

DEAR NEIGHBOR,

When you're ready to move to your dream home, you know you want to sell for top dollar, but that, compounded with the stress of finding a new home can feel like a major balancing act. You know real estate is complicated and you need expert guidance.

You deserve a strategic plan and an agent who cares about your investment and time, so you can purchase your dream home with confidence. As you navigate this transition, here are the top things to know about real estate in the New Castle area:

Inventory is Down, and Demand is Up.

In the New Castle Area, especially in Penn Acres and Wilmington Manor, there are very few homes for sale and numerous buyers who want to move to this great neighborhood that we live in. Most homes go under contract in an average of 21 days in the last quarter of 2021, that's a 33% decrease compared to 28 days on market in 2020. Although typically sales slow down in the winter, that is not the case right now due to all the pent-up demand of buyers who can't find homes. With demand as high as it is, it's important to work with an expert to put the right pricing strategy in place to make sure you maximize your returns.

Listings Are Still Getting Multiple Offers.

Most homes that are priced correctly and marketed well are selling above list price. In fact, homes that sell under 30 days are selling at 102.34% above the original list price, while homes that sell between 31-60 days are only getting 95.21% of the original list price. These stats emphasize the importance of working with a local expert to price correctly upfront because it creates a better return on your investment and decreases the time on the market. 7% of sales price is a huge difference when you're selling your largest financial asset.

Buyers Are Actively Looking Now.

Buyers are not stopping for the holidays because interest rates are low and they want to take advantage of them. With our mild winters, there is no reason to wait until spring. It is actually a great time to list your home because winter usually brings the most serious buyers. With my strategic listing preparation and marketing plan, my clients get the highest possible price in the fewest days on market.

As a New Castle area homeowner, what does this mean for you?

If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

You're right to want to capture the highest possible return from your home sale—and do it with the least hassle. You deserve an agent who values your time and money. When I am selling your home, I treat it as if it were my own home. My goal is to make sure you have a stress-free and smooth transaction, while securing your hard-earned equity.

If you're thinking about selling your home in the next 12 months, call me today for your Strategic Marketing Consultation → 609-206-5114

We will go over what is most important to you in selling your home and my process for helping you meet your goals.

Call Today → 609-206-5114

Warmest Regards,



Rebecca Marsh

License # RS-0023201
eXp Realty
144 Kings Hwy, Suite 301
Dover, DE 19901
Office: 302-450-1007
www.BeckyMarsh.com
Rebecca.Marsh@exprealty.com
609-206-5114



REBECCA MARSH

License # RS-0023201
eXp Realty
www.BeckyMarsh.com
Rebecca.Marsh@exprealty.com
609-206-5114



107 E. Van Buren Ave.
New Castle, DE 19720

NEW CASTLE AREA MARKET HIGHLIGHTS

SINGLE-FAMILY HOME STATS	NOV 2020 VS. 2021	ANALYSIS
Median Sale Price	↑ Up 11%	Median sales price for 2021 is \$299,500. That's a record high for the area. When you price correctly from day one, you can maximize offers and ultimately sell faster than you first imagined.
Average Days on Market	↓ Down 33%	Days on market are at a record low right now at 21 days on market. High demand and low inventory mean there are more buyers than homes for sale. To maximize your results, it's extremely important to have a proven strategy and expert guidance from the beginning.
Average Sold Price to Original List Price	↑ Up 2%	Well-priced homes are selling at an average of 102.34% over their list price for 2021. This is yet another testament to the massive opportunity that homeowners who seek the proper guidance have in our current market.



Source: Brightmls.com All information is subject to change and should be independently verified. If your property is listed with a real estate broker please disregard. It is not our intention to solicit the offerings of other real estate brokers.

Thinking of selling in the next 12 months?
Call today for your Strategic Marketing Consultation.

→ 609-206-5114