

# Things To Consider When Selling Your House



**SPRING 2025**  
**EDITION**

*My Blueprint is Your  to  Selling Success*



*Pam Sawyer, Realtor*

*Web Developer ~ Social Media Producer ~ Certified  
Real Broker LLC. ~ MI.*

-  [teamtagitsold@outlook.com](mailto:teamtagitsold@outlook.com)
-  [teamtagitsold.com](http://teamtagitsold.com)
-  **248-343-2459**



*Metro Detroit Home Experts @  
Real Broker, LLC. ~ MI*



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# Are You Asking Yourself These Questions About Selling Your House?

*If you're debating whether you want to sell right now, it might be because you have some unanswered questions. Here's some information that can help.*



## 1. Is Now a Good Time to Sell Your House?

If you own a home already, you may be tempted to wait because you don't want to sell and take on a higher mortgage rate on your next house. But your move may be a lot more feasible than you think, and that's because of how much your house has likely grown in value.

Think about it. Do you know a neighbor who's sold their house recently? If so, did you hear what it sold for? With how much home values have gone up in recent years, the number may surprise you.

**According to Lawrence Yun, Chief Economist at the *National Association of Realtors* (NAR), the typical homeowner has gained \$147,000 in housing wealth in the last five years alone.** That's significant – and when you sell, that increase in value can give you what you need to fund your next move.

## 2. Will I Be Able To Find a Home I Like?

If this is on your mind, it's probably because you remember just how hard it was to find a home over the past few years. But in today's market, it isn't as challenging.

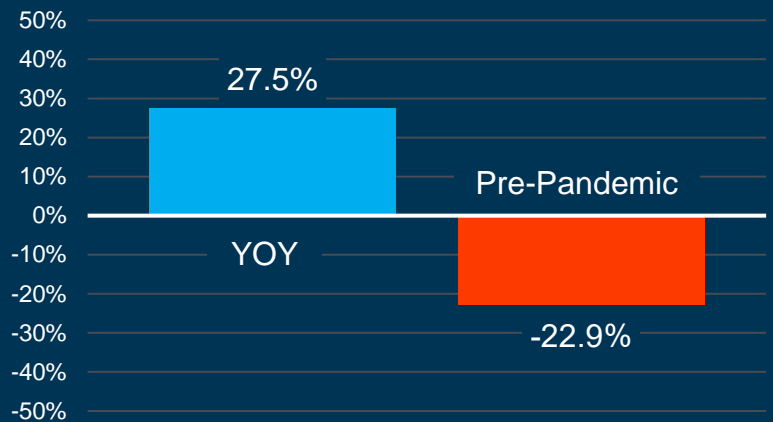
Data from *Realtor.com* shows how much inventory has increased – it's up nearly 28% compared to last year (see graph).

Even though inventory is still below normal, it's improved a lot in the past year. The best part is that experts say it'll grow another 10-15% in 2025.

That means you have more options for your move — and the greatest chance in years to find a home you love.

### The Supply of Homes for Sale is Growing, But Still Below The Numbers Seen in More Normal Years

Percent Change in Inventory Year-Over-Year vs. Pre-Pandemic (2017–2019)



Source: Realtor.com

## 3. Are Buyers Still Buying?

And last, if you're worried no one's buying with rates and prices where they are right now, here's some perspective that can help. While there weren't as many home sales last year as there'd be in a normal market, roughly 4.06 million homes still sold (not including new construction), according to the *National Association of Realtors* (NAR). And the expectation is that number will rise in 2025. But even if we only match how many homes sold last year, here's what that looks like.

- 4.06 million homes ÷ 365 days in a year = **11,123 homes sell each day**
- 11,123 homes ÷ 24 hours in a day = **463 homes sell per hour**
- 463 homes ÷ 60 minutes = **7.7 homes sell every minute**

**Think about that. Just in the time it took you to read this, 8 homes sold.** Let this reassure you – the market isn't at a standstill. Every day, thousands of people buy, and they're looking for homes like yours.

### Bottom Line

If you want to talk more about these questions or need more information about what's happening in our area, reach out.

## Click the Pictures to be directed to the Blog Post

### Metro Detroit Homes for Sale by City



### Your Access to the Multiple Listing Service (MLS) Directly

My website is the best place to start looking for your **ideal home**. Start with the video and learn how to use the **MLS** to search for homes that **meet our criteria**. This is the same system Realtors use. Don't forget to create an account and save your search.

[Find our Ideal Home Here](#) 

### Are There More Homes For Sale?



Are you considering **buying a home** in Metro Detroit but worried about limited options? You're not alone. **Homebuyers** have struggled with **low inventory**, **rising prices**, and **stiff competition** for years. Let's review if there are more homes for sale in Metro Detroit today by City.

[Learn More Here](#) 

# How Home Equity May Help You Buy Your Next Home in Cash

*Building equity in your house is one of the biggest financial advantages of homeownership. And right now, homeowners across the country are sitting on near record amounts of it.*

