

CAMDEN • GLOUCESTER • BURLINGTON COUNTY

The 2026 South Jersey Home Seller's Guide

A clear, honest look at what it actually takes to sell a home in Cherry Hill, Moorestown, Mullica Hill, and everywhere between — before you talk to anyone.

Prepared by Jestin Morales, Realtor
Keller Williams Cherry Hill
Serving Camden, Gloucester & Burlington
County, NJ

01 / How South Jersey Buyer Demand Differs by Town

Home values across Camden, Gloucester, and Burlington County don't move together — each town has its own pace, driven by school district reputation, commute distance to Philadelphia, and the age and style of the housing stock. A price strategy that works in Moorestown will misprice a home in Mantua, and vice versa.

AREA	TYPICAL BUYER PROFILE	WHAT DRIVES VALUE
Cherry Hill / Voorhees	Move-up families, commuters to Philadelphia	School district, proximity to Route 70/295
Haddonfield / Collingswood	Walkability buyers, downsizers	Downtown access, historic character
Moorestown / Mount Laurel	Established families, executive relocations	Lot size, school ranking, newer construction
Mullica Hill / Mantua / Glassboro	First-time buyers, growing families	Price-per-square-foot value, newer developments
Willingboro / Marlton	Mixed — first-time and move-up	Affordability relative to neighboring towns

WHY THIS MATTERS TO YOU

The right asking price isn't a countywide average — it's based on what's closing on your specific street, in the last 60–90 days, for homes genuinely comparable to yours.

02 / What Actually Moves Your Sale Price

Homeowners often focus energy on the wrong things before listing. In this market, these are the factors that consistently move final sale price:

- **Pricing strategy in the first 7 days** — homes priced accurately from day one sell faster and closer to (or above) asking. Overpricing "to leave room to negotiate" almost always backfires with slower sales and more price cuts.
- **First impressions in photos** — most buyers decide whether to book a showing based on the first 3 photos alone.
- **Light, clutter, and small repairs** — not full renovations. Buyers pay for "move-in ready feeling," not necessarily new kitchens.
- **Timing relative to local inventory** — listing when there's less competing inventory in your town often outperforms chasing the "best season" generically.

What usually isn't worth doing before selling

Full kitchen remodels, new roofs (unless failing inspection-level condition), and major landscaping overhauls rarely return their full cost at sale in this market. A pre-listing walkthrough can tell you which of these actually apply to your specific home.

03 / The Real Timeline: Listing to Closing

- ☐ **Weeks 1–2 — Prep:** Walkthrough, minor repairs, decluttering, professional photos.
- ☐ **Week 3 — List & launch:** Goes live, open houses, showings begin.
- ☐ **Weeks 3–5 — Offers:** Typical time to accepted offer in an active South Jersey market.
- ☐ **Weeks 5–9 — Under contract:** Inspection, appraisal, buyer financing.
- ☐ **Weeks 9–10 — Closing:** Final walkthrough and closing day.

Total: roughly **8–10 weeks** from listing to closing in a typical, non-distressed sale — though every property and situation is different.

04 / Real Closing Cost Breakdown for South Jersey Sellers

COST	TYPICAL RANGE
Real estate commission	Negotiated between you and your agent
NJ Realty Transfer Fee	Varies by sale price — your attorney or agent can calculate this exactly
Attorney fees	Flat fee, varies by firm
Title-related fees (if applicable)	Varies by transaction
Outstanding mortgage payoff	Your current balance
Prorated property taxes	Based on your town's tax rate and closing date

NOTE

These figures vary meaningfully by exact sale price, town, and your specific situation. This is directional, not a quote — I'll walk through your actual numbers whenever you're ready.

05 / Frequently Asked Questions

Do I need to make repairs before listing?

Only sometimes, and rarely major ones. A short pre-listing walkthrough tells you which small fixes will actually affect buyer perception and which won't move the needle.

How is my home's value actually calculated?

By comparing recent, genuinely similar closed sales on your street and in your immediate area — not an automated algorithm estimate, which can be off by a significant margin in either direction.

What if I'm not sure I want to sell yet?

That's fine — a home value estimate carries no obligation. Most homeowners get one long before they're ready to list, simply to know where they stand.

NEXT STEP

Want a real number for your specific home?

This guide covers the general picture. Your home's actual value depends on specifics only a direct look can answer — condition, lot, recent comparable sales on your exact street.

Jestin Morales, Realtor
Keller Williams Cherry Hill
609-727-9398
Jestinmorales@kw.com