

RED TAILS
REALTY GROUP



SELLER *Guide*

Home Selling Made Simple



www.relocatemontgomery.com

SELLER SERVICES PACKAGES



ESSENTIAL

- Seller Consultation
- Essential Marketing
- Listing Syndication
- Offer Management
- Complete Contract Support
- Escrow Management
- Closing Management



ENHANCED

- Seller Consultation
- Customized Property Condition Report
- Property Optimization Recommendations
- Professional Photos
- Enhanced Marketing
- Listing Syndication
- Offer Management
- Negotiation Services
- Complete Contract Support
- Escrow Management
- Concierge Services Support
- Closing Management



PREMIUM

- Seller Consultation
- Customized Property Condition Report
- Property Optimization Recommendations
- Professional Photos
- Premium Marketing
- Introductory Staging Package*
- Listing Syndication
- Offer Management
- Negotiation Services
- Complete Contract Support
- Escrow Management
- Concierge Services Support
- Closing Management
- Local Relocation Support



MY PERSONAL CUSTOMER SERVICE COMMITMENT TO YOU:

1. Help you obtain the **highest possible price** for your house in the shortest amount of time.
2. Provide you with the **best Customer Service** during the entire process including:
 - understanding** your wants, needs & expectations
 - returning your calls & emails** the same day
 - being **honest** with you at all times
3. **Advise you on pricing** & assist you with **staging your home**.
4. Implement my proven Successful **Marketing Plan**
5. Coordinate the **home showing** process.
6. **Present all offers** & assist you with the terms, contingencies & negotiations.
7. **Schedule & coordinate** completion of contingencies and inspections.
8. **Monitor** the buyer's loan process.
9. Coordinate and **supervise** the preparation of all **closings**.



THE 10 STEPS OF SELLING YOUR HOME

1. Define your goals, wants, needs and expectations. A good place to begin is by exploring your short and long term goals in life and how selling your home fits in. We will walk through a process we use to thoroughly understand your goals, wants and needs to ensure that your expectations are met.

2. Determine the best price for what's going on in the market right now. We assess the current state of the market and what comparable homes are actually selling for by reviewing a Comparative Market Analysis (CMA) on your home. That way, we can objectively determine its fair market value and price it right.

3. Prepare your property so that it is in top-selling condition. Most of us don't keep our homes in top-selling condition. We will work with you to help you see things from a buyer's point of view. We will consult with you on what to repair, replace or remove so that your home makes a GREAT first impression.

4. Implement time-proven, research-based marketing strategies. Your home will be marketed with a 14 point marketing plan that has the highest potential for bringing not only the most buyers, but also the most qualified buyers to your doorstep.

5. Show your property. Always keep your home in top-selling condition. When you leave for work, make sure that your home remains in top-selling condition. You know what they say about first impressions!

6. Receive an offer. When a buyer decides to buy your home, an offer will be presented. We will advise you on the offer and whether the buyer is qualified to purchase your home.

7. Negotiate to sell. Most offers require some level of negotiation. We will work together to decide your parameters and we will negotiate on your behalf.

8. Have your home appraised and inspected. Once you have accepted an offer, we will work with the buyer's agent to coordinate an appraisal, inspections and a survey (if required). If the buyer requires that certain repairs be made on your home, we will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.

9. Prepare for closing. A few days before closing (also known as settlement), We will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. We will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.

10. Close! At the closing meeting, ownership of your property is legally transferred to the buyer. We will be present to advise you and ensure that everything goes smoothly.

HOW MUCH IS YOUR HOME WORTH?

Desired Price:

Address: _____

Subdivision: _____

Schools: _____

of Bedrooms: _____ # of Baths: _____

Bonus Room: _____ Office: _____

Lot Size: _____ Acreage: _____

Living Area: _____ Total Area: _____

Age of Home: _____ Garage: _____

Upgrades/Special Features: _____

How did you determine the price? _____





DETERMINING THE VALUE OF YOUR HOME



Buyers & Sellers Determine Value

The value of your property is determined by what a **Buyer** is willing to pay and a **Seller** is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other similar properties that have SOLD in your area.



First Properly Price

It is very important to price your property at competitive market value at the signing of the listing agreement. Historically, your **First Offer** is usually your **Best** offer.



THE IMPORTANCE OF INTELLIGENT PRICING

The price of your home should be based on the price of sold properties in your area rather than the list price of properties now on the market – this is how we establish your home's fair market value.

