

## [mvp 2025](#) Selling Your Home In 2025? Here's What Buyers Want (And How To Deliver)

Thinking about listing your home in 2025? If so, you're smart to start planning ahead. With housing inventory rising in many market segments, today's sellers need more than just a "for sale" sign to stand out.<sup>1</sup>

The good news? You can still make a strong impression and command top dollar—if you know what today's buyers are really looking for.

We've outlined six of the top homebuyer priorities in 2025, along with a clear action plan to help you position your property for success. Whether you're weeks or months away from listing, these insights will help you attract serious offers and maximize your return.

### **BUYER PRIORITY #1: Move-In-Ready Condition**

Buyers want homes that are ready to enjoy from day one. In fact, a recent survey found that 94% of buyers said it was either "very important" or "somewhat important" to buy a home that's move-in ready.<sup>2</sup> Properties that feel fresh and well-maintained are far more likely to attract competitive offers.

#### **Seller Action Plan:**

- ***Refresh your interior.***  
This might include painting rooms in neutral, contemporary colors and swapping outdated fixtures for more modern alternatives. We may also recommend that you take down heavy drapery or dated blinds to brighten your space and clean or replace flooring to create a clean and cohesive look.
- ***Fix anything that's broken.***  
If something isn't working quite right, repair it now. Provide maintenance records, if you have them, and consider a pre-listing inspection to identify potential issues early—helping avoid delays or negotiations later. We can advise you on the best course of action given your circumstances and your home's condition.
- ***Strategically enhance kitchens and bathrooms.***  
Modern kitchens and bathrooms are a major selling point for many buyers.<sup>3</sup> While you don't necessarily need a full remodel, smaller updates—like replacing kitchen appliances or retiling a bathroom shower—can make a big difference. At a minimum, ensure all surfaces—including cabinets, countertops, and floors—are clean and in good condition, and address any grout issues or needed repairs.

*Our team can help you identify and prioritize strategic improvements that will maximize your home's appeal and market value. Contact us for a free evaluation!*

## **BUYER PRIORITY #2: Flexible Closing Timelines**

Many of today's buyers are juggling complicated schedules and circumstances, especially if they need to time the sale of their current home with the purchase of their new one. If you are able to offer a flexible closing timeline, it can deliver an advantage.

### **Seller Action Plan:**

- ***Define your ideal timeline and explore your level of flexibility.***  
We can discuss your goals and expectations for a closing timeline and consider how much flexibility you might be able to offer buyers. This will depend on your specific circumstances, but additional leeway can be helpful.
- ***Make a plan to get out of your home quickly if needed.***  
Some buyers need to move out of their current home quickly or relocate by a certain date to start school or a new job. Therefore, they may require an accelerated closing timeline. These buyers will be particularly interested in finding sellers who are willing and able to accommodate a fast closing. Worried about finding a new home if yours sells quickly? We can help you assess your options.<sup>4</sup>
- ***Leverage your real estate agent's negotiation expertise.***  
Closing dates can be tricky to navigate. As experienced professionals, we can help you work through the details to arrive at a mutually beneficial arrangement for you and the buyer.

*Trying to figure out a plan for your move? Schedule a free consultation to discuss your specific selling timeline and explore flexible closing options.*

## **BUYER PRIORITY #3: Assistance & Incentives**

The high cost of purchasing a home leaves many homebuyers financially tapped out. Offering strategic assistance and incentives can make your property stand out and attract a larger pool of potential purchasers. That's why, in a recent survey of real estate agents, the majority recommended offering some type of homebuyer incentive.<sup>5</sup>

### **Seller Action Plan:**

- ***Consider closing cost assistance.***  
Closing costs remain a significant barrier for many homebuyers, especially first-timers or

those with limited savings. You might cover some of these expenses—such as mortgage fees or the buyer's agent commission—using proceeds from the sale<sup>6</sup>. This type of assistance can make a big difference in helping buyers afford your home.

- ***Evaluate the value of a mortgage rate buydown.***

Another option popular with buyers is a temporary or permanent mortgage rate buydown.<sup>7</sup> This means that you pay a lump sum upfront to reduce their mortgage rate (and their monthly payments), making a home purchase significantly more affordable for buyers.

- ***Offer an improvement allowance or home warranty.***

For homebuyers who are already stretched financially, the cost of home improvements and repairs can be a big concern. One way to alleviate those concerns is to offer a home improvement allowance. For example, you could offer to pay a set amount toward new kitchen appliances or to replace worn carpeting. Another solution is to offer buyers a one-year home warranty from a reputable provider.

