CHICAGO HOME SELLER'S GUIDE 2026

SUMMER 2026 EDITION

Expert Guidance from Slawomir Nowak,
Managing Broker

WHAT'S INSIDE:

- ✓ Summer 2026 Chicago Market Stats
- ✓ 7-Step Home Selling Process
- ✓ Pricing Strategy That Wins
- ✓ Free Staging Tips
- ✓ Why Virtual Key Realty Inc.

Slawomir Nowak | Managing Broker
(773) 837-4815 | sale@virtualkeyrealestate.com
virtualkeyrealestate.com | Mówimy po Polsku

Summer 2026 Market at a Glance

METRIC	VALUE
Median Sale Price (City of Chicago)	$409,000
Average Days on Market	28 days
Inventory — Months of Supply	2.6 months
List-to-Sale Price Ratio	100.2%
30-Year Mortgage Rate	6.56%
Market Condition	Seller's Market

Year-Over-Year: Median price up ~7.7% vs. Summer 2025

Rate: 6.56% (Bankrate, June 1, 2026) | Source: Redfin, Houzeo, Bankrate, Chicago Agent Magazine

Market Commentary — Summer 2026

Chicago's summer market is firmly in seller's territory. With just 2.6 months of supply and homes moving in under a month, well-priced properties are attracting multiple offers and closing at or above asking price. Mortgage rates hovering near 6.56% continue to motivate buyers already in the market to act decisively before any further rate movement. For sellers, summer 2026 represents an excellent window to maximize proceeds — especially for move-in ready homes that don't require buyers to negotiate inspection concessions.

How We Sell Your Home — Step by Step

1. **Free Home Valuation (CMA)**

   We conduct a detailed Comparative Market Analysis using real, current Chicago sales data — not estimates from automated tools. You'll know exactly what your home is worth before we list.

2. **Prepare & Stage Your Home**

   We walk through your property together and identify the highest-ROI improvements. Smart preparation directly translates into faster offers and higher sale prices.

3. **Professional Photography & Marketing**

   Every listing gets professional HDR photography, an optimized property description, and a targeted digital marketing plan covering Google, Facebook, and Instagram.

4. **List on MLS & Maximum Exposure**

   Your home goes live on the MLS, Zillow, Realtor.com, Redfin, and all major portals simultaneously — reaching every active buyer in the Chicago market within hours.

5. **Review Offers & Negotiate**

   We analyze every offer — not just price, but contingencies, financing strength, and closing timeline — then negotiate to protect your bottom line.

6. **Under Contract: Inspections & Appraisal**

   We manage the inspection response strategy, appraisal coordination, and keep the deal on track through attorney review and all contingency periods.

7. **Closing Day**

   We attend closing with you, review all documents, and ensure you receive your proceeds without surprises. Our job isn't done until you have the check.

Pricing Strategy: Why Day-One Price Decides Everything

FACTOR	PRICED RIGHT	OVERPRICED
Days on Market	14–28 days	60–90+ days
Final Sale Price	97–102% of list	85–92% of list
Buyer Perception	Competitive, act fast	"What's wrong with it?"
Offers Received	Multiple offers likely	Few or none
Price Reductions	Rarely needed	Almost certain

Top 5 Staging Tips — Zero Budget Required

1. **Declutter Every Room**
   Remove at least 30% of furniture and personal items. Buyers need to visualize their belongings in the space — not yours. Empty closets sell the idea of storage.
2. **Deep Clean — Especially Kitchen & Bathrooms**
   A spotless home signals to buyers that it's been well-maintained. Clean grout lines, appliances, and baseboards make a $0 investment look like a renovation.
3. **Maximize Natural Light**
   Open every curtain and blind before showings. Replace any burned-out bulbs with bright, warm-white LEDs. Light creates the feeling of space.
4. **Curb Appeal: First Impressions Start Outside**
   Mow the lawn, trim bushes, sweep the walkway, and place a clean welcome mat. Buyers form their opinion before they even open the front door.
5. **Neutralize & Depersonalize**
   Remove family photos, religious items, and bold decor. A neutral palette lets every buyer imagine themselves living there.

Why Choose Virtual Key Realty Inc.?

- **382+ Transactions Closed**
  Proven track record across all Chicago neighborhoods — condos, single-family, multi-unit, and investment properties. We know what works in every market segment.
- **You Work Directly with the Managing Broker**
  No hand-offs to junior agents. Slawomir Nowak personally handles your listing, negotiations, and closing — from first meeting to final signature.
- **Bilingual Service — English & Polish**
  Serving Chicago's Polish-speaking community for over 12 years. We communicate clearly in both languages, ensuring nothing is lost in translation.
- **Active Investor Experience**
  We've bought, renovated, and sold investment properties ourselves. That means real-world insight on value-add opportunities and pricing strategy.
- **Lower Fees, Higher Net to Seller**
  No franchise overhead. Our lean model means more of your equity stays with you — not a corporate brokerage's bottom line.

Ready to Sell? Let's Talk.

Call Slawomir: (773) 837-4815

sale@virtualkeyrealestate.com | virtualkeyrealestate.com

Free home valuation. No obligation. Straight answers.

Stay Current — Free Bi-Weekly Market Updates

For the latest Chicago market data, visit:

virtualkeyrealestate.com/newsletters.html

Updated every 1st and 15th of the month.