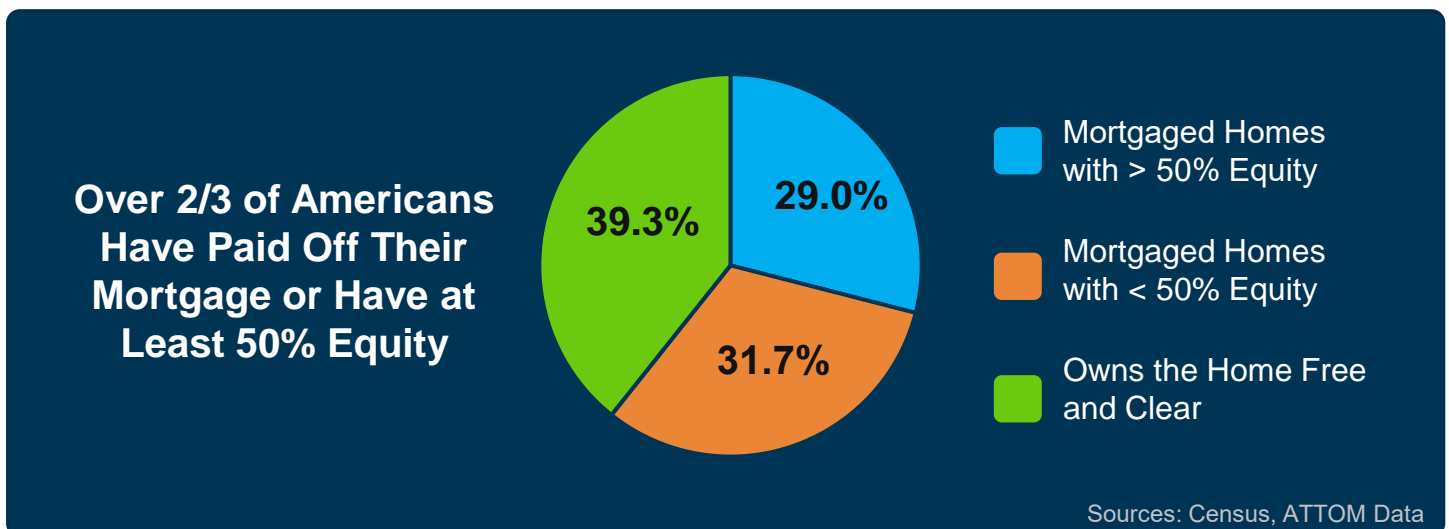
*Here's a look at how that equity could be a game changer for you, and why it'll flip your perspective from "Why would I move right now?" to "Why wouldn't I?"*

## Home Equity: What Is It?

Home equity is the difference between your house's value and the amount you still owe on your mortgage. For example, if your house is valued at \$400,000 and you only owe \$200,000 on your mortgage, your equity would be \$200,000.

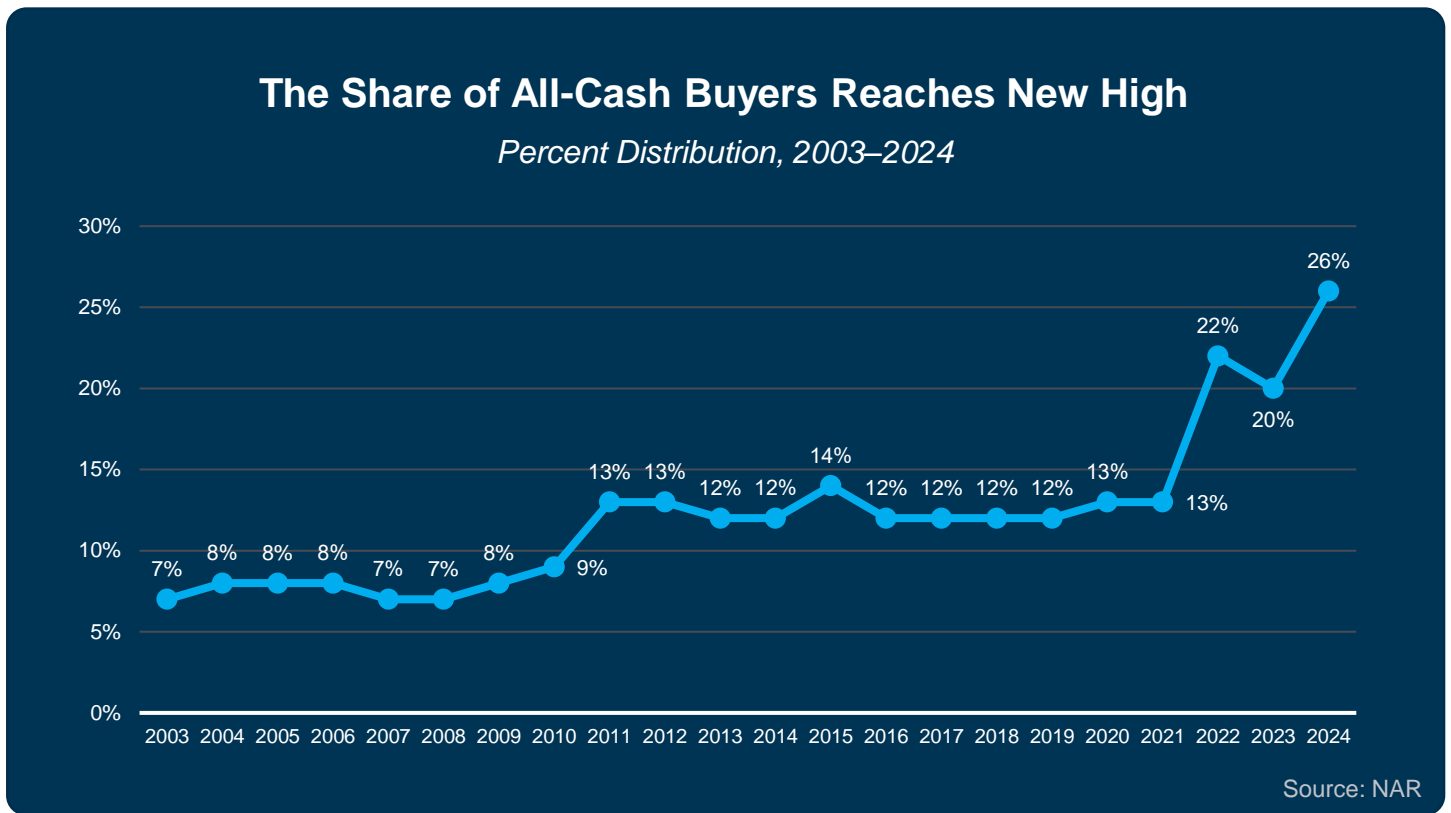
## Why Equity Is Such a Big Deal for Homeowners Looking To Sell

Recent data from the *Census* and *ATTOM* shows how significant today's home equity really is. In fact, more than two-thirds of homeowners have either completely paid off their mortgages (*shown in green in the chart below*) or have at least 50% equity in their homes (*shown in blue in the chart below*):



That's a big deal. Think about it: 2 out of every 3 homeowners have at least 50% equity in their homes. To put a more tangible number on it, the *Intercontinental Exchange* (ICE) says the average homeowner with a mortgage has over \$319,000 in equity. That kind of net worth can go a long way if you're trying to make a move.

