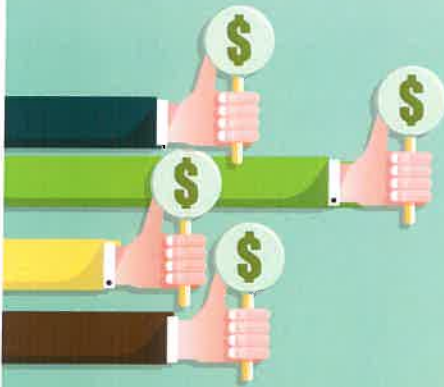


# 9 Reasons Why Some Homes SELL FASTER

Beyond the obvious elements such as location and size, here are nine factors that can affect how *quickly* your home sells.

**1 CURB APPEAL.**  
Realtors® named curb appeal the No. 1 factor affecting the amount of time a home is on the market.

— Zillow study



**2 LOCAL SCHOOL RATINGS.**  
Homes linked to good schools sell faster and at a premium. In one study, one in five buyers said they'd pay 6% to 10% above their budget for the right school.

— Realtor.com survey

**3 MOVE-IN CONDITION.**  
Homes that can be marketed as move-in condition sell 12 percent faster.

— The Wall Street Journal

**4 QUALITY PHOTOS.**  
Homes that were marketed with professional photos sold faster in one study, and for \$3,400 to \$11,200 more than homes presented through amateur photos.

— Redfin study



**5 STAGING.**  
Staged homes spend 73% less time on the market than non-staged homes.

— The Real Estate Staging Association

**6 VIRTUAL TOURS.**  
Adding a virtual tour to marketing decreases sales time by 20% and increases price by 2%.

— Paul Carrillo, George Washington University study

**7 DESIGN FEATURES.**  
According to one study, homes marketed with the following features sell anywhere from 38 to 63 days faster: farmhouse sink, subway tile, quartz, barn door, shaker cabinets, pendant light, exposed brick, frameless shower, stainless steel, tankless water heater.

— Zillow Digs study

**8 PROPER PRICING.**  
Homes priced around or slightly below market value are almost 50 percent more likely to sell within 60 days than those priced 12 percent of more above market value.

— Zillow study

**9 THE RIGHT AGENT.**  
An experienced agent, who knows the market and has a network of potential buyers can help sell a home 32 percent more quickly than an inexperienced agent.

— Study by Dr. Bernice D. Walter, Longwood University

