

## Real Estate Seller's Guide

Prepared for you by Tracee Lutes

### Why list with Avenues Realty Group, LLC ?

Buying or selling a home is the biggest, and most important financial transaction people experience in their lifetime. And, once you decide to sell your home, choosing the right real estate company and agent to represent you during this transaction is the most important decision you will make. Consider the following reasons to list with Tracee.

We are a leader in listing and selling homes in your market area.

We have comprehensive print, internet and direct mail advertising programs.

We are members of an international relocation network.

We have satisfied many past customers providing a source of potential buyers.

We have all full time agents who receive extensive on-going training.

We have efficient, computerized accounting and property information systems.

We have a computer resource department for agent training in the use of personal computers.

We have a corporate commitment to excellence in all areas of the real estate business.

List with Tracee and we will see to it that your home is sold for the best price, in the shortest amount of time, with the least inconvenience to you!

### Our Strategy For Selling Your Home

You are represented throughout the listing and selling process with your objectives in mind.

Obtain the highest market value possible.

Complete the selling process in a reasonable period of time.

Accomplish the sale with the least amount of inconvenience to you.

Market your home using our extensive resources.

### The Marketing Process

A Comparative Market Analysis is conducted. You receive a written estimate of market value based on an analysis of:

Similar Homes For Sale Now. This shows what we are competing against. Buyers compare your home to these.

Similar Homes Recently Sold. These tell what buyers are willing to pay for this kind of home, in this area, at this time.

Expired Listings and Similar Homes Unsold for 90 Days or more illustrates the problems of over pricing.

An individual marketing strategy is developed, including:

Effectively staging your home for sale, interior & exterior.

Develop a buyer profile for your home.

Target-market buyer profile audience.

Prepare marketing tools, photo, Photo Highlight Sheet, Home Book, etc.

Prepare advertising plan.

Enter onto Multiple Listing System.

Enter onto several internet home marketing sites.

Enter onto [www.TalkToTracee.com](http://www.TalkToTracee.com) with details & photo tour.

Contact "Top 10%" Brokers in market area.

Mass mailings to neighborhood & other target markets.

Plan & conduct Brokers & public open houses.

Prepare financing alternatives to aid marketing programs.

Feedback during the marketing process.

Determining The Value Of Your Home

A competitive Market Analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore

the basis for valuation is similar to properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

Realistic pricing will achieve maximum price in a reasonable time.

Your cost or profit desire is irrelevant; the market determines the price.

The cost of improvements are almost always more than the added value.

Houses that remain on the market for a long time do not get shown.

A house that is priced right from the beginning achieves the highest proceeds.

## Pricing Strategy

### General Rules

Let's review some important considerations. There are certain factors that are beyond our control and certain factors that are within our control. Those factors outside of our control are: location of the property, finished square feet, types of rooms, and amenities that are in place. Those factors we can control are: the appearance of the property inside and out, how aggressively we market the property, and the price - including terms. It is critical for us to accept those factors that are beyond our control and to focus on pricing and preparation.

### Local Market Observations

Our market is currently steady. Properties are not moving very fast but they are not languishing for months either. Given the current interest rate situation we should continue to experience relatively good mortgage rates and thus the market should remain steady for a while.

### Suggested Price Strategy

My analysis of the comparable properties normally suggests a list price range. The range will achieve your primary goal of a reasonable quick sale.

### Services You Will Receive

- We will suggest what you can do to get your home in top selling condition.
- We will recommend reputable repair companies if necessary.
- We will develop a strategy to show your home.
- We will enter your home in the Multiple List Service.
- We will enter your home in the internet home selling websites.
- We will implement an full marketing plan.
- We will review the progress at least once per month.
- We will promptly advise you of changes in market climate.
- We will present all offers to you promptly and assist in evaluating them.
- We will monitor progress toward closing when a contract is accepted.
- We will immediately advise you of events that may threaten closing.
- We will monitor the appraisal and buyers loan approval.
- We will coordinate and monitor the closing process.
- We will stay in contact with the selling agent to make sure things are proceeding smoothly.
- We will be present at closing to assure a successful conclusion.
- We will help you determine the best selling price for your home.

## Preparing Your Home - Your One Chance To Make A Good Impression

### Curb Appeal

- Mow lawn & trim shrubs
- Edge gardens & walkways
- Weed & mulch
- Sweep walkways & driveway - be sure to clear debris
- Add color & fill in bare spots with plantings
- Remove mildew or moss from walls or walks w/ bleach & water or other cleaner
- Take stains off your driveway w/ cleanser or kitty litter
- Clean & repair patio & deck areas
- Remove any outdoor furniture not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors, broken windows or glass
- Check shingles on roof, screens, gutters, siding
- Clean gutters & exterior surfaces and touch up paint
- Make sure doorbell is in good working order

### General Interior Tips

- Add fresh coat of interior paint - make neutral
- Clean or replace carpet
- Clean floors, windows, blinds, walls, trim, fireplace

- Clean and organize closets & storage by packing items you won't need again until you move
- Remove extra furniture, worn rugs & items you don't use.
- Repair problems such as leaky faucets, running toilets, squeaky doors.
- Living Room - make it cozy, warm & inviting.
- Dining Room - polish visible silver, set table for formal dinner
- Kitchen - make appliances spotless, try baking soda for formica stains, shine baseboards & floors, unclutter all counter space, remove countertop appliances, organize cabinets.
- Bathrooms - remove rust & mildew, shine all surfaces, replace loose caulking or grout.
- Master Bedroom - organize to make feel spacious with well defined sitting, sleeping, & dressing areas.
- Garage & Basement - get rid of unnecessary items, clean oily floor, provide good light, clear cobwebs, change furnace filter, organize.

### When An Appointment Is Made

- Agents from many real estate firms will want to show your home.
- Please allow any agent who calls to show your home at a suggested time.
- If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door.
- You will increase your odds by allowing more qualified buyers to see your home.
- You do not want to miss an out-of-town transferee because we were unable to show your home.

### During A Showing

- Open all draperies & windows shades during daylight hours.
- Turn on all lights & replace bulbs with high wattage bulbs where needed.
- Open windows one half hour before showing to circulate fresh air.
- Open all the doors between rooms to give an inviting feeling.
- Place fresh flowers on kitchen table and/or living room.
- If possible, bake cookies or bread to add an inviting aroma.
- The kitchen & bathroom should sparkle.
- Pets should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals.
- All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded & toilet lid down.
- When you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it.