That's part of the reason why the share of all-cash buyers recently reached a new high. According to an annual report from the *National Association of Realtors (NAR)*, 26% of buyers were able to buy without a mortgage (see graph below):



Imagine buying your next house in cash. No mortgage. No monthly payment. No interest rate to mess with. If you want to find out how much equity you have to see if that's an option for you, connect with a real estate agent and ask for a professional equity assessment report (PEAR).

Who knows, you may find out you have enough equity to buy your next place outright — and with today's mortgage rates, not having to take out a home loan is pretty incredible. Even if you don't have enough equity to buy in all cash, you may still have enough to make a larger down payment, which has its own benefits, too.

## Bottom Line

Homeowners have an extraordinary amount of equity today — and that's why the share of all-cash buyers is on the rise. To see how much equity you have and talk through how it can help fuel your next move, let's connect.

## What If You Bought Your House Before the Pandemic?

If you bought your house prior to the pandemic, the equity news is even better. According to data from the *Washington Post*, home prices have grown by almost 54% since December 2019, meaning your home's value has likely increased significantly. As Lawrence Yun, Chief Economist at the *National Association of Realtors* (NAR), says:

*“A typical homeowner accumulated \$147,000 in housing wealth in the last five years.”*

To give context to how much equity can stack up over time, Selma Hepp, Chief Economist at *CoreLogic*, explains the total equity a typical homeowner has today:

*“Persistent home price growth has continued to fuel home equity gains for existing homeowners who now average about \$315,000 in equity . . .”*

## How Rising Equity Helps You

With prices skyrocketing a few years ago and the ongoing price growth in many areas today, homeowners clearly have substantial equity built up—and that has some serious benefits.

You could use it to start a business, fund an education, or even to help you afford your next home. When you sell, the equity you've built up comes back to you and may be enough to cover a big part – or even all – of your next home's down payment.



You might be considering **selling your home** in Metro Detroit for many reasons. Whether you're **downsizing, relocating, or ready for a change**, you might wonder how to handle today's housing market. One big question is **affordability**. The **good news?** Your **home equity** could be the key 🗝️ to making your **next move a lot easier**. Let's dive into how much home equity you have today! 💰

**LEARN MORE!**



# How Long Will It Take To Sell My House?

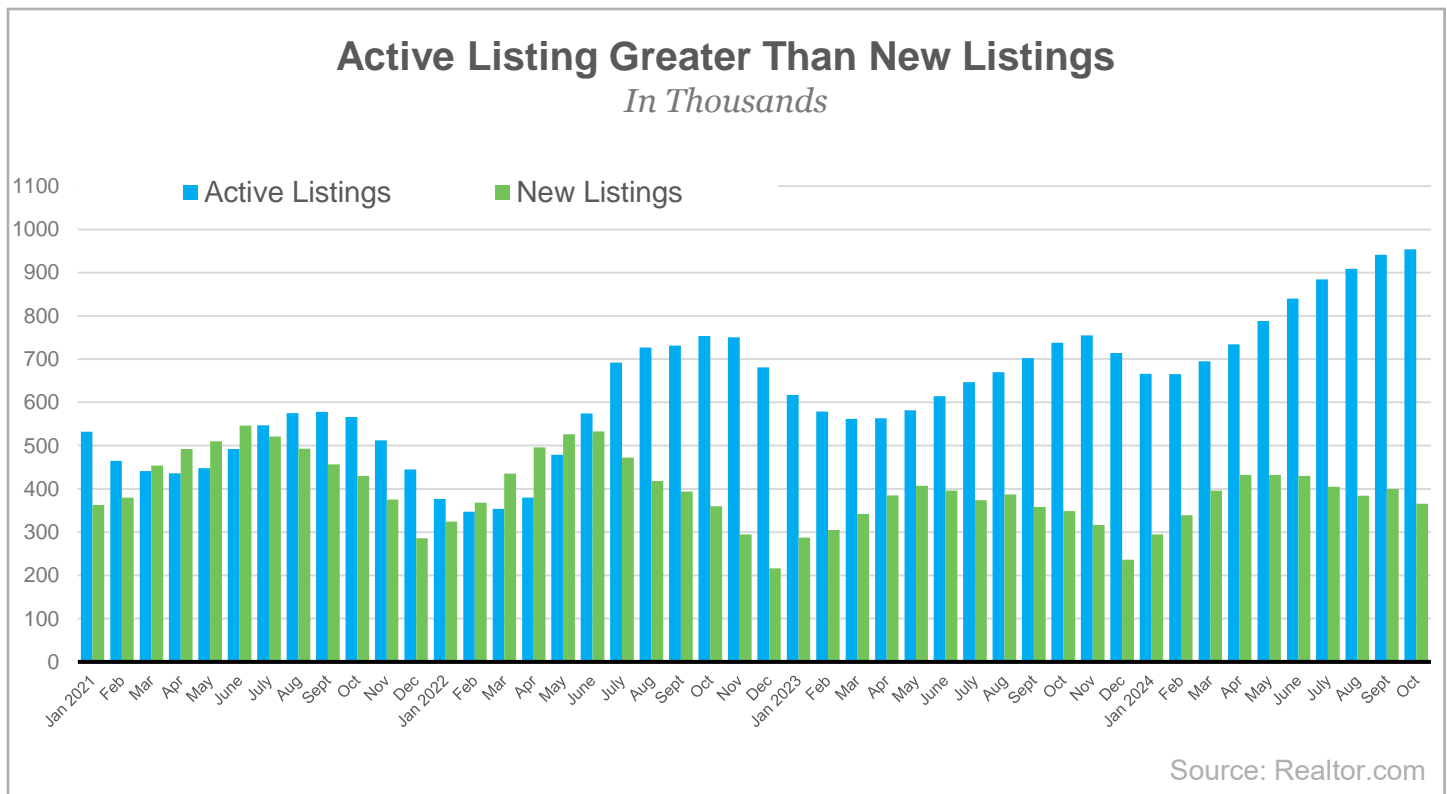


Another question you may have, "How long will it take to sell my house?" Here's some information to help you find the answer.

