

“What'll
YOU do
with your
savings?”

AS SEEN ON
TV



ListYourHomeFor4Percent.com

SAVE
33%

Stephen Powell, Realtor®



HOME SELLERS GUIDE

Dear Homeowner,

I wanted to take a moment to thank you for downloading our free Sellers Tips eBook by Stephen Powell. We appreciate your interest and hope that you found the tips helpful and informative.

As a seller, we understand that it can be a challenging process to navigate, and we hope that this eBook has provided some valuable insights to assist you in achieving success. Our team is passionate about helping sellers like you achieve their goals, and we believe that this eBook is an excellent resource to help you along the way.

If you have any feedback or questions, please do not hesitate to reach out to us. We would be happy to hear from you and assist you in any way that we can.

Thank you again for your interest in our eBook, and we wish you all the best in your selling endeavors.

Best regards,

Stephen Powell CRS , CLHMS



**Certified
Residential Specialist**
The Proven Path To Success



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.

While it's generally true that selling sooner can be better for sellers, it's important to note that this can vary depending on individual circumstances. For example, some sellers may need to wait until a certain time to sell due to financial or personal reasons, while others may be able to wait for the right offer to come along even in a buyer's market.

Additionally, it's worth noting that while a seller's market generally favors sellers and a buyer's market favors buyers, individual properties can still be overpriced or underpriced within those market conditions.

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:

1) 95% of all homes that closed escrow sold within 60 days after the listing

price (seller's asking price) was set at the appropriate market price.

2) 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 or 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 inspections 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 have 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 me to get the attention of other agents in our area. As a result, there are numerous showings. Which then 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 Is the

“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 your home by targeting specific home buyers.

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.

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 of savings and close escrow. 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.

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

As I 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.

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.**

Showings and Open House Checklist

Once your home goes on the market, real estate agents may call to show your home anytime, even if you've listed preferred showing times in the instructions.

Keeping your home in showtime condition can be challenging, especially if you have children and pets. Here are some pointers for presenting your home in the best light

Showings & Open House Checklist

Eliminate clutter: The less cluttered your home, the better it shows. If you have a lot of knick-knacks, collections, or family mementos, consider renting a portable storage unit, which can be stored until it's time to deliver it to your new home.

Keep, donate, throw away: If you have time before you go on the market, sort unwanted belongings into one of these three baskets. You'll receive more in tax benefits for your donations than pennies on the dollar at a garage sale. It's faster, more efficient and you'll help more people. **Remove temptations:** Take valuable jewelry and collectibles to a safety deposit box, a safe, or store them in a secure location. Also secure your prescription medicine and private financial documents. **Remove breakables:** Figurines, china, crystal and other breakables should be packed and put away in the garage or storage.

Be hospitable: You want your home to look like a home. Open the blinds, turn on

the lights, and make visitors feel welcomed.

Have a family plan of action: When a showing happens at an inconvenient time, get the family engaged. Everyone can pitch in to tidy up in a hurry: pick up glasses, plates, clothing, and anything else left lying about.

Get in the habit: Wash dishes immediately after meals. Clean off countertops.

Make beds in the morning. Keep pet toys and beds washed and smelling fresh.

Clean out the garage and attic: Buyers want to see what kind of storage there is.

The Essential Five-minute Clean-up for Showings

Everyone gets a basket and cleans up clutter. Check for hazards, like toys left on the floor. Make sure all toys, including bicycles, are put away.

Put pets in daycare, sleep cages or take them with you: In the listing instructions, there should be a warning if there is

a big dog on premises. Buyers with allergies also may appreciate knowing in advance if you have pets.

Turn on lights: Open the drapes, turn on lights so buyers can really see.

Give the buyer privacy: The buyer cannot come to your home without being accompanied by an agent. They will be more comfortable touring the home without your presence.

Moving Checklist

Moving to a new home can be an exciting but stressful journey. By finding the right movers and having a good, though flexible, moving plan, most of the common moving headaches can be easily avoided.

Start planning Finding the best mover for you at the right price involves a simple evaluation of your needs. Moving companies provide a wide range of services, from planning your move, storing your things, packing and unpacking, to decorating and organizing your belongings in your new home. You can choose which services you want and have them tailored to suit your budget.

Compare movers When you compare price and service estimates from several companies, you will find that estimates are based on the weight of your household items, the distance they will be moved, and the amount of packing and other services you will require. Be sure to show the estimator every item that will be moved. Estimates should be done in person and include a clear explanation of rates and charges that will apply, the mover's liability for your belongings, pick-up and delivery schedules, and claims protection. If you are moving interstate, you should read and understand all of the information you will receive. In addition to brochures explaining their various services, moving companies should give you a

copy of a consumer booklet titled "Your Rights and Responsibilities When You Move" and information regarding the mover's participation in a Dispute Settlement Program. Distribution of the consumer booklet and the requirement that movers must offer shippers neutral arbitration as a means of settling disputes that may arise concerning loss or damage on household goods shipments are requirements of the Federal Highway Administration (FHWA).

Be prepared Even in the most well-planned moves, something unexpected may happen. In those instances, insurance is crucial. Check with your homeowner's insurance provider about coverage for your belongings while moving. Your mover will provide either released value insurance (about \$0.60 per pound of goods lost or damaged, according to NAVL.com) or full replacement value, which you must sign for on your bill of lading. If you are not sure how to estimate the value of your belongings for insurance purposes, your insurance carrier can help. Items of special value such as heirlooms, paintings, or collectibles can be insured under separate riders. In the event of damage to an item, file a claim immediately. Be sure to save the packing materials to show to the adjuster, should there be any problems. Packing up and moving on

Once the time has come to start packing and organizing, here are some tips to make the process smooth: Start by packing the things you use most infrequently.

Pare down items that have accumulated over time by grouping them into 3 categories Keep, Donate, or Throw Away. Create an inventory sheet of valuables and a list of which boxes they were packed in. Label your boxes according to the rooms where they'll be moved - bedroom #2, 1st floor bath, etc. Consider using different colored stickers/tape for each room. Provide your movers with copies of the floorplan of your new home, so they can move more efficiently without having to stop and ask you where things go. Try to keep boxes under 50 lbs. whenever possible, put heavier items in smaller boxes to reduce bulkiness, and place lighter items in larger boxes. Dispose of items that can't be moved, like flammable liquids, cleaning fluids, etc. Prepare your mower by emptying the fuel and recycle your propane grill tanks. Snap a photo of the back of electronic devices so you know which wires to attach when setting them up in your new home. Pack an overnight bag with moving day essentials, including toiletries, clothes, medications, and charger cords.

There is so much thought, knowledge and preparation that goes into a successful

home-selling campaign. We will be your resourceful guide through every step.

Lets get started on formulating our strategic plan to get your home sold.

Thank you so much for taking the time to review this valuable information. As a token of my appreciation the following page has a gift Certificate that will be good toward an additional \$1000.00 for the Sale of your home credited at closing.

\$1000 Gift Card

This Gift Card is Fully Redeemable for \$1000 Upon the Close of Escrow When You Buy or Sell Your Home Using the Professional Real Estate Services of:

Stephen Powell
Realtor

Your Address:

Your Name:

Your Phone:

Your Email:



Valid for 2023
Certificate No. 633