If it is priced **OVER** the fair market value it will:

- **Be overpriced** in everyone's mind (both buyers and agents.)
- Have **fewer showings** because buyers will think it is out of their price range.
- Take **longer to sell**.
- Make the **competing properties** look good.
- Cause you to **lose valuable time** and miss out on buying your dream home.
- Cause **negotiations to stall**.
- Cause **appraisal problems**.
- End up **selling below market value** in order to make up for all of the above.



PRICING MISCONCEPTIONS

Now that we've reviewed what actually determines the price of your home, here is a list of things that **don't** determine the value of your home



WHAT
YOU
PAID



WHAT
YOU
NEED



WHAT
YOU
WANT



WHAT
YOUR
NEIGHBOR
SAID



WHAT
ANOTHER
AGENT
SAYS



COST TO
REBUILD

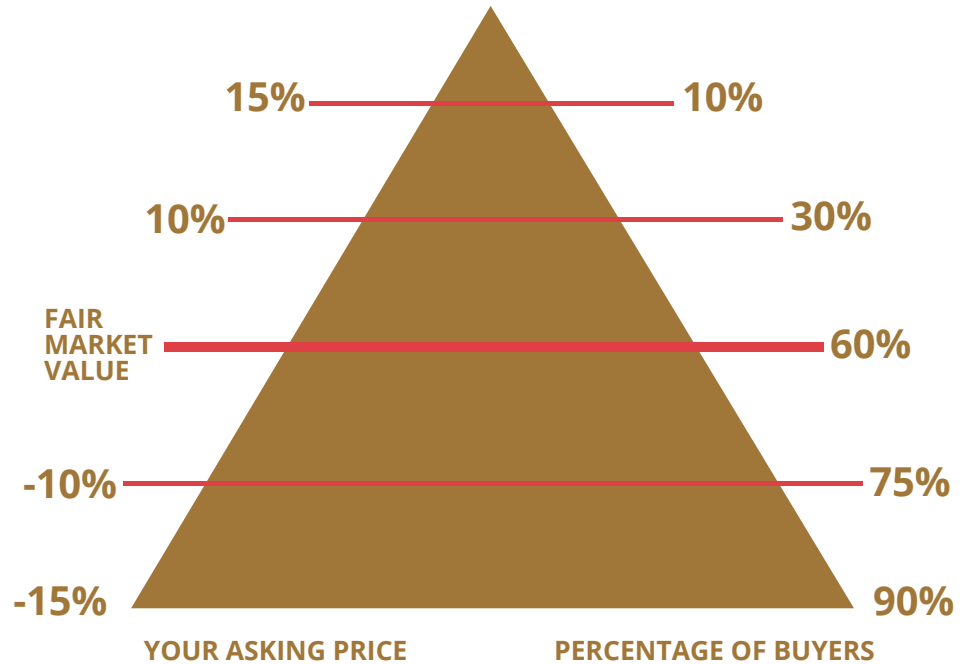
Every Step of the Way

When pricing your home, it's key that we focus only on what **actually determines the value** the current market will bear for your home. Selling your home can be very emotional which is **why I will be with you every step of the way**. Remember: We are in this together.



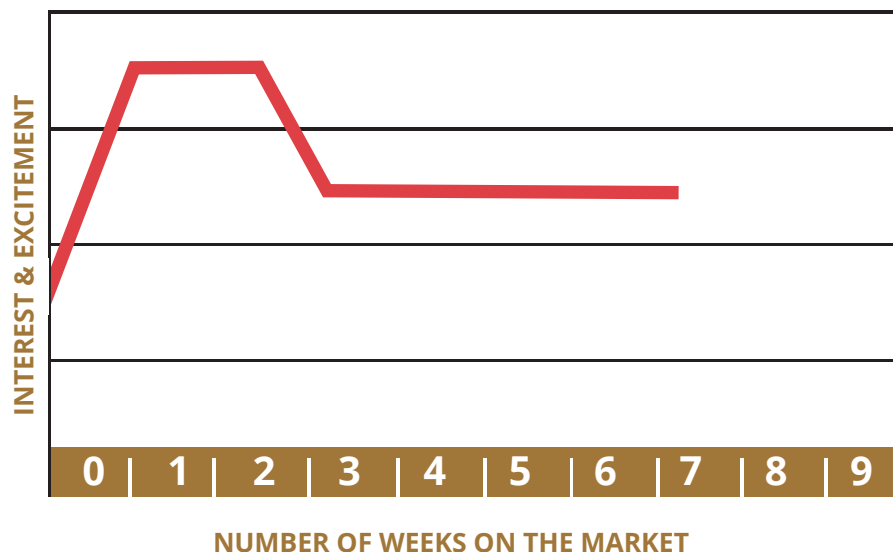
FAIR MARKET VALUE

Research conducted by the National Association of **REALTORS** shows that more buyers purchase their properties at fair market value – not above it. The percentage of buyers increases even more when the price drops below fair market value.



