

SO YOU WANT TO SELL YOUR OWN HOME

Before you begin, take some time to review the following list of items you will need to complete to ensure the successful sale of your home. Be sure you are fully equipped to handle each of these areas before selling your home.

- ❖ **Deciding to sell.** You will need to conduct your own research regarding the current housing market and your home equity. Can you accurately access the current market value of your home from your research sources?
- ❖ **Preparing to sell.** You may want to get a pre-sale inspection to determine if any repairs should be made as well as an appraisal to assess the value of your property
- ❖ **Set the price.** You want the best price for your home without deterring or missing qualified buyers. You will need to consider such items as recent sales for comparable homes in your neighbourhood, location, current market conditions
- ❖ **Prepare your home.** You will want to present your home in the best possible light. Make needed repairs, remove the clutter, and make your home warm and inviting.
- ❖ **Negotiate the deal.** After reviewing all the factors associated with the price, you will want to determine in advance the lowest price you are willing or able to accept. Can you negotiate a successful outcome when an aggressive buyer presents a less favourable offer?
- ❖ Do you understand real estate regulations and can you prepare a binding sales agreement? What about counter-offers
- ❖ **Advertise your home.** You will want to place and pay for advertising in newspapers, Internet and other places. Then you will field asked questions, handle open houses and show your home to potential buyers. Will you give up your evenings and weekends to show your home to prospective buyers, many who may be “tire kickers” or bargain hunters.
- ❖ Can you bring an objective opinion to the sale of your home, seeing it from a buyer’s perspective? Can you put your emotional attachments to your home aside and realize that selling your home is also a business transaction?
- ❖ Can you determine whether a buyer qualifies for a mortgage? Do you understand the various types of mortgage financing available and the effect they may have on you, the Seller?
- ❖ DID YOU KNOW THAT PERSPECTIVE BUYERS AND BARGAIN HUNTERS WILL LIKELY WANT A PRICE REDUCTION BECAUSE THERE IS NOT REALTOR® INVOLVED?

WHY YOU NEED A TECHNO-SAVVY REALTOR® MORE THAN EVER

- ❖ Those homeowners that decide to sell a home themselves do it to save on the commission. However, marketing research indicates that exposure to the most buyers nets the best sales price. Formerly, buyers would search for homes using traditional venues of newspapers and magazines. With the Internet, the supply of buyers has shifted. More than 50% of all buyers use the Internet to search for properties. Now, more than ever, A For Sale By Owner, has even less of an opportunity for a buyer to find his property. This could translate into less exposure, a lengthier time on the market and possibly a lower selling price. A print ad now competes with a full blown 360 degree on-line virtual commercial and slide tour.
- ❖ Some buyers, when looking at a For Sale By Owner, automatically deduct 6-7% from the asking price. Some buyers expect to be compensated for non-representation and are looking for bargains. In the end, the seller can net less than if they had listed with a REALTOR®
- ❖ Advertising on the web is often like looking for a “needle-in-the-haystack”. A seller can place an ad on the web and try to distinguish their listing from thousands of others. However, without home page optimization, meta tags and other branding strategies that attract buyers, the For Sale By Owner listing is very ineffective. Access to buyers is limited
- ❖ Many people who use the Web are looking for instant gratification. On average, if visitors do not find what they are looking for, they will stay for about one minute and then move on. With some For Sale By Owner web sites, there is often no way to capture the visitor’s contact information or for follow-up. Many For Sale By Owner sites lack the sophistication and technology to efficiently track visitors to the site. Additionally, a buyer wants to view as many properties as possible. With only a few listings on some FSBO sites, a buyer will likely move on very quickly. The visitor’s need for instant gratification is a strong detriment to a FSBO site with few listings.
- ❖ A professional REALTOR® who works under the banner of an established real estate company has the support, technology, background and experience to attract the most qualified potential buyers. This network of people, education, resources and expertise works to the advantage of the seller, not against them.
- ❖ The Internet has changed the way buyers and sellers shop for real estate. According to the National Association of REALTORS®, 89% of home buyers consulted the Internet in some way for their real estate transaction. Consumers now have access to the same listing information that was once available only to REALTORS®. A techno-savvy

REALTOR® has access to the latest Internet technology, making your life easier. These tools may include:

- Instant access to comprehensive neighbourhood data
 - On-line virtual home tours
 - Extensive property listings
 - Immediate email notification of just-listed homes meeting your criteria
 - Referral networks and on-line forums
 - Reports and newsletters on current real estate conditions in your area
- ❖ The result: you get more information, more easily. With electronic files, you have less paperwork to deal with. And since your agent uses email, you can even eliminate playing phone tag.
- ❖ The world of real estate has changed for the better. The web offers unlimited opportunities to give consumers the information they need to make informed real estate decisions. Whether selling or buying, it is vital to get to where the traffic is.