



REALTORS

THE ULTIMATE GUIDE TO SELLING A HOME

How to Put Your
Home on the Market
and Attract Buyers



www.brealtors.com
561.571.0027



SO YOU'RE INTERESTED IN SELLING?

Aside from buying the home of their dreams, selling a property is one of the biggest tasks many people will undertake in their lifetimes. There are numerous intricacies that go into the process of not only putting a home on the market, but also effectively promoting a residence and attracting the right kinds of buyers.

In this detailed guide, I provide a thorough breakdown of everything that goes into the selling process — and how a real estate agent can ensure that process goes quickly and smoothly.

When you're ready ~ We're ready!





Experience, Value & Security

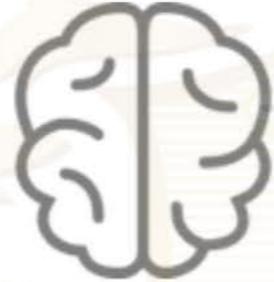


DO I REALLY NEED A REALTOR?

With the advent and continual evolution of online search, you can access significant amounts of information within seconds. What the internet doesn't offer, though, is provide detailed knowledge of the countless intricacies that go along with selling. Nearly nine in 10 sellers use an agent or broker to help them sell their homes — and you'd be wise to hire one as well to ensure the process goes smoothly.

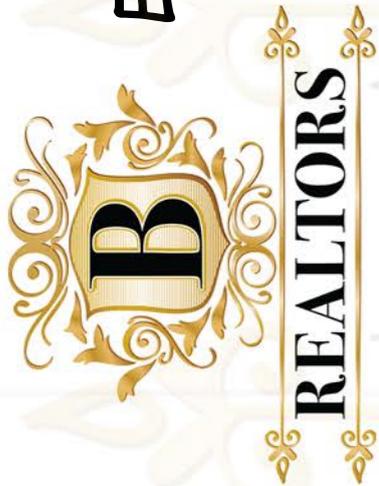
Data: *The National Association of Realtors 2014 Profile of Home Buyers and Sellers*

DO I REALLY NEED A REALTOR?



Market Expertise

From understanding the local school system and jobs market to researching community home values and past sales history, real estate agents stay on top of all of the essential details they need to know to move your property expeditiously and for the right amount of money. Sure, you can research your neighborhood and general area to discover what your neighbors have gotten for their homes for sale and how much properties in your town have appreciated in value over time, but given agents are already embedded into the community in which they work, they've already done that work for you.



DO I REALLY NEED A REALTOR?



Negotiation Skills

You may know how to make your home look appealing and pitch its best features to prospective buyers, but a certified agent has a thorough understanding of the average buyer's mindset — meaning they know the tricks of the trade that can secure plenty of buyers to show up at your open houses, call to set up personal home tours, and check out your listing online. Add in the fact that agents have skin in the game regarding the sale price (hint: commission), and it's evident they have the knowledge and motivation to ensure you get the best price possible for your home for sale.

*Knowing when & how -
Asking the right questions...*



DO I REALLY NEED A REALTOR?



Law and Contract Knowledge

The amount of laws, rules, and regulations that have to be dealt with throughout the course of selling a home are seemingly innumerable. No home seller should have to deal with complicated legalese and documents while trying to stage their residence and find a new home to purchase. Instead, they should leave all of that in the hands of their real estate agent. The right agent knows how to structure home contracts so they're not only correct, but lead to quickly and productively close deals.



Money matters - Knowledge is power

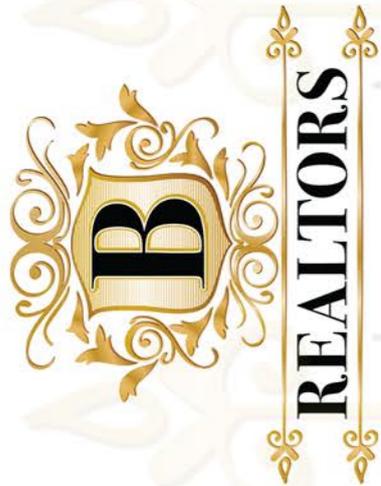
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*Realtors know Realtors -
Marketing is what we do*



Professional Network

The best of the best agents are not only knowledgeable and accomplished, but also well-connected. Expert agents spend much of their time building their networks and gaining new relationships with fellow agents and home vendors: everyone from plumbers, electricians, and contractors to appraisers, inspectors, and attorneys. So, when you sign on with an experienced agent, you get much more than their sales and marketing expertise. You also get a comprehensive network of professionals who can help move a sale along speedily.



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DO I REALLY NEED A REALTOR?

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Time

The internet offers a wealth of information for home sellers, but with much of their time dedicated to their day-to-day — working a 9-to-5, picking up the kids at school, etc. — it can be difficult for them to find a few hours each week to research agents who can help them put their property on the market. That’s why hiring an agent is essential: They’re completely dedicated to spending countless hours combing over data on local home sales, identifying buyer leads, and performing a variety of other sales and marketing tasks (online and offline) to broaden awareness of your listing.



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Time is Money & Money Matters

IMPORTANT FACTORS FOR BUYERS



PRICE

Setting the right price for your listing off the bat is vital to selling it in the time frame and for the price you desire.



CONDITION

Making updates, additions, and alterations to your residence can provide a big boost in your sales efforts.



