

Selling Made Simple

Easy steps that make selling easy(er)

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Easy steps that make selling real estate easy(er)

CHAPTER 1 – THE BEGINNING

I always find lists very helpful. **MAKE A PRIORITY LIST** for why you are selling your home, and what you want from it.

Is it: to make money, to relocate for work, to downsize or upsize? Whatever your reasons, it helps to see them on paper and puts you in the right state of mind. And when you're in the right state of mind, and **HAVE A CLEAR IDEA** of what your goals are, then you'll always make the right decision when dealing with the sale.

Lists are also great for everything you need to do when **MARKETING AND SELLING** your home: Open houses, agent follow-ups, Inspection requests, contract addendums, mortgage appraisals, and Certificate of Continued Use – these are just a few items in the sale of real-estate that have strict deadlines, and requirements that you must follow. *Note: part of an agent's job is to deal with all of this, but it's always good to know for yourself.*

Once you have it **WRITTEN DOWN**, it gets a whole lot easier.

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CHAPTER 2 – WHY DO I NEED AN AGENT?

It's very simple – **THE BUYER WILL MORE THAN LIKELY HAVE ONE!** It's a fact that over 90% of buyers have an agent. That means that you will be negotiating, price, inspection concerns, and everything else that buyers will contest, against an expert. And, if you don't know what your advantages are as a seller of real estate, then you could be in for a long process.

WE WORK FOR YOU. Our code of ethics states that we **MUST** answer to you – not a boss, not a bank. It is our fiduciary duty to **SERVE YOU IN YOUR BEST INTERESTS.**

A FEW FACTS – only **6% OF HOMES** sell without an agent. Sellers get on average **8% MORE** for their home then when they sell on their own. That's more then their commission will be.

WE DO MOST OF THE WORK FOR YOU. Life get's busy, and all the calls that need to be made. All the follow-ups and appointments with attorneys, buyers agents, fire marshals, appraisers that need to be made to make sure your house gets sold, can be done by your agent.

And finally, **MARKETING.** Not only do we post on the MLS - there's Facebook, Instagram, Marketing Outreach, Pinpoint, Open Houses, Local advertising, relocation, and so much more.

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CHAPTER 3 – Time To List My Home STAGING!

Remove as much **CLUTTER** and **PERSONAL ITEMS** as you can. Your home is special to you and no one is saying it isn't BUT, when a buyer walks through your home, they need to envision their belongings in there. Your style and décor could possibly get in the way of that.

Thoroughly tidy and clean your home **EVERY TIME** it is shown. I know it may get tedious but remember the goal – you want to sell your home. You must create the best experience for the buyers because you want them to **FALL IN LOVE WITH YOUR HOME**. If this happens, then negotiating becomes so much easier because they want it so much.

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CHAPTER 4 – Fix as much as you can!

Whatever you don't fix, **WILL GET REFLECTED IN ALL THE BUYERS' OFFERS.** If you're able to fix and repair all the little things, do it. It makes a huge difference in the price you can ask for.

Remove stains on carpets, Have your windows repaired/cleaned, be sure to touch-up all chipped paint everywhere- inside and outside. A finished paint job can do wonders for the presentation of your home. Simple landscaping is a huge plus for buyers - Lawns mowed, hedges trimmed, leaves and sticks raked, fences and garage doors fixed, etc.

You get the picture. **YOUR HOME WILL GET ITS BEST PRICE** if it's shown in its best light.

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CHAPTER 5 – do the little things

A SIMPLE BUT EFFECTIVE RULE, do the little things.

For example:

- Fresh linens on the beds.
- Paint your door an inviting color.
- Flowers in the Kitchen.
- Power wash exterior to make it shine.
- Buying a new welcome mat.
- Replace all burnt out light bulbs
- Consider repainting a darker room to make it lighter.

All the other properties for sale, **YOUR COMPETITION**, will be doing all of this.

Remember, once a buyer falls in love with a property... **THAT'S IT**. Your home may be better on paper, but that doesn't matter when someone's heart has made the decision.

A lot of buyers search for a "FEELING" they get when they view a property.

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CHAPTER 6 – Pricing

This is probably the most important decision to be made, and a very difficult question to ask anyone: What's your home worth?

There will be a range based on the properties on the market **BUT YOU MUST NOT MAKE YOUR DECISION ON PROPERTIES THAT ARE ACTIVE.** Why? They haven't sold yet. They want that much money but they are not getting it. You must look at recent solds, market trends, and comparable properties to make a decision.

It is also a mistake to start on the higher of quote and then lower if it doesn't sell; I'll explain:

- **INTEREST WILL BE GREATEST** when your home is new on the market.
- If not priced competitively, many potential buyers won't even take a look at your property
- recapturing their interest, later on, can be difficult.
- **DAYS ON MARKET** is a big deterrent for many buyers.

Pricing a little under market value is a very effective tactic to get the price you want. "Supply and Demand." The lower you price the home, the more people come to see it. The more people come to see it the better the odds of getting more people to make offers.

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CHAPTER 7 – REALTOR FOR LIFE!

Always remember, here at Better Homes and Gardens, once the transaction is over, that doesn't mean your Realtor's job is done. **IT'S JUST BEGINNING.**

We are local experts. Use our knowledge whenever you need it - Plumbers, builders, lawyers, township codes, school information, regulations, restaurants, parks, stores, contractors, councils... the list goes on and on with all that we can help you with.

Not only are we suppose to make your real estate transaction go as smooth and as enjoyable as possible, we are here to make sure **YOUR NEW LIFE** is just as enjoyable.

I hope all this was helpful and if you have any questions at all, **PLEASE CONTACT ME TODAY.**

Corey Skaggs, Sales Associate
Better Homes and Gardens Rand Realty
M: 646-241-4317

corey.skaggs@randrealty.com

<http://coreyskaggs.randrealty.com>

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