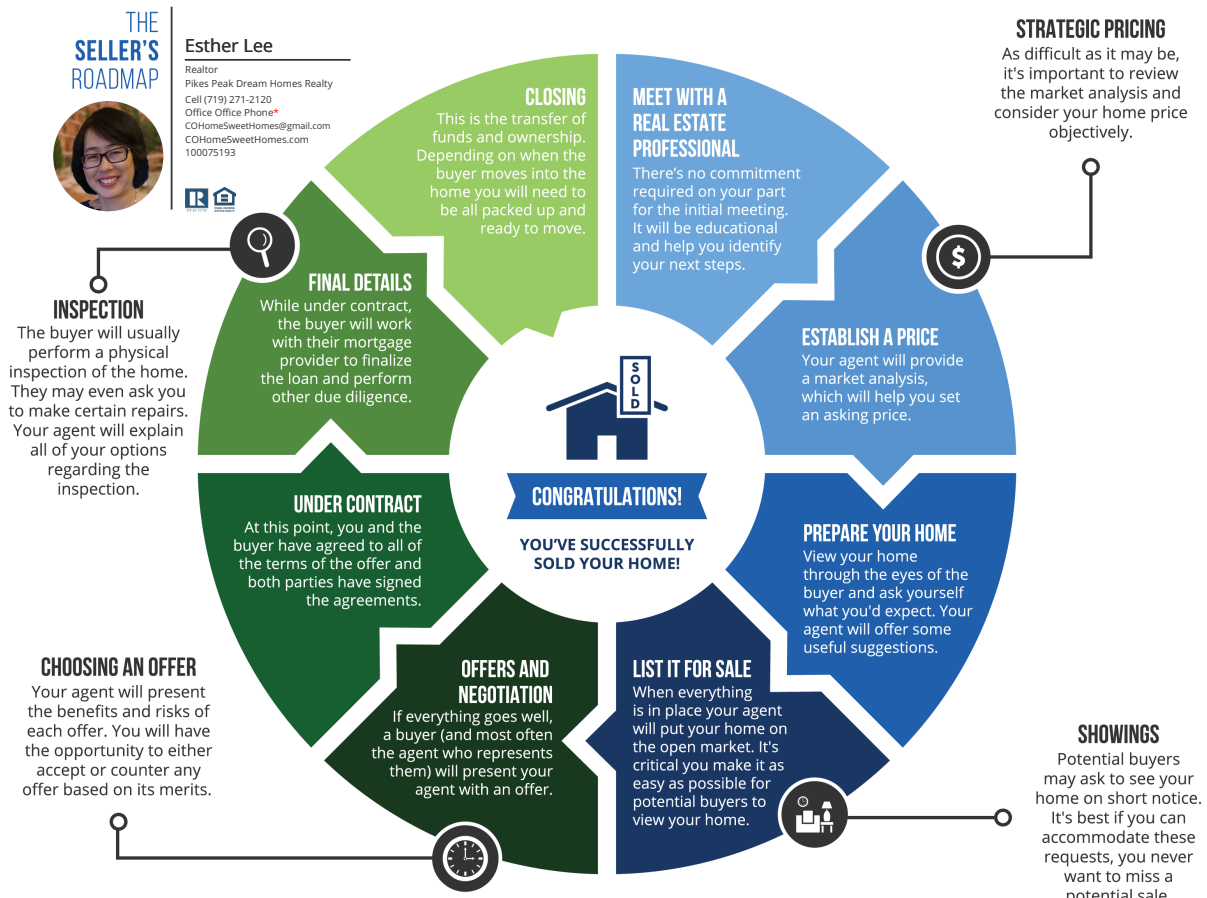


All in One - Seller



If you are already working with a real estate professional, please disregard this solicitation.

Get Ready to List

What will it sell for?

The market tells us how much your home is worth. **I will advise you on pricing** after my thorough analysis of your property compared to the market, and with my recommendation, **you will make the final decision.**

Five Factors Affecting the Value of Your Property

1. *Price – Based on Recent Sales*

Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.

2. *Location*

Location is one of the most important factors in determining the value of your property.

3. *Condition*

The **condition of the property** affects the price and the speed of the sale.

- Prospective buyers often make purchases based on emotion, so first impressions are important.
- I'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.

4. *Competition*

Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.

