



THE ULTIMATE GUIDE TO SAVING MONEY

ON YOUR FLORIDA HOME SALE

MARKET SNAPSHOT: YEAR IN REVIEW

2016 MARKET DATA

DATA SOURCE: FLORIDA MLS



- NEW LISTINGS (SINGLE FAMILY HOMES):
342,977 (up 2.2% from 2015)



- MEDIAN SALE PRICE:
\$219,900 (up 12.2% from 2015)



- DAYS TO CONTRACT (ESCROW):
45 (down 13.5% from 2015)



- AVERAGE DAYS ON MARKET:
92 (down 6.1% from 2015)



MARKET SNAPSHOT: YEAR-TO-DATE

2017 MARKET DATA (January through March)

DATA SOURCE: FLORIDA MLS



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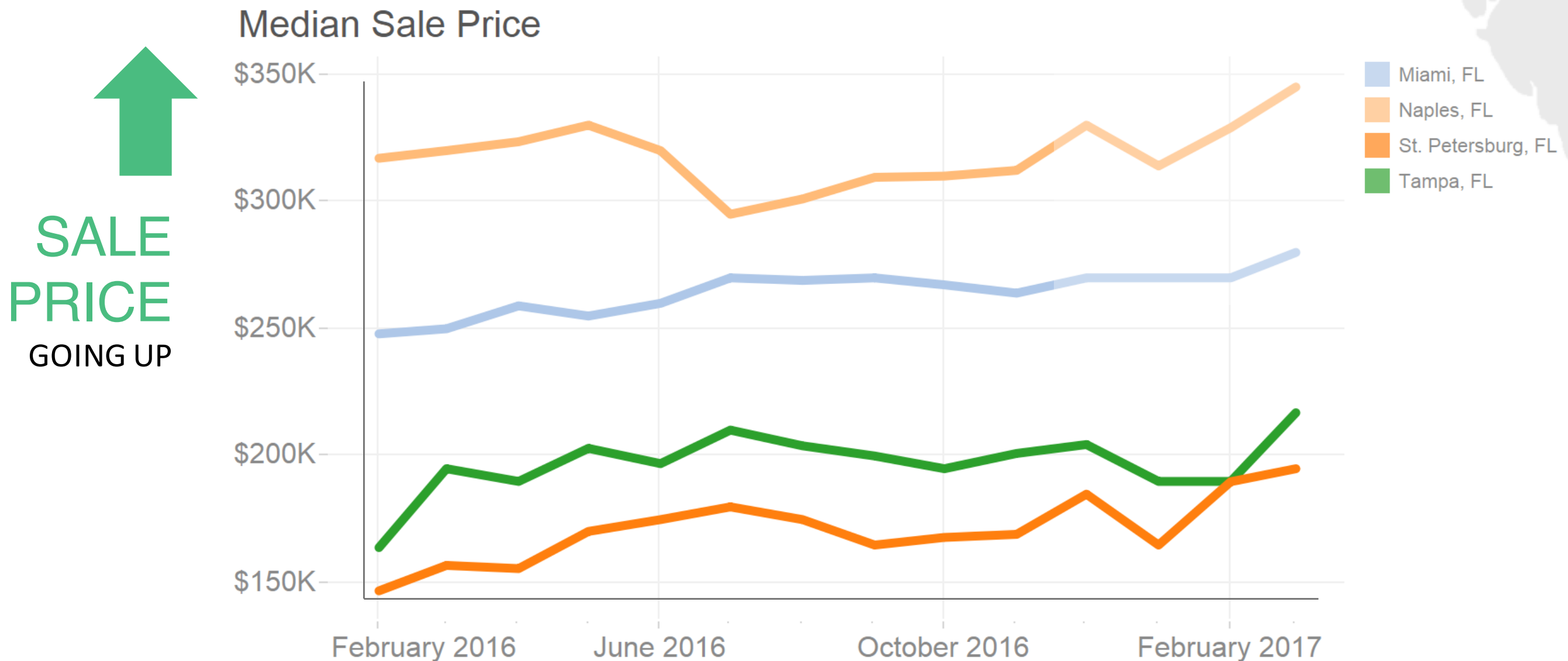
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FLORIDA HOME SALE TRENDS

IT'S A PRIME TIME TO SELL IN FLORIDA

The median sale price increased in **8** out of **10** major Florida metros in 2016 and according to corelogic – home values are projected to **rise 6.8% by June 2017!**

