

The Home Selling Process



Sheryl Allen
Residential Real Estate Consultant
Direct Line: 847-990-3123
e-mail: sheryl.allen@cbexchange.com

“Personal Service is my Commitment to You!”

A Personal Note from Sheryl...

When choosing a Realtor consider their marketing plan. We believe there are two types of home buyers, position and impulse. Position buyers are those who are actively shopping for a home. They typically work with an agent, read newspaper ads and surf web sites. Impulse buyers have a need but are not actively looking, they're on the cusp. This type of buyer oftentimes spends more for a home, but is much harder to reach. Our marketing plan is designed to reach both types of buyers in ways most Realtors have never even imagined.

Many agents believe the Multiple Listing Service (MLS) and some newspaper ads will sell a home. The fact of the matter is those activities only make your home available to be found. We do better than that. We target market your home to the Real Estate Industry as well as position and impulse buyers. **Our goal is to maximize your opportunity to get the most equity out of your home in the quickest time possible.**

Our job is to make the process go as smoothly as possible, and to provide you with enough solid information so you can make an intelligent, informed decision based upon facts...not hype or salesmanship.

We are a full service team. Our comprehensive marketing strategies ensure the best results possible. We work full time so you do not have to. As your agents we represent your interest. We will educate you about the selling process and the local real estate market. Rest assured, knowing that three creative agents and our entire team of professionals are working to sell your home. The following is an overview of our home selling process. Please review it carefully. We will get the job done.

Thanks again. We look forward to working with you...

There are 5 essential ingredients that comprise the formula for a successful sale of your home.

CONDITION
LOCATION
MARKET
TERMS
PRICE

**Your home will sell at the highest price
and in the least amount of time when all
the ingredients are combined perfectly.**

**If only *one* ingredient
is left out of the formula or
is out of proportion to the others...**

**Your home will take longer to sell
And you will, quite possibly,
Lose Money.**

CONDITION

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Condition of the roof, plumbing, carpets, and paint all relate to condition. Décor should appeal to the broadest buyer pool possible, so it is best to think neutral.

LOCATION

The pricing of your home must reflect its location. The better the location, the higher the selling price. School districts, high or low traffic patterns, and freeway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location.

MARKET

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. This is where our team of professional affiliates really shines--by offering a broad, full spectrum of mortgage products and options to both you and all potential buyers.

PRICE is the #1 most important factor in the sale of your home.

You DO NOT control market value...

There is no regulatory agency on home prices--the law of supply and demand reigns supreme.

Most real estate agents use the recent *selling prices* of a few similar properties in similar locations, and in similar condition, to determine a home's market value.

The result is an "appraisal" of your home's value. This market data approach is called a Comparative Market Analysis (CMA), and it is the most used system by Realtors. *The flaw is the market is very fluid; yesterday's sale may not reflect today's market.* This approach could undersell your home or position it too high for current demand.

We use the current market to help you determine fair market value. Your home is subject to the same economic rule as everything else: **supply and demand**. Doesn't it make sense to price your home according to up-to-the minute demand levels? We think so too. This approach assures you are **getting the most equity possible out of your home.**

You DO control asking price...

Naming the asking price sets the home selling process in motion. **YOU** choose the asking price.

The asking price you choose will largely determine the response you get in the marketplace. **Price it too high and it will sit, price it right and it will move.**

Only a buyer willing to put money in your pocket can tell you what your house is actually worth.

To choose the asking price that best serves your selling goals, you must:

-
- Have a good idea of your home's market value
 - Know the mood of your local real estate market
 - Consider the season of the year
 - Know the competition

“Working together, we will help you make strategic, yet simple, pricing decisions that are just right for your specific needs and objectives. Working together, we will get your home sold fast, with less stress, and for top dollar”.

Fact...

**In today's market,
there are two types of buyers:
Position & Impulse.**

Position buyers are those currently shopping for real estate. Most have an agent.

Impulse buyers are those people who are not currently looking but have a need. They are renting or living in homes that do not match their current needs or lifestyles. Oftentimes these buyers bring higher than average offers.

What this means to you is...