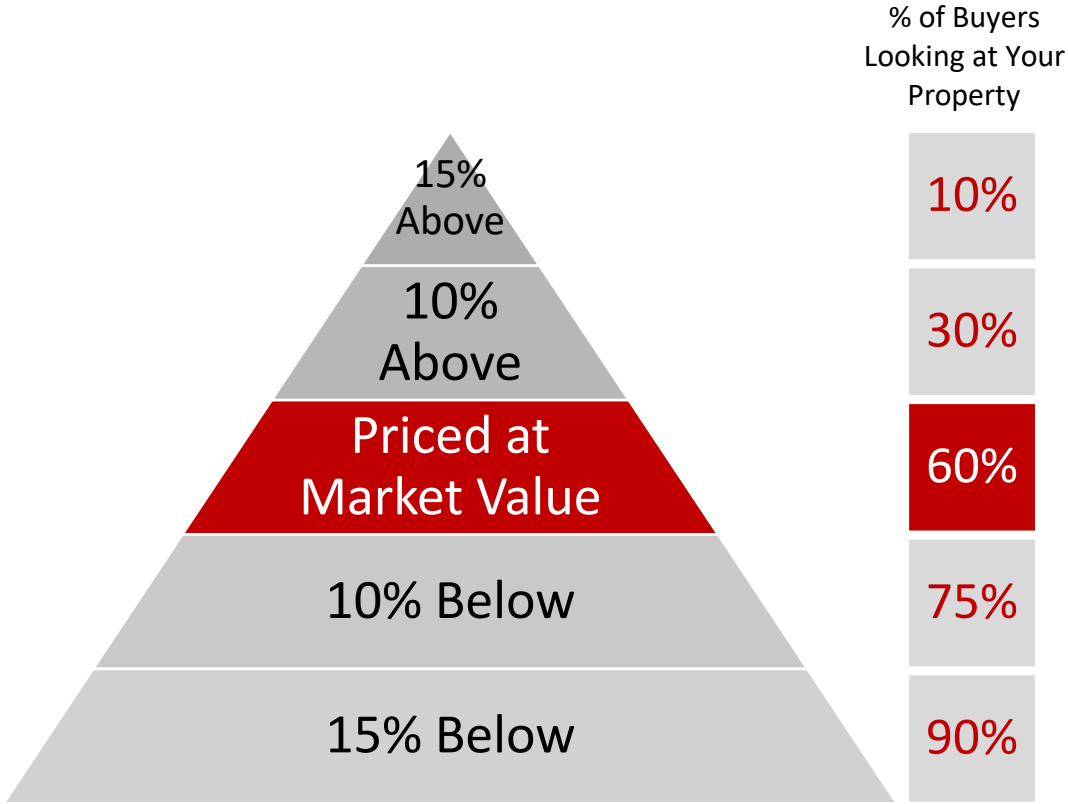
5. *Timing*

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

Of these five factors, you can only change two: the **price** and the **condition**.

Get Ready to Sell – Price

- A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers, all very quickly.
- An **underpriced home** will attract buyers and may sell quickly, yet may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective.



Even though it’s true that a lower price will attract more viewings, it doesn’t ensure a sale, and may not meet your financial goal.

Get Ready to Sell – Pricing Misconceptions

- **Testing the market** at a higher price is one of the biggest mistakes sellers make when listing a home in today's market. It is true that our market is a seller's market below \$300,000 and prices are appreciating, but pricing \$10,000 or even \$5,000 above market value risks turning buyers away. At a higher price, you risk being the comparable that sells a lower priced home.
- It's important to price your property at competitive market value when we finalize the listing agreement.
- 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.



Get Ready to Sell – Condition

You don't get a second chance to make a first impression.

- Most buyers make decisions about the property they see within the first 15 seconds of entering the home.
- Homes in great condition attract more interest and offers, and tend to sell for more than homes in less than great condition.

Staging Makes the Difference

Decluttering and improving the general cleanliness and condition of the home is what we call “staging.”

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. More buyers become interested and make offers allowing you to sell faster and for more money.
3. A well staged home shows off the home – not the occupant's “stuff”.

Stand Out From the Crowd

1. Start at the curb of your house, notice any maintenance or landscaping issues (chipped front door paint, poor outside lighting, dirty windows, overgrown bushes and hedges, cluttered walkway and driveway, etc.).
2. Inside the home, observe ... is it tidy, clean, and odor-free? Does the layout of furnishings allow for easy flow?
3. Throughout the house, make note of any areas that need painting or repair, and check flooring for wear and cleanliness.
4. Will the buyer be able to see themselves in the property, or will they be too reminded of your family? Make note of family photos and personal items that can be packed away.