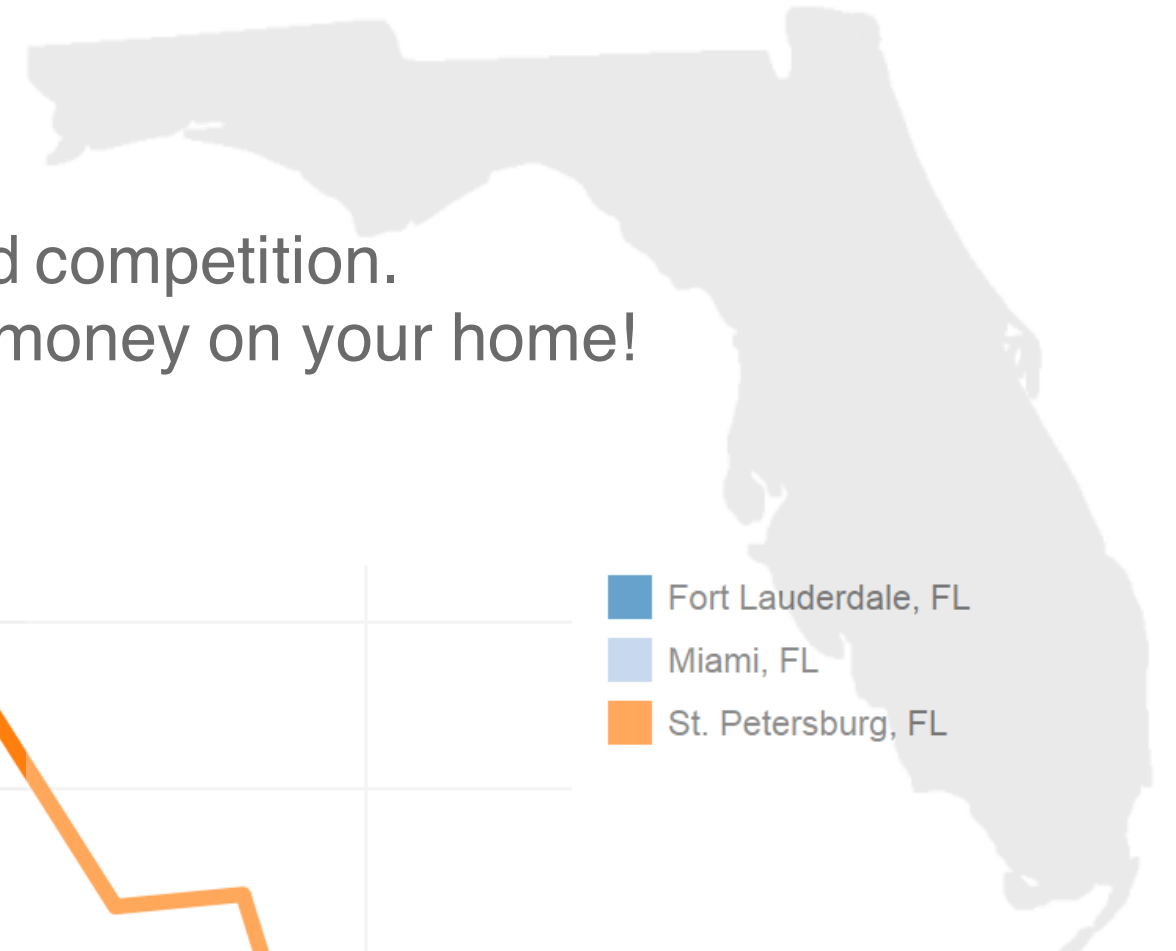


DATA SOURCE: [REDFIN DATA](#)

