You Don't Have to Be EXPIRED!

101 Tips and techniques for successfully selling any property in today's market

MITCH COHEN
"THE REAL ESTATE BOSS"
YOUR BRIDGE FROM NY TO NJ
CELL: (917) 715 - 2947
COHENREALTYNYNJ@GMAIL.COM

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TEAM
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Top ten reasons why most properties do not sell during their initial exposure to the market

1. Homeowners chose the wrong agent to do the job. Not all real estate people are created equal. The choice of which real estate agent frequently determines the success or failure of a sale.

2. Ineffective marketing plan to create maximum exposure. To achieve a successful sale at the highest possible price requires a detailed plan for reaching the greatest possible buyer pool.

3. Ineffective use of internet marketing and property website to generate buyer interest. 83% of today’s buyers utilize the internet extensively in their search for their new home.

4. Property not properly presented to the real estate community. The real estate community does not determine what sells but they do determine what buyers see.

5. Lack of proper staging. All properties are competing against other properties for the same buyers in a market segment and it’s important for a property to stand out above the competition.

6. Overpricing the property. Today’s buyers are more sophisticated and will take time to comparison shop so a property must be priced right to generate a sale.

7. Not being flexible about showings. Sellers need to accommodate buyers when they want to see a property even if it means inconveniencing occupants.

8. Ignoring feedback from the potential buyers. This feedback is crucial to helping sellers determine what the buyers are thinking about a property and what they *need* to do to get it sold.

9. Not making adjustment to price, terms or conditions. Putting a property on the market is really a test; if the property doesn’t sell the market is signaling it’s necessary to make an adjustment.

10. Negotiating to win instead of negotiating to make a sale. Can’t allow personalities or issues to become a factor in the negotiations, stick to the needs of both parties.

Ten things to do before putting your home back on the market

1. Have your home inspected by a licensed home-inspector. Fix any problems and display the receipts so the buyers know the property has no deferred maintenance issues.

2. Get replacement estimates. Do you have big-ticket items that you are not willing or able to replace or repair? Get estimates on how much it would cost to repair or replace them.

3. Gather together all of your utility, tax and insurance recipes. Buyers will want to know what these are now and what they have been.

4. Find your warranties, guarantees, and user manuals for the A/C, furnace, and any other appliances or mechanical items that will remain with the house.

5. Get the right paperwork. Do you have the correct agreements to help a buyer purchase your home and protect you and the buyer?

6. Replace your "take with us" items. Is there a chandelier or light fixture you are planning to take with you? Replace it now.

7. Lock up all medications, jewelry, valuables and money. The simplest way to prevent a problem is not to create one by leaving items out where they could get "misplaced."

8. Make arrangements for handling your pets during showings. Plan to crate them, confine them, send them to a neighbor or take them outside during any showings.

9. Refocus on your future. Having a property that doesn't sell can be a very frustrating and discouraging experience, forget about the past and get refocused on why you want to sell.

10. Find a better agent. The worst mistake expired owners make is thinking all real estate agents are the same, they aren't. Find a new agent who can provide you a plan of action that gets results.

Reevaluate your asking price

1. Use accurate, documented information. Don't count on what other neighbors or friends have told you the value is. Your agent should provide a detailed market analysis.

2. Review the sold properties. What have other homes in your neighborhood sold for recently? How do those sold properties compare to yours in terms of location, size, and amenities?

3. Evaluate your competition. How many other homes are for sale in your neighborhood? Have you viewed your competition to determine how your home compares?

4. Consider the other expired and withdrawn properties. Why didn't they sell? Was it the asking price? How do those other unsold properties compare to your asking price?

5. Be sure you are using accurate measurements of your living areas to calculate your true square footage number? This is the number you need to make comparisons to other homes.

6. Have your agent provide you a "proceeds from sale" worksheet to determine your portion of closing costs and calculate what the true net will be from various offer scenarios.

7. Figure in your contingencies. Do you have special concerns that could affect the price you'll be able to negotiate? Will you need to occupy the home after closing for a certain period of time?

8. Ask the lender. Unless the buyers are paying cash, the buyers will need to get a mortgage, so the sale price must be in line with the lender's estimate of its value.

9. If you are not sure-get an appraisal. For a few hundred dollars, a qualified appraiser can give you a detailed estimate of your homes current value.