## The Growing Supply of Homes for Sale

As mentioned, the number of homes for sale has increased over the past year. But not all of that growth is from fresh listings coming onto the market – some of it is from homes that are taking a bit longer to sell because they're not showing well or aren't price appropriately for today's market.

Available inventory is made up of new listings (homes that were just put up for sale) and active listings (homes that were already on the market but haven't sold yet). And if you look at data from *Realtor.com*, you can see a good portion of the recent growth is from active listings that are sticking around (see the blue bars in the graph below):



## How That Growth Is Impacting Listings Today

Think of the homes on the market like loaves of bread for sale in a bakery. When a fresh batch of bread is put out, everyone wants the newest and hottest one – in the housing market, those are the new listings. But if a loaf sits there too long, it starts to get stale, and fewer people want to buy it – in the housing market, those are the active listings.

## An Agent Will Help Your House Stand Out and Sell Quickly

A pro will help make sure your listing is scooped up when it's fresh and doesn't stick around long enough to go stale. A great agent will walk you through how to:

- **Price your house to sell:** A local real estate agent will do a competitive market analysis by reviewing recent sales and current listings for your area. Then, your agent will use that data to make sure your home is priced accurately for today's market.
- **Update or repair your house so it shows well:** Homes that are well maintained, have great curb appeal, and are updated with modern finishes tend to sell faster. An agent is a key resource for what buyers will be looking for, if staging is worthwhile, and what repairs you need to tackle before you list.
- **Offer incentives and extras:** Offering things like help with closing costs, a home warranty, or including additional items (like appliances or furniture) with the sale can sweeten the deal for buyers. A real estate agent can suggest the right incentives to offer based on current market conditions and buyer expectations.



[Click Picture to read the blog post](#)

If you're **considering selling your house**, you need a **strong** marketing plan. You'll discover how to **Market Your House for More Money in Metro Detroit**.

### Bottom Line

*If you want your house to sell fast, you need to work with a pro. Let's connect so you've got someone who understands the current market trends, knows how to build a strategy around those factors, and knows how to set your house up to sell quickly.*



*... all cash purchases have increased in the last two years. These housing consumers owned a home, sold it, and then they could purchase their next property without a mortgage. The freedom to make this purchase was likely due to the large amount of housing equity they have earned as home prices have increased in recent years.*

Jessica Lautz  
Deputy Chief Economist and Vice President of Research, NAR

# Expert Forecasts for the 2025 Housing Market

*Thinking about moving and wondering what's in store for the housing market this year? And more specifically, what it all means for you if you plan to sell your house? Here's what the experts say lies ahead.*

## Will Mortgage Rates Come Down?

Everyone's keeping an eye on mortgage rates and waiting for them to come down. So, the question is really: how far and how fast? The good news is they're projected to ease a bit in 2025. But not by much. That means you shouldn't expect to see a return of 3-4% mortgage rates. And the other experts agree. They're forecasting rates could settle in the mid-6% range by the end of the year (see chart below):

### Mortgage Rate Projections

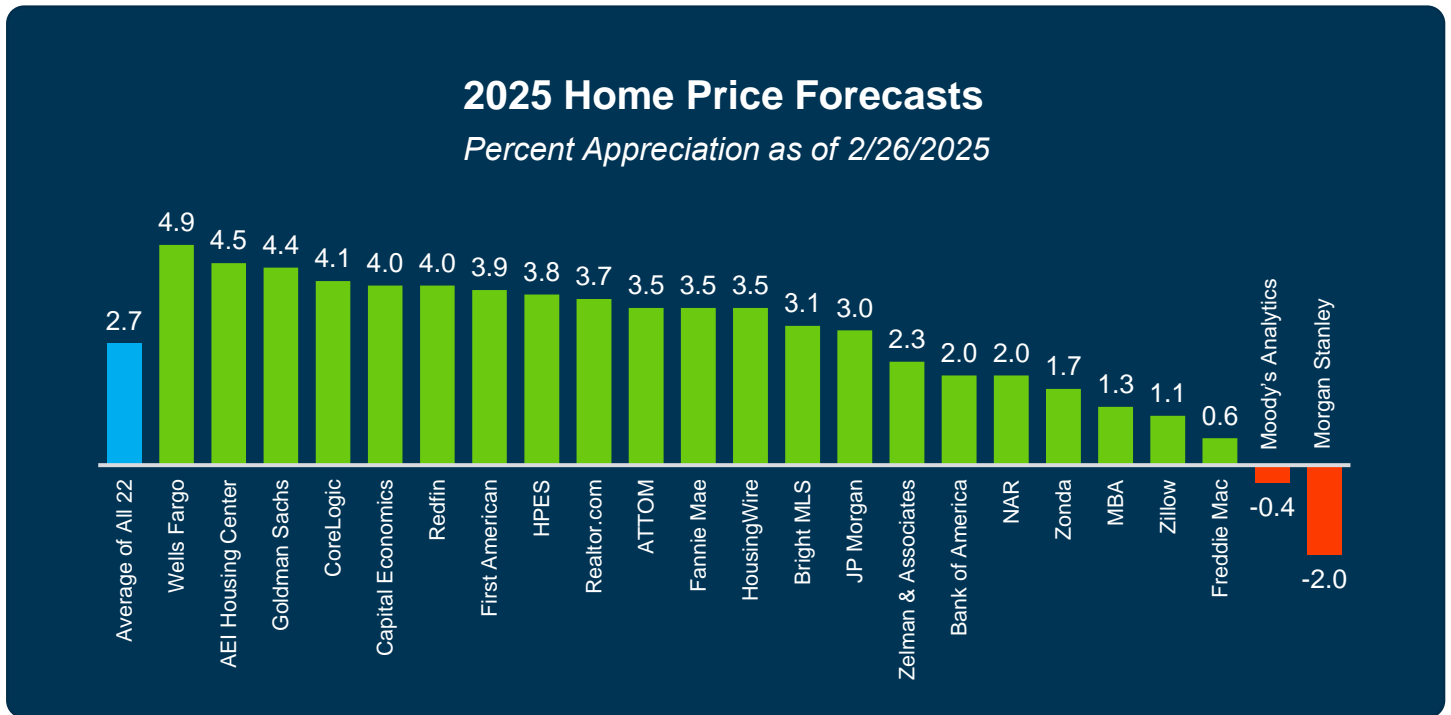
*30-Year Fixed Rate, As of 2/20/2025*

Quarter	Fannie Mae	MBA	Wells Fargo	Average of All Three
2025 Q1	6.90%	6.90%	7.10%	<b>6.96%</b>
2025 Q2	6.80%	6.90%	6.90%	<b>6.86%</b>
2025 Q3	6.70%	6.70%	6.65%	<b>6.68%</b>
2025 Q4	6.60%	6.50%	6.50%	<b>6.53%</b>