FIRST 30 DAYS ON THE MARKET

Your home generates the **MOST** interest among potential buyers during the first 30 days it is on the market. If it is not priced **RIGHT** during this time, we miss out on this peak level of interest:



ONLINE PRESENCE

Some Websites We Use to Market Your Home:

realtor.com®

REDFIN™

facebook.

Zillow®

trulia®

You Tube

Homes.com

YAHOO!
HOMES

MLS 

Buyers & Seller Stats

87%

of buyers purchased their home through a real estate agent or broker—a share that has steadily increased from 69 percent in 2001.

89%

assisted by a real estate agent when selling their home.

98%

Recent sellers typically sold their homes for 98% of the listing price, and 43% reported reducing the asking price at least once.

42%

of sellers who used a real estate agent found their agents through a referral by friends or family, and 24% used the agent they previously worked with to buy or sell a home.

4 WEEKS

The typical home sold was on the market for 4 weeks.

Source: 2015 National Association of REALTORS® Profile of Home Buyers and Sellers

For Sale By Owner (FSBO) Statistics

FSBOs accounted for 8% of home sales in 2014. The typical FSBO home sold for \$210,000 compared to \$249,000 for agent-assisted home sales.

Most difficult tasks for FSBO sellers:

12%

Understanding and performing paperwork

6%

Getting the right price

6%

Preparing/fixing up home for sale

18%

Selling within the planned length of time

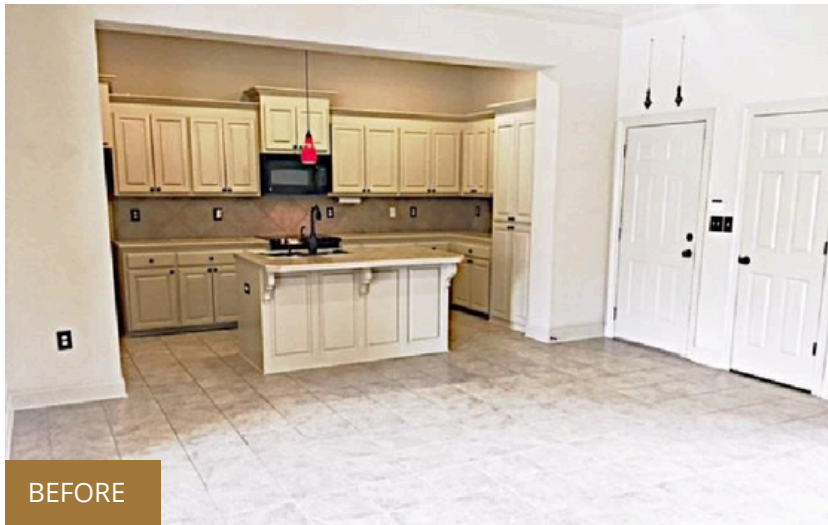
6%

Having enough time to devote to all aspects of the sale

DECLUTTER **YOUR HOME**

Prepare your home to sell fast and for more money!

- Too much clutter makes it hard for prospective buyers to see the true potential of your home and may cause them to scratch your house off their list.
- Instead of seeing all the great features of your home design, they will only see your stuff.
- Clearing clutter will reveal the wonderful attributes of your home design so that buyers will fall in love with it.



Staging Ultimately Benefits the Seller

A well-dressed, sparkling house can gain lots of attention, and potentially sell very quickly. Staging highlights your home's strengths, & downplay its weaknesses and appeal to the greatest possible pool of prospective buyers. Home staging can set you apart from your competition and lead to a quicker sale, for more money. Many buyers are able to visualize changes that can be made to a home, but most see only what is right in front of them, right now.



WE HAVE AN OFFER NOW WHAT?

Transaction Process

