

SELLING YOUR HOME

A PROVEN METHOD



SELLING YOUR HOME

ABOUT RE/MAX Real Estate Group

RE/MAX Real Estate Group

RE/MAX International was founded in 1973 in Denver, Colorado. The local affiliate, RE/MAX Real Estate Group, was founded in 1998 and is **100% locally-owned**. RE/MAX Real Estate Group serves the entire Northeast Ohio area including Lorain, Cuyahoga, Medina, Lake, Summit counties and more.

Experience

RE/MAX agents and brokers are all full-time professionals who average **over 15 years in the business**.

Productivity

RE/MAX Real Estate Group agents sell **nearly twice the properties** of the average agent. They're in the market every day, working to find you that perfect home.



**21
homes
per year**

**Average
Annual Sales
per Agent**

Other
Realtors®

**11
homes
per year**

Source: RMLS and WVMLS, 2014.

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SELLING YOUR HOME

ABOUT YOUR BROKERS

Mike & Beth Wallace are the Principal Brokers and owners of RE/MAX Real Estate Group, Avon Lake's only RE/MAX office.

As a member of the Association of Realtors,® national and state level, Mike & Beth adhere to the **strict code of ethics and ideals** of the Realtor® organization.

As a members of the YES-Multiple Listing service both Mike and Beth are **uniquely qualified to serve clients throughout the entire Northeast Ohio area.**

Mike has been selling real estate full time for 20 year and and a broker since providing **expertise beyond that of ~an average agent.**

Beth Wallace has been a full time Realtor since 2004. With an extensive background in Marketing and Customer Service she provides her clients with exceptional communication and service throughout the real estate transaction.

SELLING YOUR HOME MARKET EXPOSURE

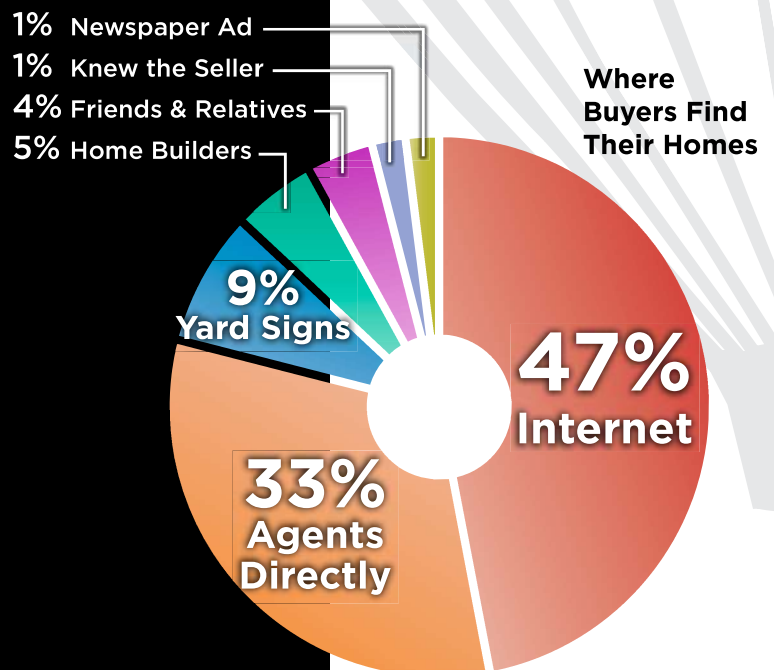
The Marketing Plan

Getting the word out to any and all prospective buyers is the job of your RE/MAX Real Estate Group broker. While each home is different, outlined here are some of the tools available to your broker to **make sure the word gets out there.**

Rather than take an unfocused “shot gun” approach, RE/MAX Real Estate Group's marketing plan is directed at the three biggest sources of buyer inquiries:

- **The Internet**
- **Yard Signs**
- **Other Local Agents working with buyers**

These are explored on the following pages...