But you should remember, this will continue to change as new information becomes available. Expert forecasts are based on what they know right now. And since everything from inflation to economic drivers have an impact on where rates go from here, brace for some rate volatility. Don't get caught up in the exact numbers here and try to time the market. Instead, focus on the overall trend and that even a small decline can help bring down your future mortgage payment.

## Will Home Prices Fall?

The short answer? Not likely. While mortgage rates are expected to ease a bit, home prices are projected to keep climbing in most areas — just at a more normal, sustainable pace. If you average the expert forecasts together, you'll see prices are expected to go up about 3% in 2025, with most of them hitting somewhere in the 3 to 4% range (see graph below):



So don't expect a sudden drop that'll score you a big deal if you're thinking of moving this year. While that may sound disappointing if you're hoping prices will come down, refocus on this. It means you won't have to deal with the steep increases we saw in recent years, and you'll also likely see any home you do buy go up in value after you get the keys in hand. And that's actually a good thing.

Keep in mind, though, the housing market is hyper-local. So, this will vary by area. Some markets will see even higher prices. And some may see prices level off or even dip a little if inventory is up in that location. In most places though, prices will continue to rise (as they usually do).

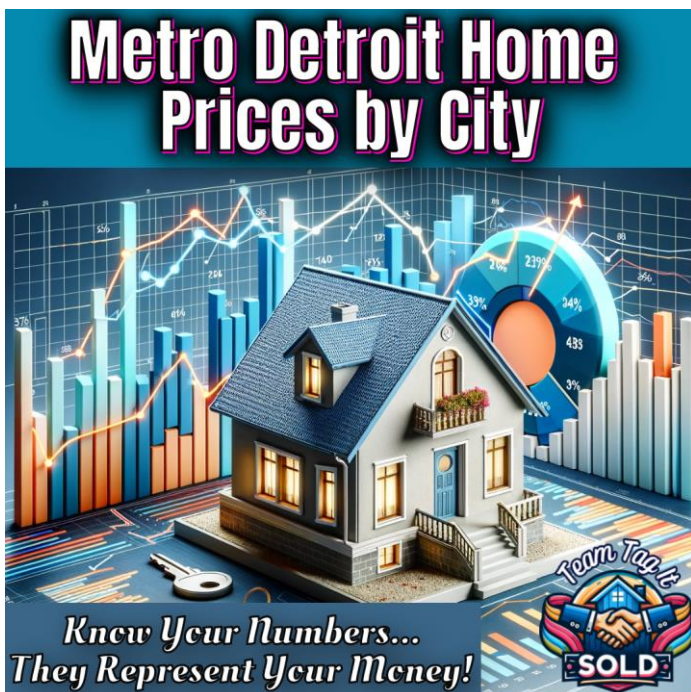
### Bottom Line

Let's talk so you can get the scoop on what's happening in our area and advice on how to make your next move a smart one.

# Click the Pictures to be directed to the Blog Post



**Key Step to Purchasing Home ~** I break down the 📈 mortgage rates 📉 every day so you can understand the **WHY** vs. the **WHAT**. These tips will save you thousands 💰 over the life of your mortgage and provide better **negotiation skills** before you speak to a lender.



🎯 **Want the latest scoop on Metro Detroit home prices?**  
📊 🏠 Our live **MLS data** and interactive charts keep you updated on **home prices, market trends,** and **real estate stats** by selecting **your city** 🗺️, so you can make smart buying or selling decisions. **Start your city search now** and stay ahead of the market!



*Deciding whether to sell your house depends on your personal circumstances and the specific dynamics of the market in your area. If you need to sell now . . . an experienced local agent can guide you through the process.*

NerdWallet



# The 3 Biggest Mistakes Sellers Are Making Right Now

If you want to sell your house, having the right strategies and expectations is key. But some sellers haven't adjusted to where the market is today. As a result, those sellers are making some costly mistakes.

Here's a quick rundown of the 3 most common missteps, and how partnering with an expert agent can help you avoid every single one of them.

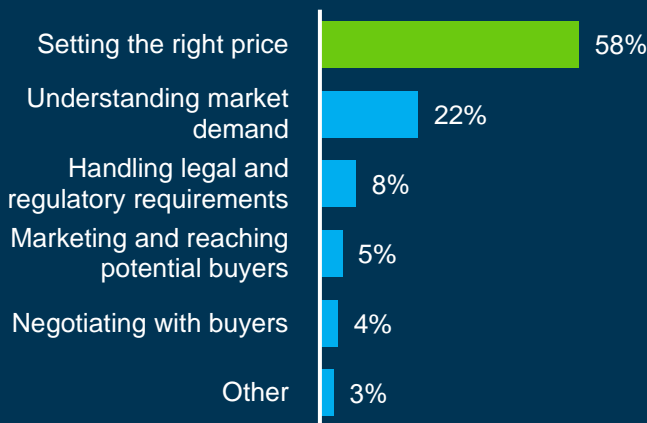


## 1. Pricing the Home Too High

According to a survey by *John Burns Real Estate Consulting* (JBREC) and *Keeping Current Matters* (KCM), real estate agents agree the #1 thing sellers struggle with right now is setting the right price for their house (see graph below):

### 58% of Agents Say Sellers Have the Most Trouble Setting the Right Price in Today's Market

*Top Issues Sellers Find Most Challenging in Today's Market*



Source: JBREC and Keeping Current Matters Real Estate Agent Survey

More often than not, homeowners tend to overprice their listings. If you aren't up to speed on what's happening in your local market, you may give in to the temptation to price high so you can have as much wiggle room as possible to negotiate. You don't want to do this.