FLORIDA HOME SALE TRENDS

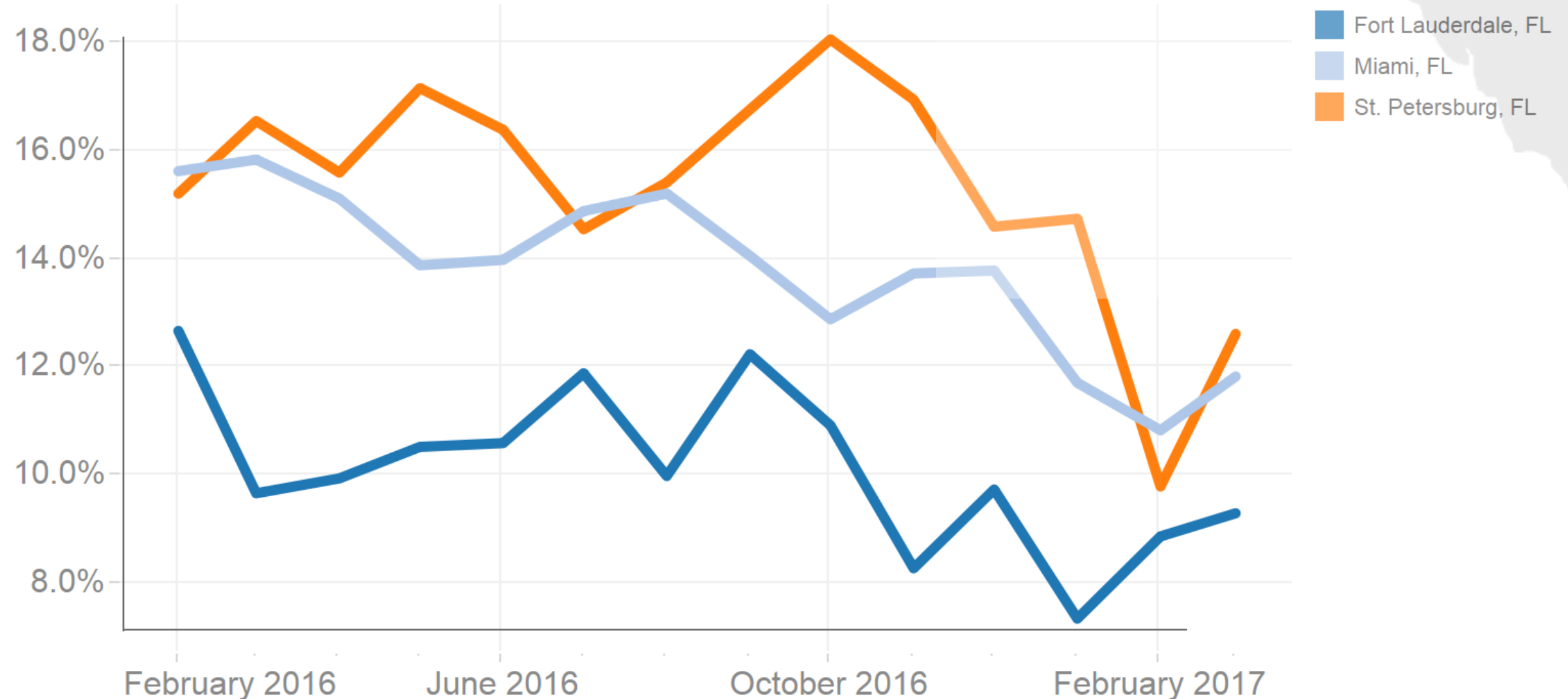
IT'S A PRIME TIME TO SELL IN FLORIDA

Rising prices, low inventory and high buyer demand = increased competition.
Market conditions in your favor, and you're likely to make more money on your home!




