

MI CASA NEWS



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Key Skills You Need Your Listing Agent To Have

Selling your house is a big decision. And that can make it feel both exciting and a little bit nerve-wracking. But the key to a successful sale is finding the perfect listing agent to work with you throughout the process. A listing agent, also known as a seller's agent, helps market and sell your house while advocating for you every step of the way.

But, how do you know you've found the perfect match in an agent? Here are three key skills you'll want your listing agent to have.

They Price Your House Based on the Latest Data

While it may be tempting to pick the agent who suggests the highest asking price for your house, that strategy may cost you.



EL VALOR DE SU VIVIENDA PUEDE COMPENSAR LOS DESAFÍOS DE ASEQUIBILIDAD

¿Estás pensando en vender tu casa? Si es así, las tasas hipotecarias actuales pueden hacer que usted se pregunte si esa es la decisión correcta. Algunos propietarios se muestran reacios a vender y asumir una tasa hipotecaria más alta para su próxima casa. Si esto también le preocupa, sepa que aunque las tasas son altas en este momento, también lo es el valor líquido de la vivienda. Esto es lo que necesita saber.

Bankrate explica exactamente qué es el capital y cómo crece:

“El valor líquido de la vivienda es la parte de su vivienda que ha pagado y que es de su propiedad. Es la diferencia entre el valor de la vivienda y el monto que aún se debe en la hipoteca. A medida que el valor de su casa aumenta a largo plazo y usted paga el capital de la hipoteca, su participación en el capital crece”.

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It's easy to get caught up in the excitement when you see a bigger number, but overpricing your house can have consequences. It could mean it'll sit on the market longer because the higher price is actually deterring buyers.

Instead, you want to pick an agent who's going to have an open conversation about how they think you should price your house and why. A great agent will base their pricing strategy on solid data. They won't throw out a number just to win your listing. Instead, they'll show you the facts, explain their pricing strategy, and make sure you're on the same page.

As *NerdWallet* explains:

“An agent who recommends the highest price isn't always the best choice. Choose an agent who backs up the recommendation with market knowledge.”

They're a Great Negotiator

The home-selling process can be emotional, especially if you've been in your house for a long time. You're connected to it and have a lot of memories there. This can make the negotiation process harder. That's where a trusted professional comes in.

A skilled listing agent will be calm under pressure and will be your point-person in all of those conversations. Their experience in handling the back-and-forth gives you with the peace of mind that you've got someone on your side who's got your best interests in mind throughout this journey.

They're a Skilled Problem Solver

At the heart of it all, a listing agent's main priority is to get your house sold. A great agent never loses sight of that goal and will help you prioritize your needs above all else. If they identify any necessary steps you need to take, they'll be open with you about it. Their commitment to your success means they'll work with you to address any potential roadblocks and find creative solutions to anything that pops up along the way.

Find more details on this topic at [Karen Reid Realtor](#)