Today's buyers are more cautious due to higher rates and tight budgets, and a price that feels out of reach will scare them off. And if no one's looking at your house, how's it going to sell? This is exactly why more sellers are having to do price cuts.

To avoid this headache, trust your agent's expertise from day 1. A great agent will be able to tell you what your neighbor's house just sold for and how that impacts the value of your home.



## 2. Selling As-Is or Making Repairs ~ Pros ✨ and Cons 🚫

Another common mistake is trying to avoid doing work on your house. That leaky faucet or squeaky door might not bother you, but to buyers, small maintenance issues can be red flags. They may assume those little flaws are signs of bigger problems — and it could cost you when offers come in lower or buyers ask for concessions. As *Investopedia* says:

***“Sellers who do not clean and stage their homes throw money down the drain. . . Failing to do these things can reduce your sales price and may also prevent you from getting a sale at all. If you haven’t attended to minor issues, such as a broken doorknob or dripping faucet, a potential buyer may wonder whether the house has larger, costlier issues that haven’t been addressed either.”***

The solution? Work with your agent to prioritize anything you’ll need to tackle before the photographer comes in. These minor upgrades can pay off big when it’s time to sell.

## 2. Planning Your Negotiation Strategy

Buyers today are feeling the pinch of high home prices and mortgage rates. With affordability so tight, they may come in with an offer that’s lower than you want to see. Don’t take it personally. Instead, focus on the end goal: selling your house. Your agent can help you negotiate confidently without letting emotions cloud your judgment.

At the same time, with more homes on the market, buyers have options — and with that comes more negotiating power. They may ask for repairs, closing cost assistance, or other concessions. Be prepared to have these conversations. Again, lean on your agent to guide you. Sometimes a small compromise can seal the deal without derailing your bottom line. As *U.S. News Real Estate* explains:

***“If you’ve received an offer for your house that isn’t quite what you’d hoped it would be, expect to negotiate . . . the only way to come to a successful deal is to make sure the buyer also feels like he or she benefits . . . consider offering to cover some of the buyer’s closing costs or agree to a credit for a minor repair the inspector found.”***

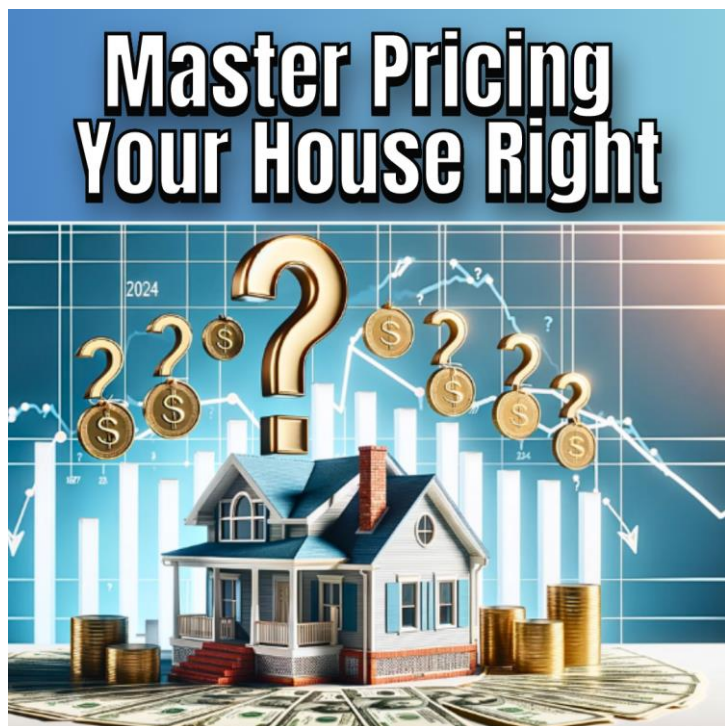
## The Biggest Mistake of All? Not Using the right Real Estate Agent

Notice anything? For each of these mistakes, partnering with an agent helps prevent them from happening in the first place. That makes trying to sell your house without an agent’s help the biggest mistake of all.

### Bottom Line

Avoid these common mistakes by starting with the right plan — and the right agent. Let’s connect so you don’t fall into any of these traps.

## Kickstart Your Home Sale: Master the Art of Pricing in Metro Detroit



Ready to **sell your home** in Metro Detroit? Start with the most **crucial step: pricing your house right!** Our latest blog post is packed with **tips** and **tools** to help you get it right from the start.

Here's what you'll get:

- 1. Smart Pricing Tips:** Learn how to set a competitive price using real-time data from the MLS.
- 2. Market Insights:** Stay updated with the latest trends in your city to make informed decisions.
- 3. Direct MLS Access:** Use my personal bridge for property searches and sold data directly from the MLS.
- 4. Pro Video Tutorial:** Watch our easy-to-follow video on navigating the MLS like a pro.

This guide is your first step toward a successful home sale. Dive in and get the confidence you need to price your home right!

**LEARN MORE!**

# Home Staging FAQ: What You Need To Know

You may have heard that staging your home properly can make a big difference when you sell your house, but is it really worth your time and effort? Here are a few quick FAQs that can help you decide.

## What Is Home Staging?

Staging is the process of arranging and decorating your house to highlight its best features and make it as appealing as possible to potential buyers. It can range from simple touch-ups to more extensive setups, depending on your needs and budget.

## How Does It Help Me Sell My House?

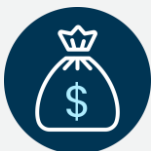
Studies show good staging ultimately helps your house sell faster and maybe for a higher price than an unstaged home (*see visual*):



## How Staging Your House Affects Your Sale



Staged homes sell **73% faster**



Offer prices can go up **between 1-5%**

Source: NAR

## What Are My Staging Options?

The most common is leaning on your agent for their expert advice. They know what buyers like because they're in showings all the time and hear that feedback firsthand. That expertise is crucial to getting your house market-ready.

Full-service staging is another option if your house needs more hands-on attention. This is when you hire a staging professional or staging company to come in, make recommendations, and do the work for you. Going this route is more involved and that makes it more costly, too.

