



The Rob Morrison Team at Coldwell Banker

The Barrington Area Market Update

THE ROB MORRISON TEAM of Coldwell Banker in Barrington has been inundated with inquiries on housing trends since Crain's released their article in September conveying strengths of last year's market trends in Barrington compared to the present. The trends undoubtedly are not comparable says the team. When evaluating areas of Barrington independently of each other, it shows a vast improvement in some areas and stabilization in others from this year's market trends to last years.

According to the Multiple Listing Service (MLS), South Barrington is one of the areas in Barrington that experienced a staggering 20 percent increase in sales with price points exceeding a million dollars year-to-date over last year's sales. North Barrington sales over a million have stabilized with the exact same number of homes sold this year to date compared to last year.

MOVING ON TREND

So how do residences become part of the upward trend of statistics while being placed in a league of their own? The answer is with strategy, structure, communications, and consistent quality marketing. In fact, the team was honored to have been chosen to speak in front of South Barrington homeowners earlier this year at a Village Hall meeting on the topic. During the meeting, Rob Morrison stressed the importance of preparing a home before going to market whether it be painting cabinets, replacing countertops, or moving partition walls to create an open floor plan.

"The return on investment in today's market is not so much on the money invested as it is the marketability of the home and the expedience at which it sells," Morrison said. "The next step is to make sure the local real estate professional you select stages the home, and has it professionally photographed.

Your online presence is critical," he said.

Additionally, working with your real estate professional as a united team and communicating regularly is just as important. Lastly, make sure to understand not only the marketing your real estate professional offers, but the quality of each product. Your home deserves nothing less than exceptional marketing services.

The Rob Morrison Team is excited to see what the rest of the year brings as they have surpassed last year's top performance year to date with 71 homes sold from January 1 to October 3, a reflection of an active market and the passion at which this team works! 

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