10. Decide what you will and won't accept from the buyer. If you are not willing to accept an offer that is realistic based on the current market you may not want to waste your time trying.

Ten things to do before putting your home back on the market

1. Generates a much quicker sale. Buyers have access to pricing information from all properties and a properly priced property will generate more intensive buyer demand.

2. Less inconvenience to you and your family. A quicker sale means no more showings, no more open houses, no more daily cleaning and you can move forward with future planning.

3. Exposure to the right potential prospects. Real estate agents will be showing your property to their best, most qualified buyers because it's priced properly.

4. Immediate excitement and response from the broker community. Most good agents have a rolodex of qualified buyers ready to buy as soon as the right property hits the market.

5. Better buyer response from advertising, internet posts and sign calls. Buyers are value conscious and looking for a well-priced property, they can't buy it if they don't see it.

6. Attracts "cleaner" financing. Properties that are priced properly will attract buyers using normal financing instead of "bargain hunters" who will frequently utilize more risky financing.

7. Better chance of attracting higher offers. Properties that are priced right will usually sell within 98% of their asking price.

8. Means MORE money to you. The sooner you can sell and close your sale the less money you must spend for the mortgage, taxes, insurance, utilities, and deferred maintenance.

9. Avoids the property being tagged as "on the market forever" or "must be desperate" by the buyers and real estate community.

10. Gets your property <u>SOLD.</u> The number one reason properties remain unsold in this inventory depleted market is incorrect pricing.

Eleven questions to ask an agent BEFORE you hire them

1. Are you a full time professional? Make sure the agent you select can dedicate the time and energy necessary to market the property properly.

2. How long have you been in the business? While experience is no guarantee of competency or skill level, experience in real estate usually proves to be invaluable.

3. How many homes have you sold in the past 12 months? Results are one of the simplest ways to determine an agent's ability to help you complete a successful sale.

4. What is your average days on the market per listing sold? Determine the average time on market for properties in your area and how does that compare to the agent's days on market?

5. What is your average list price to sales price ratio? This will help you determine an agent's ability to correctly read the market conditions and wisely guide you on pricing strategy.

6. What is your specific marketing plan for generating maximum exposure for my property? Look for aggressive and innovative approaches that will get you the results you desire.

7. What is your plan for using the Internet and social media marketing to generate leads for the sale of my house? In today's technology driven marketplace an internet savvy agent is a must.

8. May I see a sample property brochure or feature sheet? It's a good idea to get an example of the quality of marketing an agent has provided on other properties.

9. How often do you stay in touch with your sellers and what types of report forms do you provide? An open and clear line of communication with an agent is crucial to your success.

10. What should I do to prepare my home for sale? An agent should provide you with help in effectively staging your property to create the best impression for potential buyers.

11. Can you please provide me with the names and contact information for your three most recent clients? All reputable real estate professionals should be able to provide ample recommendations from previous customers.

Twenty things to help you grab the buyers BEFORE they get inside!

1. Give your home "curb appeal."What will a buyer's first impression of the property be? Do the lawn and bushes look neatly manicured? Is the address clearly visible? Are pretty flowers or plants framing the entrance?

2. Spruce up the outside of the house itself. The outside determines if the buyers look at the inside. Be objective. View how your home looks from across the street.

3. Put a fresh coat of paint on the front door. Make sure the area around the front door is swept clean, free of cobwebs and clutter.

4. Install new door knobs on your front door.

5. Buy a new Welcome mat for the outside of your front door.

6. Light the path leading up to the front door to create an inviting atmosphere.

7. Trim any bushes or trees so they don't block windows or important architectural details.

8. Put a large pot of bright flowers outside your front entrance.

9. Polish or replace your house numbers.

10. Buy a new mailbox.

11. Upgrade you outside lighting or make sure existing lighting is working and properly hung.

12. Repair any cracks in the walkways or driveway.

13. Tidy your yard. Remove ANY junk, car parts, bike parts, or other clutter. Rake the leaves, add new mulch, power wash the walkways, clean the gutters.

