

Successful Home Selling

Selling your home is more than just placing a “For Sale” sign in your yard and going to the closing. As a REALTOR®, we are here to help you prepare your home to sale, market your home, and guide you through the entire process to ensure you sell your home within your time frame and get the best possible price.

As your REALTOR®, we will determine the correct price range for your home, point out things you should do to make your home more appealing to buyers, and create the most effective plan of action. Here are some of the steps we will take to sell your home:

- Review the selling process
- Perform a comparative market analysis
- Determine the list and target prices
- Market your property
- Keep communication open including presenting any and all offers
- Present the purchase agreement

Factors That Affect Your Home’s Sale

There are three main factors that determine how marketable your home—price, financing, and time.

- Price – If your home is priced too high, you must be willing to wait much longer for your home to sell. Either it will take that much longer to find someone to pay more than the home is worth, or the market will eventually catch up to the asking price of the home through inflation.
- Time – If your time frame is important then you must be willing to lower the price.

How Much Should You Ask for Your Home?

Of course you want to get the full market value for your home. The first step to getting the best price is to determine your home’s value. As your REALTOR®, we can help you set an asking price by taking the following factors into consideration:

- Your home’s value may depend on recent selling prices of comparable homes in your area. After reviewing the selling prices for such homes, the price is adjusted according to current market trends.
- Buyer’s most likely look in the price range determined by their monthly payment ability and down payment. Buyers are often very knowledgeable in their price range and purchase by comparison. Unreasonable asking prices are an immediate turn-off.
- Inviting a potential buyer to make an offer shows that you are willing to bargain. However, if your asking price is outrageous, the buyer’s offer will most likely also be unreasonable.
- It’s necessary to offer pricing, terms and conditions that are competitive in your market. This will help you sell faster and get the full market value.

Successful Home Buying

Buying a home can be overwhelming as there is lots of inventory at times for you to view and “where to start” is often a question we hear. As your REALTOR®, we are here to help and point you in the right direction.

- First and Foremost, talk to a Mortgage Professional and obtain an initial credit approval. This allows you access to shop for homes knowing you are credit approved to buy, based on your income and credit information. We have a list of Mortgage Professionals to share with you to obtain this initial credit approval.
- Once we find out how much you can afford, let’s talk about the areas of town and what you are looking for in a home. We have a criteria sheet we will present to you that offers several criteria breakdowns you can utilize to narrow/focus your home search.
- Once the criteria is chosen, we will input your information into our MLS PROSPECT system, which will pull homes available for sale that meet this criteria and keep you updated as new “listings” and “price changes” hit our MLS system.
- Once we narrow down from the initial search, let’s get started looking at homes. It is suggested that you give a name to home visited. This will help recall the specific home and always keep your list down to 3 properties.
- Once a home is located that meets your criteria, as your agent, a competitive market analysis will be performed and given to you to help you determine what price you want to offer to start the negotiation process. A copy of the tax records and history of the property as it pertains to the MLS, will also be given to you, assuming they are available. It is important to realize that during this process, the Seller may consider any and all offers from any Buyer, until a contract is accepted and signed.
- Once a signed executed contract is received, it is important to contact your mortgage lender to lock in an interest rate (many lenders will only lock in an interest rate for 30 days, without an extra fee, so you will want to verify this meets the closing time frame in the contract)
- Another contingency in the contract is the home inspection. This allows a buyer to have a whole house inspection, radon, lead base paint, mold, termite, etc... You will want to review the inspection time frame, which is in the contract. We do have a list of inspectors we recommend and will provide that list to you at your request. If a list of repair items is requested, be aware that this will be another negotiation process.
- During the process, the lender will require an appraisal, written confirmation of an updated credit report, income, savings, retirement accounts, etc....from their specific sources.
- As the closing time approaches, most lenders will have their finance packages to the attorney’s office the day of and sometimes the day before the closing date, so we will not know the exact amount you will need to bring to closing, until the day of or possibly the day before. I always suggest obtaining a certified check for your down payment amount, if timing is pushed.
- A final walk through will be performed normally 24 hours prior to closing or on the way to closing, depending when the house is vacated. This is to verify the condition of the property.
- Once closing is finalized, you now become the official owner of that property.

CONGRATUALIONS THE SEARCH IS OVER!!