## How Do I Know Which Option To Go With?

Your real estate agent will help determine what level of staging you need based on:

- **Market Conditions:** If the market is slower, going all in on staging can make your home more attractive to buyers. If the market is very active and homes are selling fast, you may be able to get by with doing less.
- **Your Home's Condition:** If your house is vacant or has a unique layout, using a professional stager who can bring in the right furniture and accessories may help.
- **Your Budget:** If your budget is tight or your home only needs minor updates, your real estate agent can suggest simple DIY staging tips to help your home look its best.

### Bottom Line

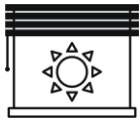
Staging your house properly can make it much more attractive to buyers, but it's not a one-size-fits-all solution. Let's talk through what your home really needs to stand out and sell for top dollar.



# A Checklist for Selling Your House

*As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.*

## Make It Inviting



- Open blinds or curtains to let the light in



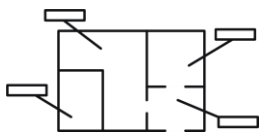
- Check lightbulbs and replace as needed



- Take down personal photos or items



- Declutter throughout



- Give every room a clear purpose

## Show It's Cared For



- Clean your vents and baseboards



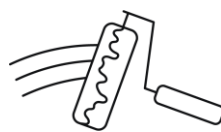
- Vacuum, mop, or sweep floors



- Fix anything that's broken



- Organize countertops, cabinets, and closets

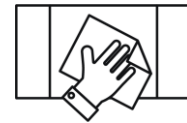


- Touch up any scuffs on the walls

## Boost Curb Appeal



- Power wash outdoor surfaces



- Wash the windows (inside and out)



- Tidy up the landscaping



- Freshen up your entry



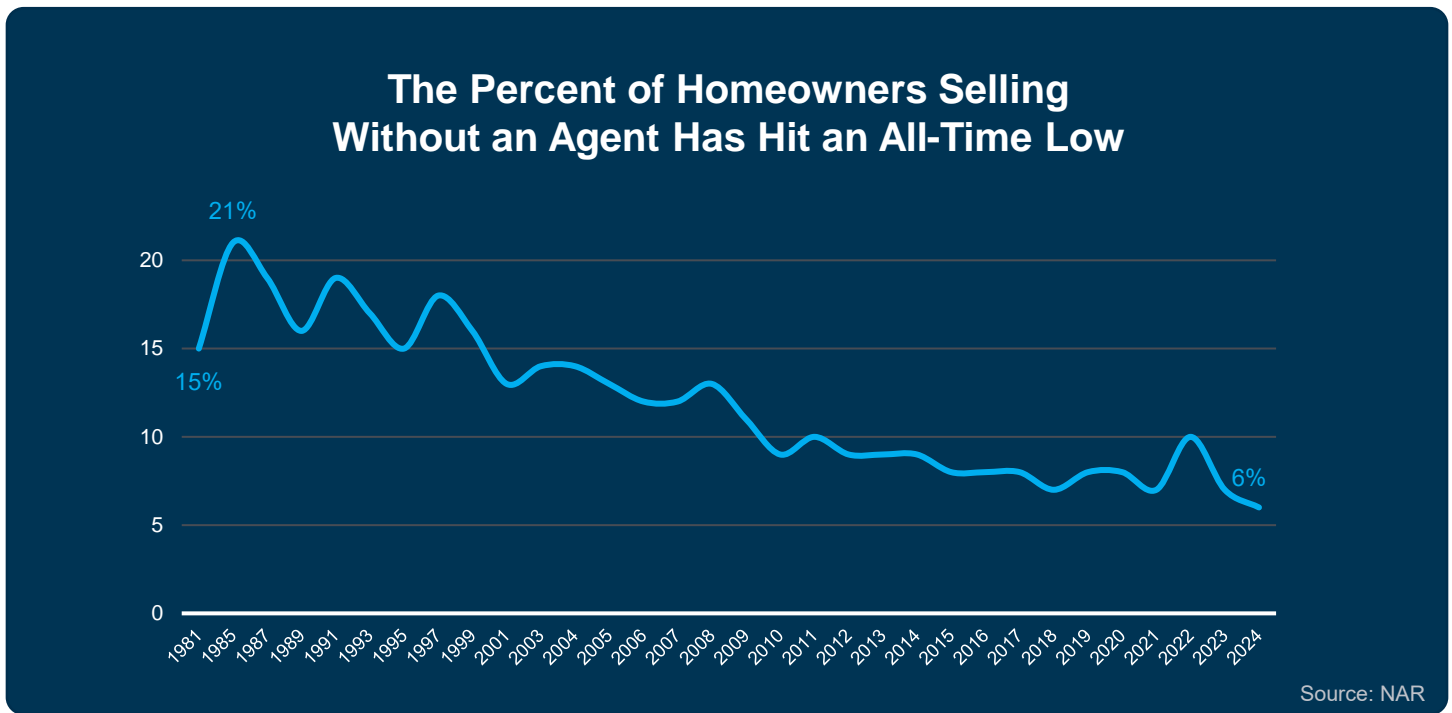
- Sweep patios, decks, and walkways

# Why More Sellers Are Hiring Skilled Real Estate Agents

*Putting your house for sale on your own – often called “For Sale by Owner” or FSBO – might be on your mind. But you should know that it gets complicated very quickly, especially in today’s complex market.*



That’s why data from the *National Association of Realtors* (NAR) shows a record low number are going the route of selling on their own (see graph below):



Instead, more and more homeowners are choosing to work with a real estate agent. And here’s why partnering with an expert is the go-to choice.

## 1. Getting the Price Right

One of the biggest hurdles when selling a house on your own is figuring out the right price. **It's not as simple as picking a number that sounds good — you need to hit the bullseye.** Price your home too high, and buyers may overlook your listing. Price it too low, and you could leave money on the table or even raise red flags about the condition of your home.

Real estate agents are experts at finding the right price for today's market trends. As *Zillow* explains:

*“Agents are pros when it comes to pricing properties and have their finger on the pulse of your local market. They understand current buying trends and can provide insight into how your home compares to others for sale nearby.”*

With their knowledge of the local market, buyer behavior, and what homes like yours are selling for, an agent will help you make sure you set a price that's competitive and will draw in buyers. And it's that perfectly strategic price that'll set the stage for selling at top dollar.