Getting Your Home Ready

Living in a home for sale is almost like living in a museum. You don't really live like that, but buyers will see clutter when you leave too much "living" stuff out. Nobody really lives the way you will need to stage your home. Expect to put away normal living items for the sake of a good showing.

THROUGHOUT THE HOUSE

- Install higher wattage light bulbs to show your home brightly.
- Remove clutter from each room to visually enlarge them.
- If you have a fireplace, highlight it in your decorating.
- Replace the carpet if it does not clean up well.
- Put the family photos in storage. (Why not start packing now?)
- Improve traffic flow through every room by removing unnecessary furniture.
- Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
- Putty over and paint any nail holes or other mishaps in the walls.
- Paint all interior walls a neutral color to brighten the home and make it look bigger.
- Repair or replace any loose or damaged wallpaper.
- Clean all light bulbs and light fixtures to brighten the home. (Consider replacing fixtures if they are outdated.)
- Wash all windows inside and out.
- Use plants in transitional areas of your home.
- Remove and / or hide excess extension cords and exposed wires.
- Remove all smoke and pet odors.
- Repair or replace loose banisters and handrails.

IN THE KITCHEN

- Expand your counter space by removing small appliances.
- Clean, clean, clean! This includes the oven, inside the shelves, under the sink. Yes, everything!
- We all like shiny baubles! If you have stainless steel, granite, or any other types of metals, make or buy whatever concoction you can to make them SHINE.

IN THE BEDROOMS

- Create a master suite effect in your decorating.
- Depersonalize the bedrooms and decorate in a neutral scheme.
- Organize your closets, remove unnecessary items, and put them in storage. (Why not start packing now?)

IN THE BATHROOMS

- Re-caulk the tub if the caulk is not sparkling white.
- Repair or replace broken tiles in the shower / tub.
- Replace shower curtains and keep them clean.

OUTSIDE

- Keep the yard mowed and raked at all times.
- Using flowering plants to dress up the yard, walkway, and patio.
- Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
- Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition.
- Paint all entrance doors.
- Make sure the garage door opens easily. Fix and paint the garage door if necessary.
- Clean and shine all hardware and accessories indoors and out (door knobs, knockers, lamps, mailbox, address numbers, etc.)
- Trees and shrubs should be trimmed and pruned.
- Use a new doormat.
- Be sure the front doorbell is in good working order.
- Be sure the front door and screen door works perfectly.
- Consider power washing the exterior and entrance
- Improve landscaping by weeding, adding mulch, and adding flowering plants.
- Add furniture to a large front porch.
- Have windows professionally cleaned.

AND FINALLY, WHY NOT START PACKING NOW?

Get Ready to Show

Below are things you can do before each showing. It is BEST not to be around when your home is being shown. **IMPORTANT**: Make sure the agent showing the property uses the lock box to enter your home even if you are still home when they arrive. The electronic lockboxes used provide security as well as capture of the showing agent's information.

THROUGHOUT THE HOUSE

- Open the draperies, pull up the shades, and let in the sunlight.
- Create a positive mood by turning on all lights day or night.
- Go through and dust and vacuum.
- Have a family game plan to get the home in order quickly if necessary.
- Air out your home for 30 minutes before showings, if possible.

IN THE KITCHEN

- Highlight an eating area in your kitchen with a table set.
- The kitchen and bathrooms should be clean.

IN THE BEDROOMS

- Make the beds and make sure linens are clean.

IN THE BATHROOMS

- Do not leave towels around and wipe down the sinks and shower areas.
- Put out fresh towels and decorative soaps.
- Close toilet seats.
- Remove wet floor rugs.

Real Estate Glossary

Acceptance: the date when both parties, seller and buyer, have agreed to and completed signing and/or initialing the contract.

Adjustable Rate Mortgage: a mortgage that permits the lender to adjust the mortgage's interest rate periodically on the basis of changes in a specified index. Interest rates may move up or down, as market conditions change.

Amortized Loan: a loan that is paid in equal installments during its term.

Appraisal: an estimate of real estate value, usually issued to standards of FHA, VA and FHMA. Recent comparable sales in the neighborhood is the most important factor in determining value

Appreciation: an increase in the value of a property due to changes in market conditions or other causes. The opposite of depreciation.

