

2026 Edition

**FREE GUIDE — COMPLIMENTS OF VIRTUAL KEY REALTY, INC.**

**Slawomir Nowak**

*Designated Managing Broker | 12+ Years Chicago Real Estate*

**MOWIMY PO POLSKU — We Speak Polish**

## Why Spring 2026 Is Your Moment to Sell

The Chicago housing market entering Spring 2026 is showing strong conditions for sellers. Inventory remains historically low while buyer demand continues to build — a combination that gives sellers significant pricing leverage when the home is properly prepared and positioned.

<b>-24.8%</b> Inventory vs. Last Year	<b>97%</b> Homes Sell at List Price	<b>\$343K</b> Median Sale Price Chicago	<b>68 Days</b> Average Days on Market
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### What This Means for You

Low inventory means your home faces less competition. Strong buyer demand means more showings. Homes priced correctly in the first week are selling at or above asking price. The sellers who act in spring — before summer slowdown — consistently achieve the best results.

<b>KEY INSIGHT</b>	The first 7 days on market generate the most buyer attention. Pricing right from Day 1 is the single biggest factor in your final sale price.
<b>INVESTOR SPECIAL</b>	If you own a multi-unit, mixed-use, or investment property — Chicago's investor market is active. Ask about our Investor Special program.

## The 7-Step Home Selling Process

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<b>STEP 1</b>	Free Home Valuation — We analyze your home against current Chicago market data and give you a real number. No pressure, no obligation.
<b>STEP 2</b>	Pricing Strategy — Together we set a price that attracts buyers AND maximizes your proceeds. Overpricing costs you money. We price it right the first time.
<b>STEP 3</b>	Prepare & Stage — We walk through your home and give you a specific action list: what to fix, what to declutter, what to stage. Small investments yield big returns.
<b>STEP 4</b>	Professional Photography — Listings with professional photos sell 32% faster. We coordinate photography to make your home shine online.
<b>STEP 5</b>	Maximum Market Exposure — Your listing goes on MLS, Zillow, Realtor.com, Redfin, and targeted social media campaigns reaching active Chicago buyers.
<b>STEP 6</b>	Showings & Offers — We manage all showings, gather feedback, and negotiate every offer strategically to get you the best price and terms.
<b>STEP 7</b>	Closing — We guide you through inspection, appraisal, attorney review, and closing. You are never navigating this alone.

## Pricing Your Home to Win

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Pricing is the most important decision you will make as a seller. Here is what the data consistently shows:

PRICED RIGHT Day 1	OVERPRICED Then Reduced
More showings in first week	Fewer showings, buyers wait
Multiple offers possible	Single offers or none
Sells at or above asking	Final price below original ask
30-45 day closing timeline	60-90+ days, deal fatigue

## Staging Tips That Actually Move the Needle

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You do not need to remodel. You need to present. These five actions deliver the highest ROI before listing:

1. Declutter every room — Remove 30-40% of your furniture and belongings. Buyers need to imagine their life in the space, not see yours.
2. Deep clean everything — Floors, baseboards, windows, appliances. A clean home photographs well and shows even better.
3. Fresh neutral paint — One of the highest-ROI investments before listing. Stick to warm whites and light grays.
4. Maximize curb appeal — Mow the lawn, trim shrubs, plant flowers by the entry. Buyers form their opinion before they walk in.
5. Fix the small things — Leaky faucets, squeaky doors, burnt-out bulbs. Small defects signal bigger problems to buyers.

## Why Virtual Key Realty?

NO FRANCHISE FEES	YOU WORK WITH ME DIRECTLY	100% COMMISSION MODEL
Traditional brokerages pass franchise overhead costs to you. Virtual Key Realty has none — which means more money stays with you.	Slawomir Nowak personally handles every step of your transaction. No handoffs to junior agents.	Our streamlined model means lower costs without sacrificing expertise, marketing, or results.

### MOWIMY PO POLSKU

Slawomir Nowak is a Polish-speaking Designated Managing Broker serving the Chicago Polish community and all Chicago neighborhoods. If you or someone you know prefers to conduct real estate transactions in Polish — we are here for you.

### READY TO FIND OUT WHAT YOUR HOME IS WORTH?

**Get your FREE, no-obligation home valuation today. Real numbers. Real market data. No pressure.**

<b>Slawomir Nowak Designated Managing Broker</b>	<b>773-837-4815</b>	sale@virtualkeyrealestate.com m virtualkeyrealestate.com
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*Virtual Key Realty, Inc. | Serving All Chicago Neighborhoods Domy na sprzedaz lub kupno | Investor Specials Available*