Since most position buyers are working directly with an agent who is looking for a property on their behalf, the quiet fact is:

**IN ORDER FOR A HOME TO BE
SOLD ONCE...
IT MUST BE SOLD TWICE!**

First your home must be SOLD to the real estate industry, to the hardest working full-time agents in our area. Once *they* become excited, they will then SELL your home to their buyers.

We employ a number of aggressive, pro-active marketing strategies to make that first all-important “sale” to the industry on your behalf!

What about Impulse Buyers?

Since impulse buyers do not look at real estate web sites or read ads for homes and are not exposed to homes in the Multiple Listing Service, the only way to reach them is:

Target Marketing

Finding and qualifying impulse prospects takes intensive research. We maintain databases of potential buyers for all price points and locations. Using this information to match your property with someone who was not even aware they could buy your home is a very good thing for you.

Many people and many well-meaning agents believe the proper way to sell a home is to place an ad in the paper, a sign in your yard and wait...wait...wait...for the phone to ring. Maybe this passive marketing worked in the 70's, 80's and 90's--but not today!

A basic law of real estate marketing is...

ADS DON'T SELL HOMES... PEOPLE DO!!!

A recent study by the National Association of REALTORS uncovered some interesting statistics about where buyers come from:

54%	Purchased because they recognized an AGENT or firm and were serviced by them or were referred to them by family, friends, or co-workers.
18%	Responded to an ad but purchased a different home.
17%	Purchased because they saw a sign in the lawn and they approved of the home's exterior and location.
7%	Were referred through a relocation service.
3%	Bought the home they saw advertised.
1%	Bought the home they saw at an Open House.

The BEST WAY to ensure a quick sale is to price your home **competitively**. Buyers purchase homes by comparison and will usually make an offer on a fairly priced property **before** making a low offer on an overpriced listing. Price and terms are important, possibly the most important, buyer motivation.

Market Strategy

Our marketing plan consists of four distinct phases. We have flexibility in our systems so we can respond to an ever-changing market place. Here is a brief overview of the system. When we meet, we will lay out a customized plan designed to meet your needs.

Phase I

Your home is introduced to the market. We create the MLS (Multiple Listing Service) entries and newspaper and internet ads. We send out the first wave of target marketing pieces for your home. The main objective during these first five days is “telling the world” that your home is for sale.

Phase II

Here we carry the momentum created in Phase I. We invite Realtors to preview your home. We hold public Open Houses. We not only advertise them, but we send invitations to impulse buyers as well. This is the next five to thirty days.

Phase III

After thirty days we evaluate everything that has happened to date. Have we received an offer? Is the price where we need it? Has the market changed? Together we will determine what changes, if any, need to be made.

Phase IV

Renewal is the best word to describe Phase IV. Everything starts again. In essence, we go back to phase I and treat your home like a brand new listing.

**Sheryl Allen in conjunction with Coldwell Banker
Announce**

SELLER'S GUARANTEED LISTING AGREEMENT

You don't have to worry about being locked into a lengthy listing agreement with a real estate agent you don't like and who isn't living up to your expectations.

When you list your home through Sheryl:

Guaranteed Listing Agreement

- * Cancel your listing any time, for any reason**
- *Receive consistent communication and current market updates**
- * Enjoy the caliber of service confident enough to make this offer**

It takes a strong belief in the quality of one's service and the quality of one's marketing systems to make this promise. We never settle for less than the highest professional standards from ourselves or our staff. We are confident you will be happy with the service and results. That's the simple truth. We stand behind our service. We can be the difference between having your home sit on the market or getting your house sold.

Seller's Homework

A list of items and information to have ready for our meeting:

Name _____

Address _____

Home Phone _____

Work Phone _____

Internet E-Mail _____

Please supply originals or copies of the following:

Builder Name/Model

Previous Title Policy

Survey

Mortgage Paperwork

Latest Tax Bill

Declarations/Covenants (if applicable)

Utility Costs Information

Information on Special Assessments (if applicable)

Illinois Property Disclosure Report

Copy of Personal Mailing List (for listing announcements)

Two Keys for Front Door

Homeowners Association Information/Amount

Company Buyout Associate and Information

When you purchased this house, you did so for very specific reasons. Reasons which might sell it as well!

If someone were looking at your home, what specific things would you want them to know about? Please make notations and explain below.