



# A Seller's Guide to Homer, Alaska

STRAIGHTFORWARD GUIDANCE FOR A UNIQUE MARKET

[WWW.SARAHINALASKA.COM](http://WWW.SARAHINALASKA.COM)



**Sarah M. Richardson, MA**  
Associate Broker  
Story Real Estate  
Homer, AK



# Preparing your Home for Sale

Selling a home in Homer requires more than good timing or a hopeful price. This is not a high-volume, high-turnover real estate market. Inventory can be limited, pricing uneven, and comparable sales imperfect.

Before we ever talk about numbers, we need to be honest about what you are bringing to market. Buyers in Homer pay close attention to condition and upkeep. Addressing obvious deferred maintenance, fixing leaks, patching walls, decluttering, depersonalizing, and presenting a clean, neutral space helps buyers focus on the home rather than the work they'll need to do after closing.

We're not aiming for perfection. We're aiming for buyer confidence. First impressions matter, and curb appeal is not optional.

# Pricing your Home

Pricing is not a guess. I prepare a custom pricing analysis that considers location, condition, market timing, inventory, and buyer behavior—not just recent sales. I will present a price range, explain what each position within that range signals to buyers, and recommend a strategy that aligns with your goals. Pricing well from the start is especially important here. The market is far less forgiving of early missteps.

Many sellers assume it's best to list a little high to leave room for negotiation. In practice, pricing outside the market range often causes buyers to wait or skip the listing entirely, expecting a future price reduction. Pricing low to spark a bidding war only works under specific conditions: strong demand, limited inventory, and the right property type. When those conditions aren't present, underpricing can backfire just as easily as overpricing. If you're working with me, we'll talk candidly about risk, leverage, and timing.

## A Note about Homer Pricing

Homer is not a high-volume, high-turnover real estate market. Inventory is often limited, pricing can be uneven, and comparable sales are often imperfect. Homes don't always sell quickly—but when the right buyer shows up, they sell decisively.

I often help buyers recalibrate expectations when they enter this market. In Homer, timing, property type, seasonality, and buyer pool matter more than days on market alone. Sometimes clients coming from urban areas assume prices will correct quickly, or that a home sitting on the market is automatically overpriced. That's not always the case.

Understanding the local market rhythm of what tends to sell, when it sells, and why, helps buyers write realistic offers and avoid missing good opportunities while waiting for a deal that may never come.

# Marketing Your Home

Marketing a home is about positioning, not activity. I approach selling through a marketing lens that prioritizes how your home is presented, who it's presented to, and under what terms. Though trained in journalistic photography, I often employ special real estate photographers to showcase your home in its best light.

A note about open houses: They are not very often the driver of a sale in Homer. Most serious buyers work with agents and schedule private showings. I focus on the tools and exposure that actually move a transaction forward.

## Should I wait until Spring to List my House?

Real estate in Alaska sells year-round, though activity fluctuates seasonally. Winter is typically slower, while demand increases in spring and often stays strong through fall. That said, the best time to sell is when you are ready. Well-priced, well-prepared homes sell in every season. My role is to align timing, pricing, and preparation so your home stands out when the right buyer shows up.

# Are you Ready?

If you're considering selling a home in Homer and want clear guidance grounded in how this market actually behaves, I'm happy to talk. I'll walk you through pricing, timing, preparation, and likely outcomes so you can decide how and whether to move forward with confidence. No pressure, no inflated promises—just an honest assessment and a strategy that fits your goals.

## About Me

I'm an Associate Broker with Story Real Estate, working with buyers and sellers across Homer and the Kenai Peninsula. My work is centered on clear communication and thoughtful strategy, helping clients make well-reasoned decisions in a market that's anything but generic.

I'm known for a straightforward, organized approach to the buying and selling process and for guiding clients from first conversations through closing with perspective and care. If you value clarity and a steady hand, I'm happy to talk through your plans and see whether working together is a good fit.

If you're considering a purchase and want a clear, grounded conversation about next steps, feel free to reach out.