PRESENTATION

The aesthetic of your property plays a major role in how many buyers it attracts to showings and how quickly it sells.



LOCATION

Though you have no control over this particular factor, you can leverage your community's best attributes to help market your home.



*We are the experts...
We prepare the event - Let them eat cake!*



PRICE

Assuming you price your property appropriately, your home for sale should start to gain awareness and leads within hours. But what exactly goes into setting a list price? Let's delve into the primary factors that affect the specific dollar amount you ask for your residence.



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"PRICE" - It's about what it's worth!

PRICE



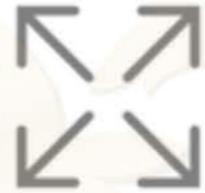
Market Analysis

As noted, your real estate agent has considerable intelligence regarding the market in which they work, so leave it to them to source data and create reports that give you an accurate picture of what others have done with their listings price-wise. In turn, this information can inform your own price-setting. In addition to what others listed and sold their homes for, though, you need to take into account factors like home style/type, square footage, age, and how long their homes sat on the market.



Location, Size, Condition = Value

PRESENTATION



Marketing Basics

Head online to promote.

First and foremost, develop a presence online with your agent by posting your listing on their site and other real estate portals. Assuming your agent has a modern, mobile-optimized real estate website, you're in good hands. Also, use social media to alert friends, colleagues, and other connections about your new listing.

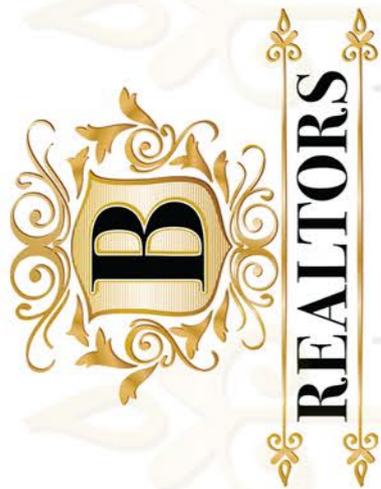
Create print collateral, too.

Despite the growing preference of home buyers to search for properties online, it's worthwhile to have offline marketing tactics in play. Yard signs, open houses, and flyers can help spread word that your home is on the market. It's harder to measure the effectiveness of offline marketing, but it can still help with word-of-mouth promotion.



Get it SEEN ~ Get it SOLD

A picture is worth a thousand words!



PRESENTATION



Photography

Work with a professional.

You may have a friend or family member who's pretty good behind the lens, but a home sale is too important to leave in the hands of amateur photographers. Hire a pro with a well-documented history of snapping and editing beautiful shots of listings for real estate clients. Ask to see portfolios and get contact information of past clients to see what they have to say about potential candidates.

Get plenty of beautiful shots.

It should go without saying that your photographer should take hundreds (if not thousands) of photos of your home's interior, exterior, and surrounding property. Just to be sure you're on the same page, though, speak at length with the pro you employ to let them know what you'd like to showcase in the photos (e.g. certain areas of the home, shots at certain angles). They certainly know how to get the right pictures, but giving them some guidance isn't out of the norm.

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PRESENTATION



Staging

Keep your home clean and organized.

Home buyers want to be able to envision themselves living in a residence they tour, so keep everything tidy. Set the scene for them: Put nice magazines and candles on your coffee table, bring out the nice china for the dining room table, and ensure your home is dust- and clutter-free. Seeing a messy living space is a turnoff for many prospective buyers, so stay on top of keeping your home in tip-top shape while showing it off.

Work with a professional stager.

If you feel your home lacks the requisite pizzazz to impress buyers, considering working with a staging pro, who can either give you tips on how to dress up your residence or actually do it for you. Either option will likely run you a few hundred dollars, but if their advice helps you sell your home quicker, you'll be glad you made the minor investment.



MOVING? What better time to remove the clutter...



LOCATION

Highlighting the best qualities of your location can help you convince possible home buyers that your community, and even your particular neighborhood, is one in which they should lay their foundation. All it takes to persuade potential buyers is a carefully thought-out pitch using powerful language.

*Exceptional home! Located in the best neighborhood!
High ceilings, open floorplan, pool and a large yard!*



*Transfer the emotion -
Smell the scent - Sell the sizzle!*

LOCATION



Power of Persuasion

When it comes to marketing your location, you can never be too specific. Honing in on the nitty-gritty details of your neighborhood and community — like noting how many grocery stores are located in the town and relaying the best places to get a burger — helps home buyers visualize themselves living in the residence and surrounding area. Your agent can write plenty of marketing copy to promote your community, but if you know of any good selling points, let them know so they can spotlight them accordingly.

THE BOTTOM LINE

Conducting all of these tasks and working with various professionals, including your agent, is all a part of the home selling process, but at the end of the day, the best way to help sell your home is to be proactive. If your agent wants to show your home early in the morning to a possible buyer, let them come over to give them a tour. If you think a more neutral living room wall color would be more appealing to buyers, set time aside to re-coat them. In other words, be ready at all times to help your agent market your residence and, in turn, close a deal on your terms.

When you're ready ~ We're ready



ABOUT US



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Our job is to make the process of buying a new home as easy and enjoyable as possible. As your agents, we will be your tireless advocates, ensuring that you sell your home quickly and at the price you deserve. Please contact us for a free consultation. We look forward to meeting you.

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