

A Sellers Guide to Pricing and Marketing Your Home

Our enclosed Marketing Proposal can never take the place of a personal face-to-face meeting, but it will give you a chance to know a little bit about the **step-by-step plan** we use to get most homes **SOLD** in 30 days or less.

The information on the following page is designed to give you an **overview** of exactly what it takes to sell a home in today's ever-changing marketplace.

When we meet, you can expect us to be candid, up-front, no-nonsense, professionals. There are **lots of opinions** but only one set of **facts**. Therefore, we will look at the **facts of record** and, together, determine a pricing strategy designed to sell your home for the **highest price possible**. Of course, the final **pricing strategy** is always subject to your approval.

Truth is, **80%** of the **marketing** is done when we determine the pricing strategy for your home. Be assured, our job is to sell your home for the most money possible, not the least.

Most Sincerely,
Beth and Evelyn
Ralston Creek Properties @ RE/MAX Alliance

A Seller's Guide

To Finding the Right Real Estate Agent for the

Job of Professionally Marketing Your Home...

There are hundreds of real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several different agents and they all seem so convincing.

The following list provides you with questions to ask each Prospective Realtor. If you allow us to interview for the job, you should ask us these tough questions of us as well. The answers to these questions will tell you what you need to know in order to select the best agent for the job of selling your home.

- 1) Do you work as a **full-time Realtor®**? How many years have you been licensed to sell real estate full-time in Colorado? Who covers your business when you are unavailable?
- 2) Do you **GUARANTEE** your services?
- 3) May I cancel my listing with you at anytime if I am not satisfied with your performance, no questions asked?
- 4) Do you have a system to **follow-up** after every showing so that we get valuable **feedback**?
- 5) How many **properties have you sold** within the past 6 months? In your career?
- 6) Do you have **references** that I may check? (Sellers who are currently listed with you, or past clients)
- 7) Do you have an **Internet Strategy** that includes **Social Networking** and **Syndication** to expose and promote my home 24/7?
- 8) What is my **property worth**? What **listing price** do you **recommend**? Will it **sell** at that price?
- 9) Why should I choose you over all the other Realtors in our area?

PRE LISTING PACKAGE

**A DETAILED GUIDE
FOR HOME SELLERS**



The 3 Market Types

There are three types of overall market conditions when selling your home:

1 Seller's Market - This is when the inventory in a specific area is low. Properly priced homes generally sell within 14 days to 21 days maximum. If your property has not received an offer within this time period, it is priced too high.

2 Normal Market - This is when there is no real perceived advantage to either the buyers or the sellers. Properly priced homes should sell within 30 to 45 days.

3 Buyer's Market - This is when you have lots of homes on the market for sale in every price range and area. If you price your home just below the other similar homes on the market, a sale should result within 60-90 days. Usually, homes are declining in value in this type of market.

Therefore, the sooner you sell, the better it is for you.

Revealing Research

- * The National Association of Realtors researched the history of homes that actually sold in all three types of markets and they discovered two critical pieces of information:
- * **95% of all homes that closed sold within 60 days after the listing price (seller's asking price) was set at the appropriate market price.**
- * Homes **properly priced sold within 3% of the seller's asking price.**
- * **Therefore, if a property has not received an offer within 60 days, it is overpriced by at least 5% to 10% or possibly more.**

Time is of the Essence

The majority of **buyer activity** on a new listing **occurs** in the **first two to three weeks** of the initial marketing period.

For this reason, it is important that you have your home in the...

BEST CONDITION

and at the

RIGHT-PRICE

at the

FIRST EXPOSURE

to the market





Several Possible Pricing Strategies

"As Is" Pricing Strategy

The property is **SOLD** without benefit of any repair work paid for by the Seller that is either required or recommended in any inspection reports.

Buyer may have any and all inspections deemed necessary to satisfy themselves as to the condition of the property. These inspection will be paid for by the Home Buyer!

A Strategy such as this is used when the Seller is either in a Short Sale Situation or has little or no equity.