Source: National Association of Realtors® "Profile of Buyers and Sellers, 2014."

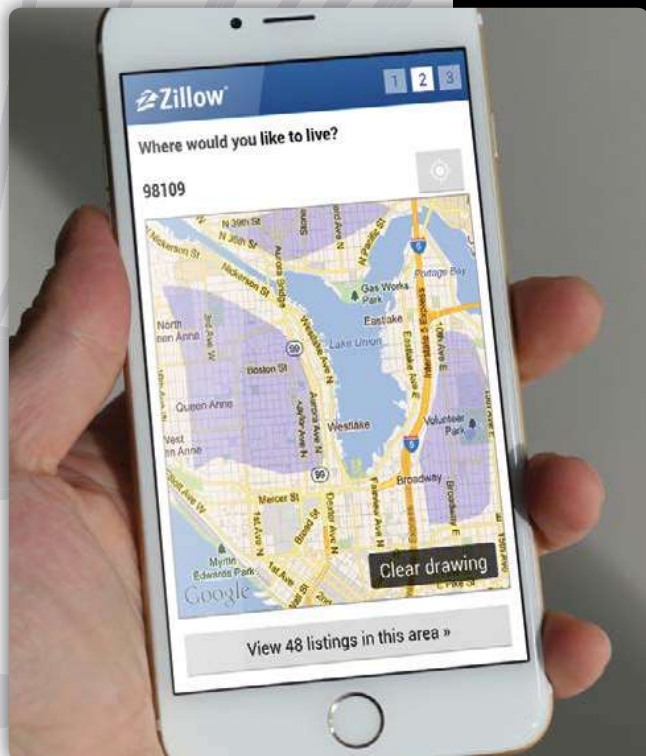


SELLING YOUR HOME MARKET EXPOSURE

Internet Presence

Facts tell us that over 80% of homebuyers start their search online. Leaving nothing to chance, your RE/MAX Real Estate Group broker will feature your home, not only on your broker's web page and the company site, but **hundreds of others.**

RE/MAX Real Estate Group brokers go beyond posting your property to the web. Working with our in-house technology and marketing departments, your broker has the ability to **"stage" your home online.** Online staging not only ensures great pictures and video tours, but keeps your home's information fresh and inviting for prospective buyers.



SELLING YOUR HOME MARKET EXPOSURE

The RE/MAX Yard Sign

While obviously low-tech, the RE/MAX yard sign is a key piece in marketing your home. The yard sign is designed to be not only visible, but to **provide instant contact information** on how to get more information or to make an appointment to view your home.

Beyond the yard sign, your RE/MAX Real Estate Group broker has the **skills, training and work ethic** to respond quickly to all inquiries to capture that buyer ready to buy.



SELLING YOUR HOME

MARKET EXPOSURE

Marketing to Other Agents

As you have seen, many buyers will learn about your property from other agents besides your RE/MAX Real Estate Group broker. To maximize this exposure, your broker utilizes the following tools to get the word out...

The Multiple Listing Service (MLS) This service, utilized

by most real estate agents, gets the information and photos on your home into the hands of hundreds of local agents working in your market area.

Contact the top agents directly with information on

your home. Rather than rely solely on the somewhat passive MLS, RE/MAX Real Estate Group monitors the top agents in the marketplace and sends those agents information on your home, including photos and other detailed information.

Property Tour. In many cases, RE/MAX Real Estate Group

may set up a tour of your home by other local agents. This strategy varies depending on the price range and location of your home. Your RE/MAX Real Estate Group broker will discuss this strategy with you to determine if they feel it will be beneficial in the sale of your home.

Showing Feedback. Getting feedback from all

prospective buyers is important in the home marketing process. RE/MAX Real Estate Group brokers follow up with each and every showing to get feedback on the condition, price and interest level in the home.