**HOMES
SELLING
ABOVE ASKING**

Percentage of Homes Sold Above Asking

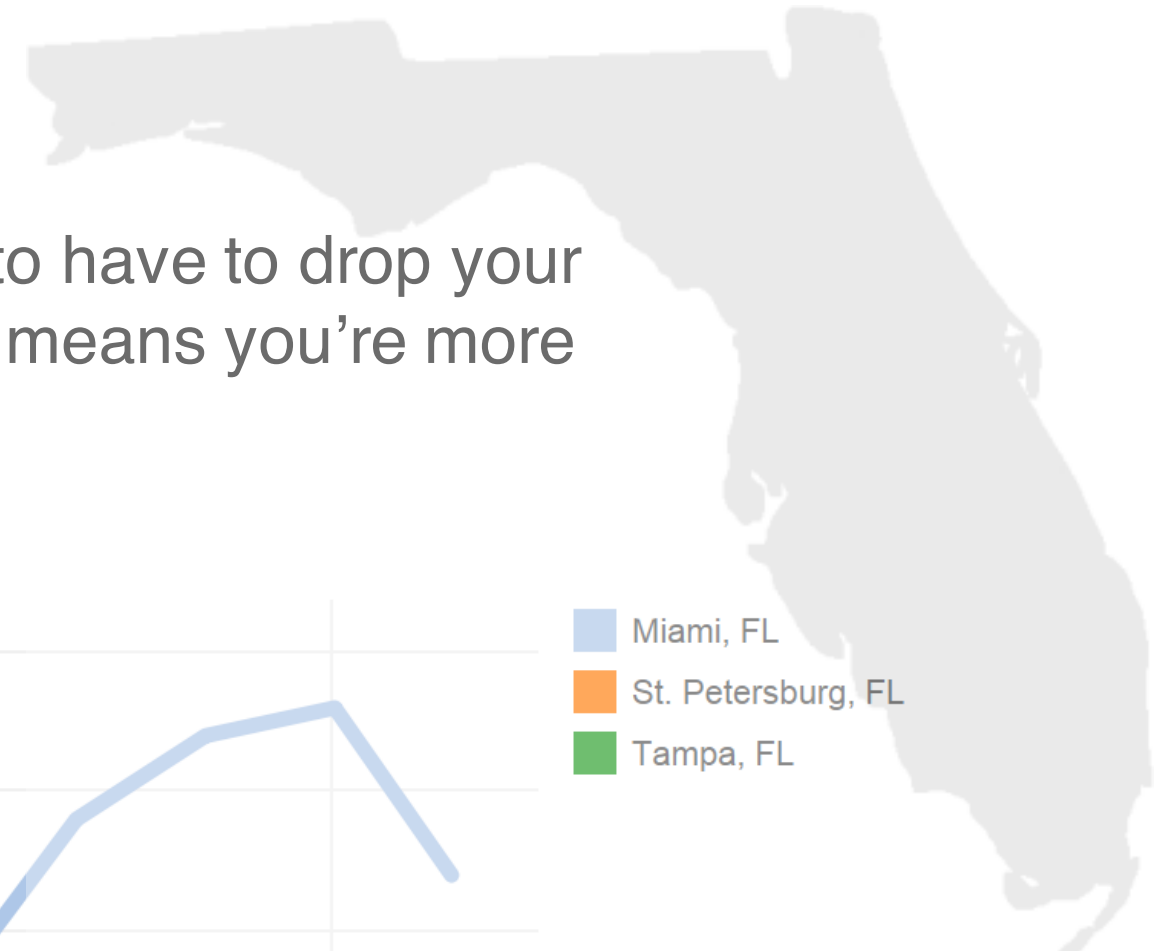


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FLORIDA HOME SALE TRENDS

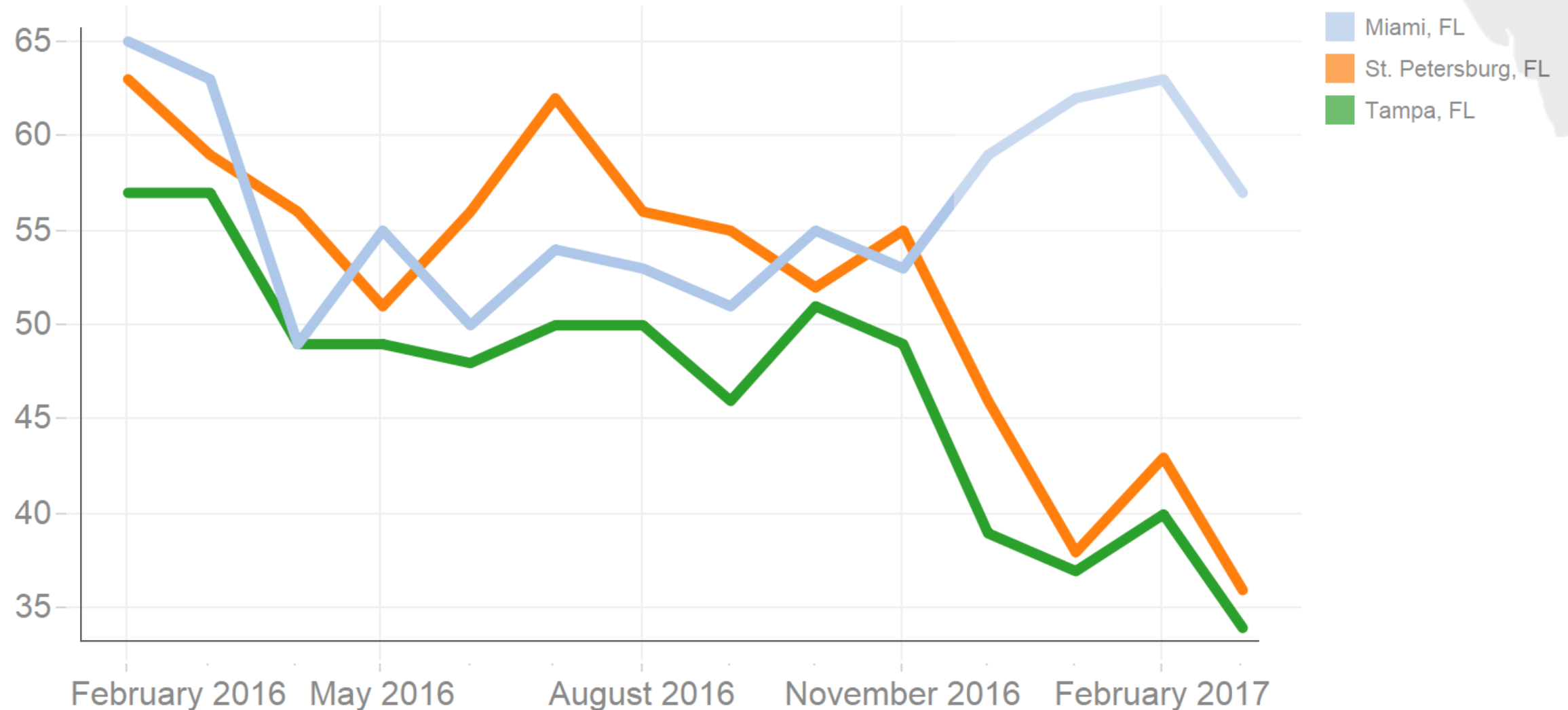
IT'S A PRIME TIME TO SELL IN FLORIDA

The less days it takes to sell your home, the less likely you are to have to drop your price. Even better, when homes in your area are selling fast – it means you're more likely to spark buyer competition and get good offers!




**DAYS
TO SELL
GOING DOWN**

Median Days on Market



DATA SOURCE: [REDFIN DATA](#)

DECIDING WHEN TO LIST, HOW TO PRICE

WHAT TIME OF YEAR IS THE BEST TIME TO LIST?

There are a number of things to consider when you decide what time of year to list your house – the most important of which is the overall health of your local market. If your market is favoring sellers, you're in good shape! As for time of year, there's really no *wrong* time – but you're more likely to enjoy a fast sale in the spring and summer months.

LEARN MORE

➤ Home seller pricing guide

➤ Pre-sale to-do checklist

➤ LEARN HOW TO SAVE \$\$\$



HOW TO PRICE TO MAKE MORE MONEY

Should you price low, in anticipation of buyers bidding up the price? Or, price high to leave room for negotiations? Neither!

It comes as a surprise to many sellers that more often than not, data proves that pricing at or just under fair market value will get you the best possible return on your investment.

BELOW
MARKET VALUE

MARKET
VALUE

ABOVE
MARKET VALUE

(the sweet spot)



HOW SHOULD YOU SELL?

UNDERSTAND YOUR OPTIONS

There are a number of different ways you can list and sell your home:

	BY OWNER WEBSITES	HOMEWAY	TRADITIONAL AGENT
Cost	\$	\$ \$	\$ \$ \$ \$
Ongoing Advice from Real Estate Professional		✓	✓
Home Pricing Guidance	✓	✓	✓
Professional Photos		✓	✓
Professionally Installed Yard Sign		✓	✓
