



# THE LONG LAKE SHORELINE

**MARKET REPORT** by Jim Pomeroy, Sales Representative | REALTOR®



## 4 Factors that Impact Selling Price

When you're selling your property, you obviously want to get the highest price possible. So, what are the factors that influence selling price? And, more importantly, which of those factors do you have some control over?

Let's take a look:

### 1. Current demand

You've probably heard of a "seller's market" and a "buyer's market." Those terms simply refer to the demand there will likely be for your home. If there are more buyers looking for a property like yours than there are listings, you can expect the "seller's market" to enable you to sell at a good price. There might even be multiple offers! However, if there are lots of listings like yours

and comparably fewer buyers, you're in a "buyer's market." You can still sell at a good price, but you'll need to do things right. Your home may require more staging and it may take longer to sell.

### 2. Condition of your property

This is one factor you can definitely control! The better your property shows to buyers, the more likely you are to get a good offer. You want your home to look as move-in ready as possible. That means you'll need to declutter, clean and tidy up, get all needed repairs done and do anything else required to make your place a showcase.

### 3. Staging

Staging is a little like making your home ready

for a magazine photo shoot! It involves setting up the space to create the most positive impact on buyers. The fact that staging helps to get a better price for your home is indisputable. Study after study shows that a staged home consistently sells for more than a comparable unstaged property.

So, those are three of the top four factors that influence the sale price of your home. What's the fourth? That's me! As someone who is experienced in this neighbourhood, I know exactly how to market your home so it brings in eager buyers, and to negotiate the best deal for you during the offer stage.

Call me for more information.

## Should You View a Less-than-Ideal Listing?

The conventional wisdom on shopping for a new home is: the more you know what you want, the more likely you are to find it. That's why you should start your search by making a list of the characteristics of the home — and neighbourhood — you're hoping to get into. That gives you the best chance of finding your next dream home.

But, does that mean you should not bother to look at a property that doesn't

check all the boxes on your list?

Not necessarily.

If a particular listing is close to what you want, it may still be worth viewing, especially if what's missing can be remedied with a home improvement. For example, if you want modern cabinetry and appliances in the kitchen, a home with a kitchen that hasn't been updated in 20 years might still be worth considering.

Also, if the market is such that there

are few homes listed that meet your criteria, you'll need to build some flexibility into your search plans. Otherwise, it may take a lot longer to buy a new home, which might be a problem if you have to move within a specific timeframe.

I can help find a home you'll love. Call me.

## Words of Wisdom

*"Rather than wishing for change,  
you first must be prepared to change."*

**Catherine Pulsifer**

*"You may be disappointed if you fail,  
but you are doomed if you don't try."*

**Beverly Sills**

## May I connect you?

I know a lot of great companies in the local "home industry". So, if you're looking for a contractor or other professional, give me a call. I may be able to provide a recommendation.

**Jim Pomeroy**, Sales Representative | REALTOR®

Here for you, every step of the way.

Call Today

902.943.7588

[www.JimPomeroy.ca](http://www.JimPomeroy.ca)



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## COMMUNITY CORNER

This is the time of year when many in the neighbourhood are planning, or even starting, projects around the home.

Some are doing simple spring cleaning while others are embarking on more complex home improvements.

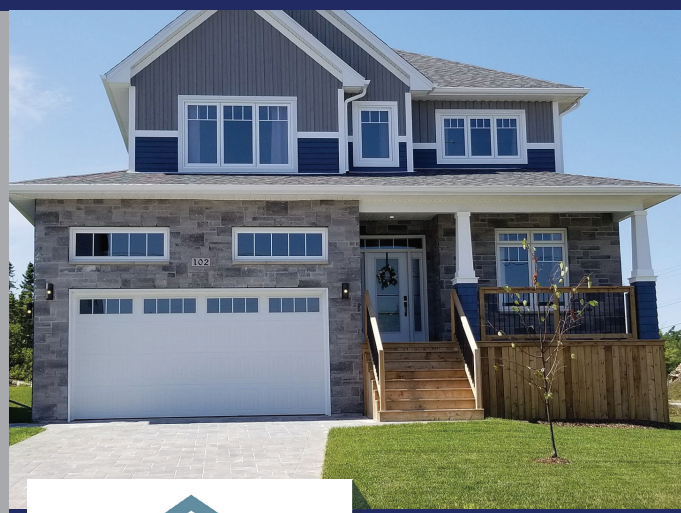
If that includes you and you're looking for a contractor, landscaper, repairperson, etc. give me a call.

I'm well connected in the local home industry and can probably recommend a reputable professional.

I'm always glad to help. Have a wonderful spring!

Jim Pomeroy

### Small Business Highlight: JCR Construction



902.818.0547

Jcrconstruction.ns@gmail.com  
www.jcrconstruction.ca

JCR Construction is a family owned and operated business serving HRM and surrounding areas. They specialize in home exteriors and work with builders in our community to bring our mutual client's visions to life. JCR Construction will bring the curb appeal and custom looks with their speciality masonry and roofing services. They believe in quality craftsmanship and a high level of customer service. Services JCR Construction can provide for you:

**Repair & Rebuild** - It is important to keep up with routine repairs to ensure your chimney is safe and efficient. We offer simple repairs to complete rebuilds depending on the state of your chimney. Our experts will provide you with a full assessment, repair or rebuild and sign off on a WETT Certified inspection to seal the deal.

**Factory Built Chimneys** - Not only do we build repair and service masonry chimneys, we are WETT Certified to install and service all brands of factory built chimneys as well.

**Stainless Steel Liners** - Stainless Steel Liners serve several purposes. They protect the house from heat transfer to combustibles, they protect the masonry from the bi-products of combustion that can cause corrosion, and they improve efficiency. We use only the best liners and adhere to all building codes and manufacturer's directions.

**Roofing** - Our roofing contractors are well versed in shingle installation and offer a variety of roofing products for you to choose from. When you hire us, you can rest easy knowing that we only use high-quality material from reputable brands.

**We are offering a \$50 Amazon gift card with the completion of any service booked before July 1st, 2021 by mentioning this ad.**

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?

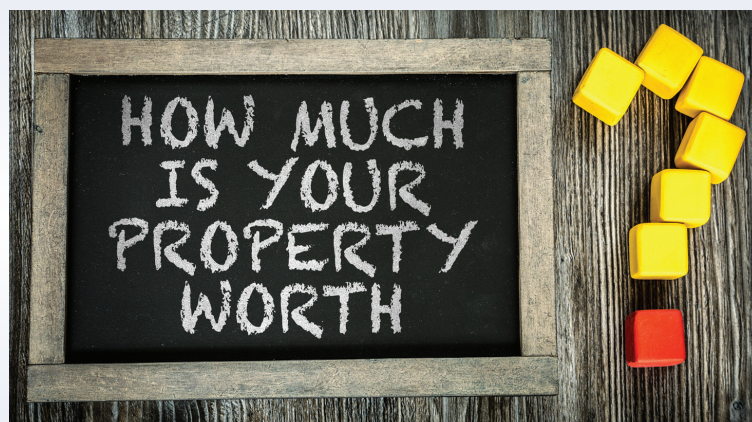
Call today for a complimentary, no obligation Real Estate Check-Up.

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.



Jim Pomeroy, Sales Representative | REALTOR®

Here for you, every step of the way.

Call Today  
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