



FIRST EQUITY, REALTORS

THINKING of SELLING...Consider This!

- Market Value is “the highest price a ready, willing and able buyer is, not compelled to but, willing to pay combined with the lowest price a seller is, not compelled to but, willing to accept” based on...
 - ...today’s market.
 - ...competing properties.
 - ...current financing options/industry.
 - ...economic stability.
 - ...what buyers think of the property.
 - ...property condition.
 - ...functionality.
 - ...property location.
 - ...market time.

- Market Value is not...
 - ...what you have in the house.
 - ...what the tax office says.
 - ...the appraised amount.
 - ...what you need out of it.
 - ...based on what you paid for it.
 - ...the same as the house next door.
 - ...based on the value of the homes in the city or neighborhood where you re-locate.

- The longer a house is on the market, the less buyers will want to see it. Therefore, it is CRUCIAL to overcome the desire to price above what the market will bear.

- Remember, when pricing, houses must appraise for the sales price. Lenders will not lend when a property sells for more than it appraises. All the activity with the lender is based on the appraisal. And, appraisers have access to the same market data that I research.

- It is important to emotionally dis-connect from the house. It is now a business transaction. **LOVE your home, SELL the house!**
- In offering advice and counsel on the sale of your house, I have valuable tools available that consider current/recent market activity. Also, our conversations set expectations regarding condition, functionality, location, and economic climate. All of these factors, as well as, your story will help you decide on the final price you will ask. Remember, you have control over some of these factors, and you have no control over others. Being educated on the market is a valuable resource for you.
- Having a house conditioned properly and in “**show form**” daily, will make a tremendous difference in the activity on the house. Buyer’s typically form an opinion ***within 15 seconds*** of arrival. So, when buyers drive up and enter a house...
 - ...**CURB appeal is CATCHING**(exterior)
 - ...**LESS is MORE**(get rid of junk),
 - ...**CLEAN is QUEEN**(no dirt),
 - ...**and WELL MAINTAINED is MANDATORY**(do repairs)
- Bottom Line is to...
 - ...”remove” self emotion,
 - ...”review” the market,
 - ...”ready” the house,
 - and, **PRICE WISELY!**

Once the decision to sell the home is made, we have a lot of work to do! I have tools available to help you in preparing the home, tips for “showing days,” a wealth of information regarding how Coldwell Banker will market your home, what I do for you as the listing agent, and general information regarding the process.

I am confident I can partner with you and build a relationship “one house at time” as we begin the process together. I stand ready to act and am available 24/7, 365 days a year to help make this a smooth process from this day forward.

Now, let’s get YOUR house SOLD!