Another Pricing Strategy Is the “Quick Sale” Pricing Strategy

This strategy is almost always effective because when a property is priced at or below the current market, it will usually sell quickly.

This pricing strategy makes it much easier for us to get the attention of other agents in our area. As a result, there are numerous showings. This generates one or more offers coming from agents that wait for properly priced homes to show to their BEST Clients.

This is by far the **most** effective strategy to get your home **SOLD FAST** and for the **highest realistic price** the market will bear.

And Still Another Pricing Strategy: "Traditional" Pricing Strategy...



This strategy is called TRADITIONAL because it calls for doing all of the normal and usual activities that eventually lead to a sale on your home...

Such as obtaining the proper Inspections and completing all necessary repairs called for **before** the home is placed on the general market.

We are following a series of actions called for in our marketing plan. Basically, we are implementing numerous marketing activities designed to create a demand for potential home buyers that want to **purchase your home**.

Note: If we do not have an offer within 30-40 days, the property is priced too high and is in need of a price enhancement.

It is essential that automatic price adjustments occur every 15-30 days to maintain marketing momentum. Usually, a price adjustment of 5% to 10% at the end of the first 30 days will result in a sale shortly thereafter.

Who Determines the Market Value of My Home?

Truth is, No One Can Tell You What Your Home Will Sell For...

There are lots of opinions, yet only one set of facts. We will examine the Facts of Record and together determine a **PRICING STRATEGY** designed to sell your home for the most money.

The Real Market Value is Determined When Someone Says...

“I’ll Buy it!” Then, they either borrow the money or take it out savings and close. Then and only then, is the true market value of your home determined.

Until this event happens, it is important to examine the facts of record to help determine a Pricing Strategy designed to sell your home for the highest possible price.

IMPORTANT

How Do You Determine Which Pricing Strategy is Best for Selling Your Home?

As we said before, there are lots of opinions but only one set of facts. Together, we will examine the facts of record to determine the most effective pricing strategy to assure we sell your home for Top Dollar!

Our 'Total Market Overview' examines 3 things:

1. Similar Homes Recently Sold

Tells us what buyers are willing to pay for this kind of home, in this area, at this time. This group shows us exactly what home buyers are willing to pay today!

2. Similar Homes Now For Sale

Tells us about our competition. Buyers will compare your home to these homes.

3. Expired Listings

Tells us what buyers are not willing to pay for this kind of home, in this area, at this time.



of the Marketing of Your Home is Accomplished Using a Pricing Strategy Based on Facts!

1. Getting Top Dollar for Your Home

A 'Total Market Overview' will assist us in determining a pricing strategy that leads to a sale.

2. Mobilizing the Agent Community

Agents will want to show your home to their buyers since a proper pricing strategy was used.

3. Buyers Are Anxious to See Your Home

Most Agents have several buyers that are ready-to-buy. They are simply waiting for a new listing that is priced properly..

4. TOTAL MARKET OVERVIEW

Using the Total Market Overview allows us to position your home to maximize our professional marketing strategies..

**Remember, Our Job Is To Sell Your Home
For The MOST Money, Not The Least!**

THINKING ABOUT SELLING?

Prior to meeting with us, please fill out this quick survey. Tell us what concerns you most about selling your home and hiring a real estate agent.

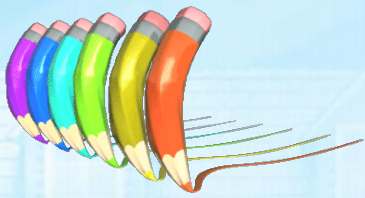
That way, when you meet with us, we can discuss only those things that are **MOST IMPORTANT** to you. Our meeting will take about 20-25 minutes, unless you have more questions.

WHAT ARE YOU CONCERNED ABOUT?