Assumable Mortgage: purchaser takes ownership to real estate encumbered by an existing mortgage and assumes responsibility as the guarantor for the unpaid balance of the mortgage.

Bank Owned or Real Estate Owned (REO): When a homeowner loses their home to foreclosure, their property reverts to the first lien holder, which is the first mortgage holder on the property. Mortgage company hires a listing agent to list the property in the local MLS area to find a buyer for the property. Most bank owned properties are sold As – Is where the bank/seller will not agree to make repairs to the property.

Bill of Sale: document used to transfer title (ownership) of PERSONAL property.

Cloud on Title: any condition that affects the clear title to real property.

Consideration: anything of value to induce another to enter into a contract, i.e., money, services, a promise.

Deed: a written instrument, which when properly executed and delivered, conveys title to real property.

Discount Points: a loan fee charged by a lender of FHA, VA or conventional loans to increase the yield on the investment. One point = 1% of the loan amount.

Easement: the right to use the land of another.

Encumbrance: anything that burdens (limits) the title to property, such as a lien, easement, or restriction of any kind.

Equity: the value of real estate over and above the liens against it. It is obtained by subtracting the total liens from the value.

Escrow Payment: that portion of a mortgagor's monthly payment held in trust by the lender to pay for taxes, hazard insurance and other items as they become due.

Fannie Mae: nickname for *Federal National Mortgage Corporation* (FNMA), a tax-paying corporation created by congress to support the secondary mortgages insured by FHA or guaranteed by VA, as well as conventional loans.

Federal Housing Administration (FHA): an agency of the *U.S. Department of Housing and Urban Development* (HUD). Its main activity is the insuring of residential mortgage loans made by private lenders. The FHA sets standards for construction and underwriting but does not lend money or plan or construct housing.

FHA Insured Mortgage: a mortgage under which the *Federal Housing Administration* insures loans made, according to its regulations.

Fixed Rate Mortgage: a loan that fixes the interest rate at a prescribed rate for the duration of the loan.

Foreclosure: procedure whereby property pledged as security for a debt is sold to pay the debt in the event of default.

Freddie Mac: nickname for *Federal Home Loan Mortgage Corporation* (FHLMC), a federally controlled and operated corporation to support the secondary mortgage market. It purchases and sells residential conventional home mortgages.

Graduated Payment Mortgage: any loan where the borrower pays a portion of the interest due each month during the first few years of the loan. The payment increases gradually during the first few years to the amount necessary to fully amortize the loan during its life.

Lease Purchase Agreement: buyer makes a deposit for future purchases of a property with the right to lease property in the interim.

Lease with Option: a contract, which gives one the right to lease property at a certain sum with the option to purchase at a future date.

Loan to Value Ratio (LTV): the ratio of the mortgage loan principal (amount borrowed) to the property's appraised value (selling price). Example – on a \$100,000 home, with a mortgage loan principal of \$80,000 the loan to value ratio is 80%.

Mortgage: a legal document that pledges a property to the lender as security for payment of a debt.

Mortgage Insurance Premium (MIP): the amount paid by a mortgagor for mortgage insurance. This insurance protects the investor from possible loss in the event of a borrower's default on a loan.

Note: a written promise to pay a certain amount of money.

Origination Fee: a fee paid to a lender for services provided when granting a loan, usually a percentage of the face amount of the loan.

Private Mortgage Insurance (PMI): see *Mortgage Insurance Premium*.

Second Mortgage / Second Deed of Trust / Junior Mortgage / Junior Lien: an additional loan imposed on a property with a first mortgage. Generally, a higher interest rate and shorter term than a "first" mortgage.

Settlement Statement (HUD-1): a financial statement rendered to the buyer and seller at the time of transfer of ownership, giving an account of all funds received or expended.

Severalty Ownership: ownership by one person only. Sole ownership.

Short Sale: When the homeowner owes more on the home than the home is worth and has a documented hardship, they can negotiate with their mortgage company to sell the home for less than they owe on the mortgage. The lender agrees to absorb the loss or collect from the seller in the future. This is a common occurrence in a declining market. Short sale transactions can take from 3 weeks to over 6 months to obtain approval from the lender. Most short sales are sold As – Is.

Tenancy In Common: ownership by two or more persons who hold an undivided interest without right of survivorship. (In event of the death of one owner, his/her share will pass to his/her heirs.

Title Insurance: an insurance policy that protects the insured (buyer or lender) against loss arising from defects in the title.