*The most effective incentive strategies will depend on your specific property and its target buyers. Our team can help you identify creative and impactful options tailored to your home.*

## **BUYER PRIORITY #4: Curb Appeal**

A well-maintained and visually appealing exterior, often referred to as "curb appeal," is essential for generating interest and bringing buyers in the door. In fact, 97% of Realtors say that curb appeal is important to buyers, and research indicates that properties with strong curb appeal tend to sell faster and for higher prices.<sup>8</sup>

### **Seller Action Plan:**

- ***Maintain an immaculate exterior.***

Ensure your landscaping is well-maintained while it's on the market, with your lawn mowed, hedges trimmed, and flower beds weed-free. If this isn't your strong suit, invest in a professional service. When it comes to your home itself, a welcoming entrance with a clean, freshly painted front door and updated hardware can make a big difference.

- ***Address visible exterior elements.***

Inspect and touch up any peeling or faded paint on the siding or trim, and repair or replace any damaged siding or roofing. Check that your walkways and driveway are in good condition and that your outdoor lighting is sufficient and in working order.

- ***Keep things clean.***

Thoroughly power wash the siding, walkways, driveway, and any other exterior surfaces to remove dirt, grime, and mildew. Clean all windows and screens, both inside and out,

to maximize natural light and improve the overall appearance of your home.

*We're happy to offer specific recommendations to enhance your property's curb appeal and to refer you to landscapers, painters, and other professionals for help.*

## **BUYER PRIORITY #5: Functional Spaces**

Today's buyers often prioritize properties that offer flexible and functional living spaces capable of adapting to their evolving needs, ranging from entertaining to remote work.<sup>9</sup> This includes the increasing importance of reliable, high-speed internet connectivity, which has become essential for work and school, smart home technology, and overall modern living.

### **Seller Action Plan:**

- **Showcase versatile spaces to highlight their adaptability.**  
Stage rooms to demonstrate their potential for various uses, such as a dedicated home office, a guest room that can also serve as a workout space, or a flexible living area that can accommodate a reading nook.
- **Highlight storage and organization solutions.**  
Functional living isn't just about primary spaces—it's also about smart storage. Showcase built-in shelving, closet systems, and other storage solutions that help keep the home organized and clutter-free. This gives buyers a sense of ease and livability.
- **Keep connectivity in mind.**  
Today's buyers want high-tech capabilities without sacrificing style.<sup>10</sup> High-speed internet access has become increasingly important, and technology features—like home automation systems and built-in charging stations—offer seamless integration while preserving a clean, modern aesthetic. If your home features any coveted technology features, be sure to highlight them.

*Our team can help you stage your home to attract more potential buyers. Reach out for our recommendations!*

## **BUYER PRIORITY #6: Energy Efficiency & Sustainability**

With rising utility costs and a focus on environmental responsibility and clean living, buyers are looking for homes with eco-friendly features.<sup>11</sup> A few small changes can help you make the most of that desire and draw in conscious buyers.

### **Seller Action Plan:**

- ***Incorporate and highlight sustainable materials.***

Buyers are increasingly drawn to homes that feature eco-conscious design choices. If you've used sustainable materials—like bamboo flooring, recycled glass countertops, low-VOC paints, or reclaimed wood accents—make sure to highlight these details. They not only enhance your home's aesthetic but also signal a thoughtful, environmentally responsible approach to design.

- ***Install energy-efficient features.***

While it isn't always cost-effective to add these features solely to sell your home, if you plan on making any upgrades to windows, systems, or appliances, keep energy efficiency in mind. You may also want to consider upgrades like a smart thermostat that can both help cut utility bills and show potential buyers that your home is loaded with the latest technology.

- ***Take steps to reduce energy loss throughout the home.***

Simple upgrades like sealing gaps around doors and windows, adding weather stripping, or insulating the attic can significantly improve a home's energy efficiency.<sup>12</sup> These improvements may seem small, but they can lower utility bills and demonstrate to buyers that the home has been well maintained with long-term savings in mind.

*We can help you identify the most impactful energy-efficient upgrades and highlight your home's sustainable features to attract today's eco-conscious buyers.*

## **Partnering for Success: Your Strategic Advantage in Today's Market**

Successfully selling your home in today's competitive and ever-evolving market requires more than luck—it demands insight, preparation, and expert strategy. By aligning your listing with the priorities of today's buyers, you'll position your property to stand out and sell faster for top dollar.

Our team is here to guide you every step of the way. From personalized recommendations and trusted vendor referrals to strategic pricing and marketing, we're committed to helping you achieve a smooth and profitable sale.

Ready to take the next step? Contact us today for a complimentary home value assessment and customized sales plan designed to make your property shine. Let's work together to turn your real estate goals into reality!

*The above references an opinion and is for informational purposes only. It is not intended to be financial, legal, or tax advice. Consult the appropriate professionals for advice regarding your individual needs.*

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