

Selling Real Estate - Why Invest in a Property You Are Selling?

By [Tina Parker](#)

It is frequently asked, "Why should I invest in a house I'm selling?" Simply put, real estate is sold drastically different than from just 10 years ago as a result of changing market expectations. There are several reasons why you should consider investing in the property you are leaving.

Most families and young professionals today are trying to balance hectic work schedules, never ending education and busy personal lives. Today's society just doesn't have the time it once had. Increasing pressure to do more, get more, pay more has created a shift in demand for a property ready to move in. Also influencing the shift is available funds for the new homeowner. It is far easier for homebuyers to pay a little more on their mortgage for a house that has all necessary repairs addressed than having to pay out more of their monthly income afterward.

The generation gap between the majority of home sellers being in their late 50's and the majority of home buyers in their late 20's, affects how a property needs to be prepared. In previous decades, a home buyer expected that there would be repairs, maintenance and painting to take care of. Buyers were prepared with the necessary tools and knowledge to help them envision changes to houses with potential, allowing them to buy with confidence. Many in today's younger generation are not equipped with an educated eye and any home in need of upgrading or repairs will deter these buyers from putting in an offer.

Updating, making repairs, and painting are a necessity to prepare your house for today's market place. It could be a long wait for that special person who knows how to see past existing challenges such as outdated light fixtures, purple walls, green carpet, dirty walls, dented mouldings, all seemingly easy fixes but not for those who are not accustomed to seeing past them.

To protect your investment and maximize the property value of your home, invest in small upgrades such as counter-tops, faucets, light fixtures, flooring and fresh paint. And if your house is similar to others in your area, your house will sell faster than those who don't do what is needed.

If you're still on the fence about investing in a house you are selling, think about this. Your competition may have purchased one of many DIY (do it yourself) books on preparing a property for sale, such as the "Do Your Own Home Staging" book that covers everything from home staging to simple home repairs to taking great real estate photos and where to post them. It's time to get real and invest in your home to sell it faster, for more and to maximize your return on investment.

Tina Parker is a published author of "Do Your Own Home Staging," currently sold in bookstores internationally and online at various sites such as Amazon, Barnes and Noble, and Chapters. As the owner of UpStage Home ReDesign in Halifax, Nova Scotia, Tina provides clients with solutions and suggestions to best prepare properties for today's market expectations. Visit <http://www.UpStageHomeReDesign.ca> for more information and tips.

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