14. Clear toys, bikes, and skate boards from the lawn.

15. Edge the grass around all walkways and trees.

16. Clean all pools, outdoor Jacuzzis and hot tubs before each showing.

17. Clean and/or cover all outdoor grills. Remove cooking utensils.

18. Make sure all outdoor furniture is cleaned. Replace any faded cushions.

19. Mo your lawn, and turn on the sprinklers for 30 min. before any showings.

20. Keep any garden tools and hoses hidden out of sight.

Twenty things to make the inside of your home show like a model

1. De-clutter the entire house. Remove excess clutter and pack up your least used items. Rent a storage locker to store off-site or pack in boxes neatly arranged in the garage or basement.

2. Clean-out and organize ALL closets. Get sorting, organize your piles into “haven't worn so don’t need” and “keep”. Closets must be only half full so buyers can visualize fitting their stuff in.

3. Clean the floors, lighting fixtures, and baseboards to make the house sparkle.

4. Have all carpets and rugs professionally cleaned and deodorized.

5. Refinish or screen hardwood floors. Buyers love beautiful hardwood floors. If refinishing is too expensive or time consuming try screening which is less involved and more affordable.

6. Let the outside shine in. Clean all of your windows, inside and outside. Clean windows make any room look brighter.

7. Wash the walls. If you are not planning to paint, wash walls using a pine-scented cleaner with hot water. It makes the rooms look and smell better.

8. Make any minor repairs. Torn carpets, broken handles, or a dripping faucet may be things you are willing to live with but they give buyers concern that the house is not well-maintained.

9. Consider adding a fresh coat of paint. Paint is one of the best returns on investment you can make on the sale of your home. Use soft colors that say welcome.

10. Update window treatments throughout the home. Buyers want light and views. Replace heavy drapes with lightweight sheers to give the home a brighter, lighter feel.

11. Buy new flowering plants and palms and place throughout the property.

12. De-personalize. Remove all of your personal photos, collectables and mementos throughout the property. Buyers need to feel like it’s their home now not yours.

13. Upgrade the kitchen. The kitchen must be clutter free, with updated cabinets, appliances, sinks, and faucets. Clear any curtains or obstructions blocking a view to the outside. Display a bowl of fresh fruit on the counter. Add one cool appliance, such as a high end coffee maker.

14. Clean and organize the pantry and all kitchen cabinets. The buyers will look there.

15. The dining room is a very important room for buyers. Make sure the table is clear and uncluttered. Use an attractive tablecloth to enhance the look of the table. Remove extra chairs.

16. Arrange the living room furniture to create a comfortable feeling. Remove any oversized coaches, chairs or other furniture. Put excess furniture in storage. Add a touch of color to the living room. Invest in new accent pillows or a colored throw for the sofas.

17. Spruce up your guest bedrooms by adding a new set of sheets, pillowcases and comforter to liven up the look of the rooms. Organize all night stands and dressers.

18. Pay attention to the master bedroom. This is the buyer’s private sanctuary. Paint the room in soft colors that promote relaxation and romance. Add new sheets, pillow cases and comforter.

19. Make the bathrooms look spotless and feel luxurious. Update the bathrooms to mimic the feel of an upscale hotel. Add a new shower curtain, new towels, and fancy guest soaps. Make sure your personal toiletry items are out of sight.

20. Don't forget to make the garage as clean and organized as the rest of the house.

Ten steps for showing the house to sell the house

1. Keep everything squeaky clean. A clean house will make a strong first impression and send a message to buyers that the home has been well cared for.

2. Plan for opening curtains, turning down the A/C, turning up the furnace, lighting the candles, turning on the background music and setting the stage to sell.

3. Set the scene. Set the dining room table with fancy dishes and candles, and create a romantic mood in the master bedroom and bath.

4. De-odorize! Sniff out any unpleasant smells. Remove refrigerator odors by placing baking soda inside. Get rid of any pet odors, especially cat litter boxes. (Consider a litter box with a lid.)

5. Make the stove, oven, dishwasher, refrigerator and microwave squeaky clean.

6. Remove clutter and clean off counters. Throw out stacks of old newspapers and magazines.

7. Highlight any fireplaces. Put in fresh logs. (Use a basket of flowers if the fireplace is not in use.)

8. Place flowers or fresh fruit centerpieces on your tables.

9. Brighten up your rooms. Put higher wattage bulbs in light fixtures to brighten up rooms, hallways and basements. Replace any burned-out light bulbs inside all closets.

10. Make arrangements for all other household members to be absent during property showings. The buyers need to feel comfortable asking questions and they won't if the seller is there.