

How Long Does It Take To Sell A Home?

The local real estate market dictates the time it takes to sell a home. It is possible that some homes sell in just a few days, while others may take several months. The six factors that influence the time it takes to sell a property are ...

1. **PRODUCT.**

If the **PRODUCT**, the property, shows poorly or has major defects, which can't be, or aren't corrected, a sale may not take place until the defects are corrected or until the price is adjusted to compensate for them.

2. **PRICE.**

If the property has not sold after a reasonable length of time, but other similar properties have sold, the **PRICE** may need to be adjusted. If a price adjustment is not made, it may delay or prevent the sale.

3. **FINANCING.**

If the **FINANCING** should cost too much, or if the Seller requires a larger down payment than most potential buyers in the area have to offer, then the sale may be delayed.

4. **TIMING.**

The **TIMING** is the condition of the real estate market at the time of the sale. It may be a Seller's market or a Buyer's market. Neither the Seller nor RE/MAX can change the market condition at the time the property is for sale.

5. **COMPETITION.**

Every Buyer makes their decision about which home to buy and how much that it is worth by the other choices available at the time they buy. The supply of other homes the Buyer will compare with your home is constantly changing. The current **COMPETITION** always affects the Buyer's opinion of your home.

6. **PROMOTION.**

RE/MAX **PROMOTION** is unique. However, even the very best promotion has its limitations, because promotion cannot overcome any of the first five factors if they are out of balance and not corrected.