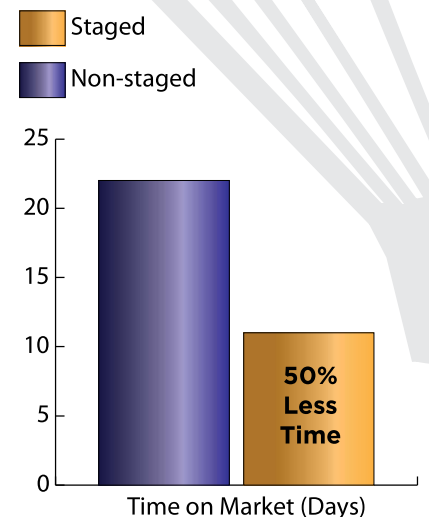
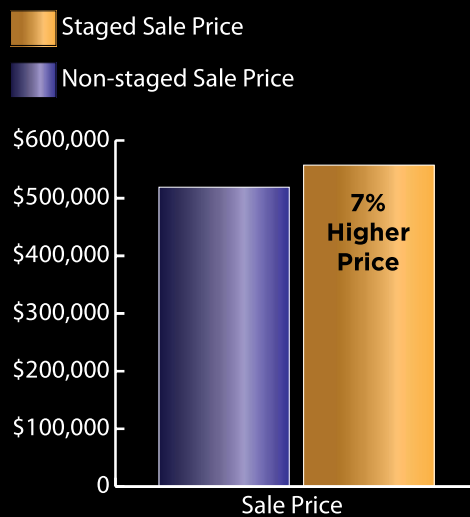


SELLING YOUR HOME STAGING

Why You Should Stage Your Home...

Preparing your home for viewing is known as staging and is similar to “detailing” a car for sale. **Homes typically sell for 7% more and 50% faster if properly staged,** because your home looks its very best.

Whether you work exclusively with your RE/MAX Real Estate Group broker or consult with a professional stager, staging your home is a must to get **top dollar in today’s marketplace.**



Source: Real Estate Staging Association, Consumer Guide to Staging, 2012.



SELLING YOUR HOME STAGING

...and How to Do It

RE/MAX Real Estate Group brokers have the skills to advise you on staging your home. Staging can involve **simply rearranging furniture and de-cluttering**, to fresh paint and floor coverings.

Your RE/MAX Real Estate Group broker can provide guidance on what projects will help result in **a faster and more profitable sale.**

Before



After



*Staging & photography courtesy of
The Notably Well Dressed Home*

SELLING YOUR HOME PRICING

Comparative Market Analysis

Your broker will provide you with a careful analysis of the price for your home, showing properties with similar amenities and **that are currently on the market as well as those that have sold.**

New listings should be correctly priced on the first day. A brand new listing is shown more and generally sells for a higher price than older listings. Fair or not, prospective buyers **begin to wonder why it hasn't sold.**

Another important consideration is financing. In today's market, homes must be **priced accurately to qualify for a loan.**



TAX

SELLING YOUR HOME PRICING

What does NOT affect Sale Price

It's important to note that the following do not predict the price at which your home will actually sell:

- The **profit you wish to make** from the sale,
- The **money you have invested** in improvements
- The amount your **friends or others have told you** the home is worth
- What you **originally paid** for the home
- **Past appraisals**
- The Tax Assessor's **evaluation**