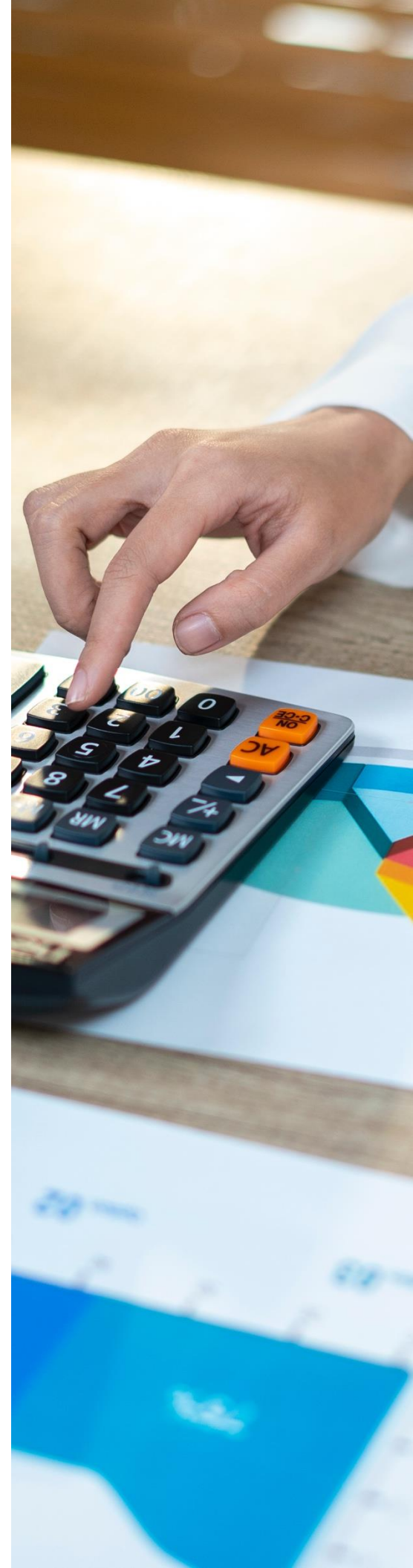
## 2. Understanding and Managing the Legal Documentation

Another part of the process is dealing with a growing stack of paperwork, from disclosure forms to contracts. Each document needs to be completed accurately, and there are legal requirements to follow that can feel overwhelming if you're not familiar with them.

This is another area where an agent's expertise really shines. They've handled these documents countless times and know exactly what's needed to keep everything on track. Your agent will guide you through the paperwork step by step, making sure it's done right the first time. With their help, you can avoid unnecessary mistakes that can lead to delays, legal complications, and more.

### Bottom Line

You don't want to take all of this on by yourself. Let's connect so you have a pro to help with everything from pricing your home to managing the details.



# Mastering Home Sales: The Real Estate Expert Advantage

Click the picture to be directed to the blog posts.



The old problem was exposure; the new game-changer was influence. Let's break it down. **Exposure = the internet** used to get your property out to other public real estate platforms. But these **platforms aren't always on your side**. Remember that these public websites **sell leads to other real estate agents, not helping your house sell!**



Selling your home in Metro Detroit is a significant decision. It's likely one of your ***biggest investments*** and a place filled with cherished memories. With so many **emotions** involved, you need someone who understands your perspective, knows the ***ins and outs of the market***, and can expertly guide you through the selling process.



# Key Reasons To Hire a Real Estate Agent When You Sell



## Industry Experience

We're well-versed in the housing market and know the ins and outs of the entire process.



## Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



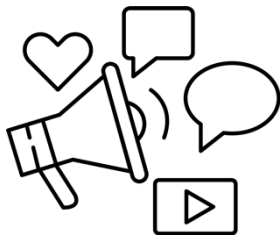
## Pricing and Market Value

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase your next home.



## Contracts and Fine Print

We help with all the disclosures and documents necessary in today's heavily regulated environment.



## Marketing and Exposure

We have effective marketing tools and networks to attract more buyers.



## Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.



*The complexities of the current conditions mean that, now more than ever, it's smart to lean on the guidance of an experienced local real estate agent. If you want to enter the housing market in 2025, whether as a buyer or a seller, let a pro lead the way for you.*

Bankrate



## Negotiate Your Offer and Close

Your home stood out, and you now have an offer or offers from buyers. So, let's go through the steps to identify that you have a great offer.

- Price
- Terms ~ Don't be just hung up on price; the terms may be more important.
- Review the Mortgage approval ~ I always contact the lender and ask ? 's.
- Their Contingencies
- Do we need to add a contingency ~ Finding or negotiating a home for you?
- We break it down by each paragraph to see if it works for you.
- Discuss any concerns you have about the offer with the agent.
- Sign the Offer or Create a Counteroffer.
- Send you the final offer signed, or we will start over
- Verify the Earnest Money Deposit before pending.

# SOLD

## Time to Close & Celebrate!



We made it! Now, we need to coordinate closings and prepare for the move. I will work with the lenders and the title companies to prepare for the closing. Before you receive the Real Estate Documents & Lender Closing Disclosure, I will verify that the figures are correct. If something is amiss, we will catch it early and fix it. I don't do surprises at the closing table, and you need to feel comfortable and understand the numbers.

## Now it's time to celebrate! ❤️



The Process is to Protect You!



# Check Out Our Real Estate Education Website Here

Thank You for Stopping By....Let me know what I can do to help.  
I recommend scheduling an appointment in person or via Zoom  
if you have questions. [Schedule an Appointment Here](#)

Pam Sawyer, Lead Agent ~ Owner  
Web Developer | Social Media ~ Certified  
Team Tag It Sold @ Real Broker LLC. ~ MI.

 248-343-2459

 [teamtagitsold@outlook.com](mailto:teamtagitsold@outlook.com)

 [TeamTagItSold.Com](http://TeamTagItSold.Com)



**real**  
Broker, LLC. - Michigan  
*Metro Detroit Home Experts*

