally, if you're also searching for a new home, selling now pays off in a couple of ways.

First, you'll know more accurately how much you can invest in a new home. In fact, you might end up qualifying for a much better home than you originally thought. That would definitely be good news!

Second, by selling early, you'll have more time to find your next dream home, particularly if the closing date on your home sale is long or flexible.

So, think about the "list now" option. It might be the right choice for you.

Need help deciding when to sell? Call me.

What Role do "Comparables" Play in Pricing your Home for Sale?

If you were selling a used car, how would you determine the list price? Well, you might check out websites that list used cars for sale, find a model that's comparable to your own, and note the price.

That would give you a "current market" baseline for selling your used vehicle.

In the real estate world, a similar thing occurs.

A real estate agent will use properties that have recently sold and are comparable

to yours – known as *comps* – to help determine what your home will likely sell for in today's market.

For example, if a property around the corner sold at a certain price two weeks ago, that's a good indicator of what you might get for your home. If that property is also very much like your own – similar size, age, number of bedrooms, etc. – that's an even clearer indication.

Not all *comparables* are equal. If a similar

home in your neighbourhood sold three months ago, any change in the market would need to be considered. There are *good comps*, *so-so comps*, and *not-so-great comps*!

Still, *comparables* are helpful. They give you some assurance in knowing how much, within a range, you'll get for your home. They also help you set the list price to attract the right buyers.

Words of Wisdom

"Enthusiasm is the daily food for successful people."

Marie Svistunovs

"There is no failure in life, other than not trying."

Jayne Seymour

Thinking about moving?

Moving may be the farthest thing from your mind. But, if it's something you're considering within the next year, let's talk. I'll answer your questions and determine the kind of new home you qualify for.

Jim Pomeroy, Sales Representative | REALTOR®

Here for you, every step of the way.

Call Today
902.943.7588
www.JimPomeroy.ca



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COMMUNITY CORNER

I hope your new year is off to a good start. Whatever your plans for 2021, I hope they unfold exactly as you envision them!

And, if any of your plans involve selling your home, give me a call. I'd be happy to fill you in on the current local market, as well as give you a clear idea of what you'll likely get for your property and how long it will take to sell.

Wishing you a great year!

Jim Pomeroy

Small Business Highlight: Journals Accounting



At Journals Accounting, our team of professionals bring together solid expertise in the industry to provide you with a pro-active approach to your business needs. We provide you with peace of mind so you can concentrate on future growth. Through a partnership based on trust and communication, we become a part of your team. Specializing in both corporate and personal accounting needs, we strive to exceed your expectations through our excellent customer service delivery and solid experience.

Tax season is fast approaching, contact us to prepare your 2020 return and receive a 10% discount on a basic personal return, be sure to mention promo code BasicTax2020. Valid one per person and until April 30, 2021.

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Own a small business and/or would like to have a community event that is coming up highlighted at no charge? **Give me a call.**

Do You Know What Your House Is Really Worth?

Call today for a complimentary, no obligation Real Estate Check-Up.

Cars get tune-ups, furnaces get maintenance and you see your doctor and dentist at least once a year, but did you know that your real estate investment needs a periodic check-up too?

Your home is probably one of your largest assets. That's why it's important for you to keep up-to-date on market trends in your immediate area.

Don't wait until the last minute – call today and we'll review:

- The current resale value of your house.
- Helpful hints on improving the value of your house.



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