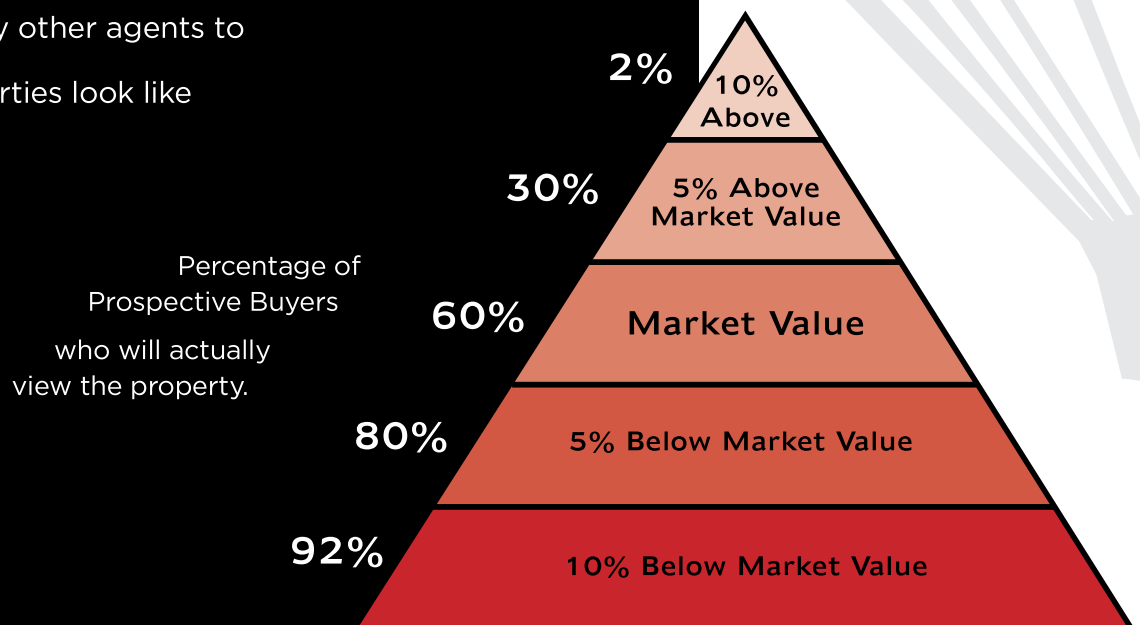


SELLING YOUR HOME PRICING

The Problems with Overpricing

Make no mistake. We want you to get the **highest possible price** for your property. However, when a home is priced too high for the market...

- It attracts **lookers, not buyers**, drawn to viewing more expensive properties,
- It scares away buyers who would be willing to pay the **fair market value**, and
- It may be used by other agents to make their properties look like **better values.**





SELLING YOUR HOME

NEGOTIATING THE SALE & CLOSING

Assessing the Offer

When you receive an offer on your home your RE/MAX Real Estate Group broker is with you every step of the way.

Your broker will go over the offer in detail with you and help evaluate the **positives and negatives** of each offer. Only after you are comfortable with all the terms including **price, repair limits and possession**, will your broker recommend you accept an offer to sell your home.

Your broker will take care of all the paperwork, including not only the **sale agreements, addendums, counter offers**, etc., but also **the government mandated compliance documentation.**



SELLING YOUR HOME

NEGOTIATING THE SALE & CLOSING

Completing the Transaction

Once you have an accepted offer, your RE/MAX Real Estate Group broker gets to work behind the scenes to tend to every detail.

Your broker will monitor the **buyer's earnest money deposit, the title search and the ever-detailed loan process.**

During the home's inspection period, your RE/MAX Real Estate Group broker will be by your side **reviewing repair requests and negotiating on your behalf** to net you as much as possible from the sale.

Prior to closing the transaction, your broker will **review your final closing statement** to ensure that it was prepared correctly and providing you with the expected bottom line.



You're in Control

A property sellers for **five** reasons
and you control **four** of them....

Location

Only the location of the property is beyond your control

✓ Realtor

You can select a Realtor who has the skills, experience and proven productivity that you need.

✓ Condition

With the Realtor's help, you can make any needed improvements to the property.

✓ Pricing Strategy

With the Realtor's help, you can choose the pricing strategy.

✓ Marketing Plan

Your Realtor can then design and implement and refine a marketing plan that works.

✓ RE/MAX Real Estate Group

Selecting the right broker, who can provide professional guidance, is key to selling your home. RE/MAX Real Estate Group is the right choice...



MARKETING

STAGING

PRICING

CLOSING