Marketing on MLS, Zillow, Redfin, Trulia & more	✓	✓	✓
Home Showings			✓
Negotiation Management		✓	✓
In-House Attorneys		✓	



Hiring an agent used to be the most common way to sell. But today, more and more sellers are opting to use alternative options – like for sale by owner services and discount brokers. Check out the next page for more info on a new, affordable way to sell your Florida home.

HOMEBAY JUST LAUNCHED IN FLORIDA

... AND WE'RE REVOLUTIONIZING HOME SALES.

Be among the first to experience top notch service at affordable prices. We offer Florida homeowners excellent service for one low flat fee – *no commissions, no compromises.*

LIST WITH HOMEBAY TO GET:

- ✓ 0% listing commission
- ✓ Professional pricing advice
- ✓ Listing submitted to the local MLS, Zillow & more
- ✓ Expert support from top Realtors & attorneys
- ✓ Pre-title clearance
- ✓ Professional photography
- ✓ For Sale sign



LEARN MORE

➤ Check out our Zillow reviews

➤ Read our client success stories

➤ View our recently sold homes

✓ REQUEST A FREE QUOTE

Fees range from \$2,000 to \$3,500.
Request a quote now to see
how much you can save!

HOMEBAY SELLER SUCCESS STORIES

DON'T TAKE OUR WORD FOR IT...check out what our customers have to say!



"Using HomeBay is like having a coach that holds your hand throughout the entire selling process. If I had to describe HomeBay in one word – I'd choose *spectacular*." – Gary, saved \$33k



"HomeBay's team is fabulous. You listened to me and you have such experienced people double checking every aspect of the sale – which is super helpful!" – Maureen, realtor & investor



"We saved \$60,000 in commission and bought a plot of land in Arizona. We're building our dream home –and we're not planning on selling this one! – Jessica, sold in 3 days



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5-STAR
PREMIER AGENT

