



The Morrison Home Team is (from left) Liz Sincox, Crystal DiDomenico, John Morrison, Doug Wakeley, and Lisa Moeller.

PHOTO: LINDA M. BARRETT

At the Top of the List

“WE ARE IN A PRICE WAR and a beauty contest and we have to win both,” says John Morrison of the Morrison Home Team at @properties. John goes on to say that the Barrington area has experienced an interesting market in 2017. The first seven months of sales were strong and the upper end has started to sell again, but there is a lot of inventory still available. This is all the more reason why sellers should get their home in the best showing condition possible and price it aggressively to sell quick and close to list price. Here are some tips for these important steps.

BEAUTY CONTEST

Getting your home ready for the market can entail everything from de-cluttering, de-personalizing, and neutralizing paint colors to sprucing up landscaping, cleaning windows, and sealcoating the driveway. Your local Realtor should have resources for professional stagers to help make this process efficient,

quick, and seamless. The goal is to have your home in a condition that will appeal to a large market of buyers. Once the home is in showing condition it is critical to find a pricing strategy that will put your home in a competitive position against the competition.

PRICE WAR

According to John Morrison, when it comes to selling a home, the backbone of any successful marketing strategy is proper pricing. That’s because the highest volume of potential buyers sees your home within days of it hitting the market. So if your home is perceived as overpriced right off the bat, you’ve already missed a huge opportunity. Your Realtor needs intimate knowledge of the inventory in the local market, and should take an appraiser’s approach to pricing by establishing a competitive pricing strategy through a quantitative and qualitative approach. Many people will fall back on the price per square foot approach

(quantitative), but there needs to be adjustments made to the property value if, for example, the kitchen and or baths are remodeled, new windows were installed, or the home happens to back to a busy road.

Of course, condition of the home and pricing are just the beginning. In order to achieve the best possible results for a successful sale, you need to leverage cutting-edge sales and marketing programs that give you the competitive advantage.

John Morrison and his team showcase their success in all their advertising, mentioning their high closed sales volume year after year and number one status in their local market for more than eight years. If John is asked about these points, he’ll say, “I’m not bragging, I’m applying for a job.” The team never takes their success for granted and are always eager to earn the next home seller or buyer’s business.

Learn how the John Morrison & the Morrison Home Team pioneer the latest in technology to harness a large pool of buyers for each of their teams’ listings and how they have the inside scoop on listings not currently on the open market for their buyers.

Learn more at www.MorrisonHomeTeam.com, or call 847-381-0300. 