



## HIGH DEMAND, LOW INVENTORY:

# 5 REASONS TO LIST YOUR HOME NOW

People list a home for sale for many reasons - a job change, retirement, or the desire for a larger or smaller home - just to name a few. But, with the inventory of homes at its lowest point in years, many homeowners are reluctant to sell due to fear that they won't find a new home to purchase. While this is a valid concern, here are just a few reasons to consider selling now.



### 1 LESS COMPETITION

With fewer homes available for sale, you won't have to work as hard to make your home stand out.



### 2 MORE POTENTIAL BUYERS

Rising incomes, low mortgage rates, and millennials who are beginning to settle down and start families are prompting many first-time buyers to enter the market.



### 3 NEW OPTIONS FOR A HASSLE-FREE SALE

Don't want to deal with open houses and showings? In many markets, companies will buy your home for cash while providing you greater flexibility to choose your closing and/or moving date.



### 4 CHANCE TO CASH OUT FOR A SIZABLE PROFIT

High demand and low inventory are helping to drive up home prices, with much of the country seeing double-digit increases over the past year.



### 5 GREATER OPPORTUNITY FOR A QUICK SALE

In the current low-inventory environment, buyers must act fast when they find a home they like. This has resulted in many listings receiving multiple offers as soon as they hit the market.

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