



# special report

## Classic Advice for New Home Sellers

Now that you have decided to sell your house, there are a few things to keep in mind that will help you understand the process better.

**1) What happens if the home sells quickly?** – Local statistics have shown that a certain percentage of homes new on the market will sell in the first 30 days. This does not mean you have sold for less than market value. Your house appears as a “fresh” new product so buyers (and agents) see it as soon as possible. Don’t forget, finding the buyer for your home is only one third of our role. Facilitating the many requirements needed to take the sale to closing is the other two thirds.

**2) Your Realtor may not be the one to show and sell your home** – @Home Realty Network is an aggressive team of professional Realtors. Some months, we represent up to 10% of the local market. While this is significant, there are hundreds of buyers working with other Real Estate Companies. We pro-actively market our listings to other companies and value the role they play in helping us get your property sold. We are successful if you receive 10 showings from other companies compared with one showing from ours.

**3) Yard Sign** –Yard signs are the source of a significant number of buyer calls. We will try to have a sign installed in your yard within 72 hours. Because we install signs on all of our listings, we could very easily receive a call about a home miles away and direct them to yours.

**4) Communication with Your Agent** – Rest assured, we are diligently working to find the buyer for your home. If you have a preference in frequency or method of communication, please let me know. We have found that eMail is a very easy way to communicate and not miss each other.

**5) Feedback from other agents that show your home** – When other agents show your home, it may be one of many. Since they also get paid only when they sell a house, it is their hope to do so quickly. If the buyer is interested in your home, they will let me know right away. When the buyer is not interested in yours, the agent may be diligently working to find the buyer another one. This sometimes makes it difficult to reach them for feedback. Sometimes we play telephone tag or may not reach them at all. We will do our best to get you feedback, but do not be disappointed if that is not possible.

**6) When other agents are showing the house** – Many times the agent has already discussed the features of your home with the buyer. Allow the agent and buyer freedom to go through your house undisturbed. If you are there, answer questions about the home, but refer the agent to us with questions about negotiation, possession, price, or terms. There may be times when we are unaware of a showing. Please get the agent's business card and let us know. For purposes of negotiation, it is not in your best interest to communicate directly with the buyer. Try to avoid this.



**7) Other agents problems** – Although it should not happen, sometimes agents forget to call ahead or cancel the appointment if a buyer found a home before getting to yours. Also, they may leave lights on or accidentally leave the door unlocked. We have found this to happen when excitement builds. Try to be understanding, but let me know of any problems you feel require attention.

**8) No showings** – It takes several weeks for all the marketing we do to be effective; even then it is possible you may not see very much activity. After 30-45 days on the market I will meet with you again to review your home marketing plan. The lack of showings usually means that the buyers think your home is overpriced.

**9) What should I do when I'm unhappy with the program?** – Tell me!!!! The last thing we want is for you to be dissatisfied. Please give me the opportunity to resolve any misunderstandings or correct mistakes. Keep in mind it is in our best interest to get your home sold and keep you happy. Consistent and clear communication between us is one of my primary goals.

**10) Net Sheet** – The net sheet is an estimate of the cost involved in the sale of your home. It is only an approximation and is affected by the mortgage balance you disclosed (due to interest accrual, your payoff may be higher than your principal balance). Your net proceeds could also be affected by other market conditions such as changing discount points, etc. Each time an offer is submitted, we will have a new net sheet prepared for you.

**11) Settlement Funds** – After your home is closed, it may take 2-3 days to receive funds. The Escrow Agent must visit the courthouse and record the settlement prior to disbursement. If your situation calls for you to provide funds at closing, it must be in the form of a certified check.

**12) Buyer's Agents** – Remember, not all agents work on your behalf. Do not discuss any information with buyers or the agents showing the property. By doing so, you may harm your negotiating position.

**13) Inspections** – During the pending/closing process there may be numbers of inspections requested from a Home Inspector, Termite Company, Appraiser, Walk-thru by Buyers, etc. This may inconvenience you and as after any inspection, repairs may be requested. The contract will help you to determine which repairs will be required and which repairs will be necessary.