

YOUR 2026 HOME SALE PLANNING GUIDE · WHATCOM COUNTY, WA

Could 2026 Be the Right Year to Sell Your Home?

Most sellers who get top dollar don't stumble into it — they plan ahead.

** Based on current Whatcom County absorption rates and pricing trends.*

This guide gives you a clear picture of the market, what to avoid, and a practical roadmap from today to closing day.

✓ **Free to Keep**

✓ **No Obligation**

✓ **Written for
Whatcom County Sellers**

Why 2026 Could Be Your Best Window

Low Inventory

Fewer homes = less competition for sellers

Whatcom County listings remain well below historical averages

Equity Growth

Most homeowners have significant built-up equity

Average equity gain of \$80K–\$120K+ over the past 5 years

Buyer Demand

Serious buyers are active and pre-approved

Remote work continues to drive relocation into Whatcom County

The Real Cost of Waiting

- **Interest rates may shift** — today's buyers are still active; hesitation risks a slower market.
- **Carrying costs add up** — property taxes, maintenance & mortgage payments don't pause while you wait.
- **Equity doesn't grow forever** — markets cycle, and the window of peak leverage is finite.

What Sellers Often Get Wrong

Avoid these common (and costly) mistakes:

X Overpricing from the start

Homes that sit get stigmatized. Buyers assume something is wrong. A precise price drives competition.

X Skipping pre-sale prep

First impressions happen online. Poor photos and deferred maintenance cost you offers before anyone walks through the door.

X Waiting for the "perfect" market

There's no perfect moment. The best time to sell is when you're prepared — not when headlines say so.

X Choosing an agent on commission alone

The cheapest agent rarely nets you the most money. Strategy, marketing, and negotiation skill matter far more.

X Going it alone (FSBO)

Studies show FSBO homes sell for 5–26% less and typically take longer to close.

What Makes Homes Sell Faster

The difference between 7 days and 70 days:

✓ Priced with precision from day one

Homes priced right sell faster and often above list price when buyer competition increases.

✓ Professional photography & video

95% of buyers search online first. Stunning visuals drive more showings — period.

✓ Strategic timing of the listing

Listing at the right time—both week and season—can add thousands to your sale.

✓ Pre-listing inspection & repairs

Buyers pay more for move-in ready. Addressing issues upfront removes negotiation leverage from buyers.

✓ A clear, compelling listing narrative

Your home's story matters. Great copywriting helps buyers emotionally connect before they even visit.

✓ An agent with a proven local network

Your Home Sale Timeline

Here's exactly what to do — and when — to get your home sold for top dollar.

12 Months Before

- Have a no-pressure conversation with Andi about your goals & timeline
- Get a preliminary home value estimate based on real local data
- Identify any major repairs or updates worth making before listing
- Begin decluttering room by room — no rush, just steady progress
- Review your mortgage payoff amount and equity position

6 Months Before

- Get a detailed, data-backed pricing analysis from Andi
- Prioritize and begin pre-sale improvements that add real value
- Interview contractors for any needed repairs or cosmetic updates
- Discuss staging strategy — what to keep, remove, or refresh
- Start gathering home documents: warranties, permits, utility bills

3 Months Before

- Complete all repairs and high-ROI improvements
- Consider a pre-listing inspection to avoid surprises
- Professional staging walkthrough with Andi
- Finalize your listing price strategy with local comps
- Plan your move — book movers, research your next home

Final 30 Days

- Professional photography, video & 3D tour scheduled
- Review and sign listing agreement with Andi
- Home goes live on MLS, Zillow, Realtor.com & social media
- Open house promoted to Andi's local buyer network
- Review all offers together — negotiate for best terms & price

READY TO TAKE THE FIRST STEP?
Let's Build Your Home Sale Plan — Together.

No pressure. No obligation. Just a clear, data-backed guidance so you can make the right decision.

Call or Text Andi: (360) 734-6479

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