	NOT CONCERNED		VERY CONCERNED	
LENGTHY LISTING PERIOD?	1	2	3	4
FORECLOSURES?	1	2	3	4
BROKER COMMISSION?	1	2	3	4
SHOWING PROCEDURES?	1	2	3	4
ADVERTISING?	1	2	3	4
OPEN HOUSES?	1	2	3	4
WRONG AGENT?	1	2	3	4
INTERNET?	1	2	3	4
PRICING STRATEGY?	1	2	3	4
TIME TAKES TO SELL?	1	2	3	4
CLOSING?	1	2	3	4



Home Work Page



There's No Place Like Home

Tell Me Why Your Home Is Special

We're sure you have enjoyed living in your home and have been pleased with its many features. We can make sure we tell prospective buyers about all the special features of your home. Please fill in the items below so we can target our marketing efforts to those prospects most likely to buy your home.

Home features that we have really enjoyed: _____

The type of person I think will love my home the most is: _____

Because of these features: _____

How would you describe your home to a buyer : _____

Your

Name: _____ **Address:** _____

City: _____ **State:** _____ **Zip:** _____

Thank you for your cooperation.

(Beth and Evelyn)

Home Work Page

You Get 2 Full-Time Professional Agents



You won't find *ANYONE* who will work *HARDER* or more

PROFESSIONALLY to get you the *MOST* money, the *QUICKEST* sale and the
FEWEST problems.



**Right Now,
Serious Buyers**



Go to a Realtor® . . .

because 98.3% of The Homes For Sale...

are Listed By A Realtor®.



On Average . . .

Buyers View

12 Homes

Before Deciding.

That Means 11 Other Homes

Are Competing Against Yours!



**Our Marketing
Systems...
Are Designed To**



**TARGET & ATTRACT QUALIFIED
& SERIOUS HOME BUYERS.**

**Not Those Who Will Only BUY If They
Can Steal Your Home By Making
Ridiculous Low-ball Offers!!**

WHY YOU SHOULD PRICE YOUR HOME REALISTICALLY

TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a *timely* sale with less inconvenience and greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not priced within the correct range, it very likely will not be exposed to its ***potential or targeted*** buyers.

REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value.

INCONVENIENCE

If overpricing keeps your home from selling promptly, you can end up owning two homes - the one you've already purchased and the one you're trying to sell.

**80% OF THE MARKETING OF YOUR HOME IS SELECTING A PROPER
PRICING STRATEGY.**

Four Ways We Will Expose Your Home To The Greatest Number of Potential Buyers

- 1) Agent to Agent **email** and **direct marketing** designed to **mobilize** the **entire real estate community** to get them to **show** and **sell your home**.
- 2) We "**target market**" to determine who the most likely buyer will be--they will pay the most money.
- 3) Using **cutting-edge technology** and **24 hr. marketing** both **online** and **off**, we **expose** your home to enough **potential home buyers** and **Realtors** that it **SELLS!**
- 4) We utilize professional staging and photography. We use dozens of **hi-definition, high-definition photos, unique verbiage** then link it to **hundreds** of the **most visited home buyer websites** and **social media** locations world-wide.

The Fact Of the Matter Is:

PRICE FACT: THE BEST CHANCE FOR SELLING YOUR PROPERTY IS WITHIN THE FIRST SEVEN WEEKS. STUDIES SHOW THAT THE LONGER A PROPERTY STAYS ON THE MARKET, THE LESS THE SELLER WILL NET.

It is very important to select a proper pricing strategy at the signing of the employment agreement. Interestingly, your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount on time.

OVERPRICED:	Minimizes offers	Limits qualified buyers	Lowers prospects
	Low agent response	Low showings	Limits financing
	Nets less for seller	Wastes time and money	

CLEAN FACT: MOST PEOPLE ARE TURNED OFF BY EVEN THE SMALLEST AMOUNT OF UNCLEANLINESS OR ODOR WHEN BUYING A HOME. SELLERS LOSE THOUSANDS OF DOLLARS BECAUSE THEY DO NOT ADEQUATELY CLEAN.

If your house is squeaky clean, you will be able to sell your home faster and for more money. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger and more spacious?

Odors must be eliminated, especially if you have dogs, cats or young children in diapers, or if you are a smoker. You may not notice the smell but buyers do!

This Information provided to you by:

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Let Us Know If You Have Questions

