

Things To Consider When Selling Your House

ONE



Sam Gerardi | Broker Associate
Real Estate Consultant
Realty ONE Group
SOLD@Home1Realty.com

480.525.7401
www.Home1Realty.com



Table of Contents

- 3** Should I Sell My House This Summer?
- 6** The Advantage Of Selling Now
- 8** Home Value Jitters Are Behind Us
- 10** Two Reasons You Should Sell Your House
- 12** A Checklist for Selling Your House
- 14** Want To Sell Your House? Price It Right.
- 17** Leverage Your Equity When You Sell
- 20** Reasons To Hire a Real Estate Professional
- 21** An Expert Makes All the Difference
- 24** BEWARE the Cash Buyer!
- 26** Going For Sale By Owner (FSBO)
- 28** Stats From Nat'l Assoc of Realtors (NAR)
- 29** Average Results for FSBO Sales
- 30** Preparation & Staging
- 31** Property Self-Assessment
- 32** Evaluating the Comps
- 33** Pricing To Sell
- 34** Marketing Your Home
- 35** Showing & Open House
- 36** Working With An Offer
- 37** Title & Escrow Service
- 38** The Road To SOLD!
- 39** Contracts – Checklist & Forms

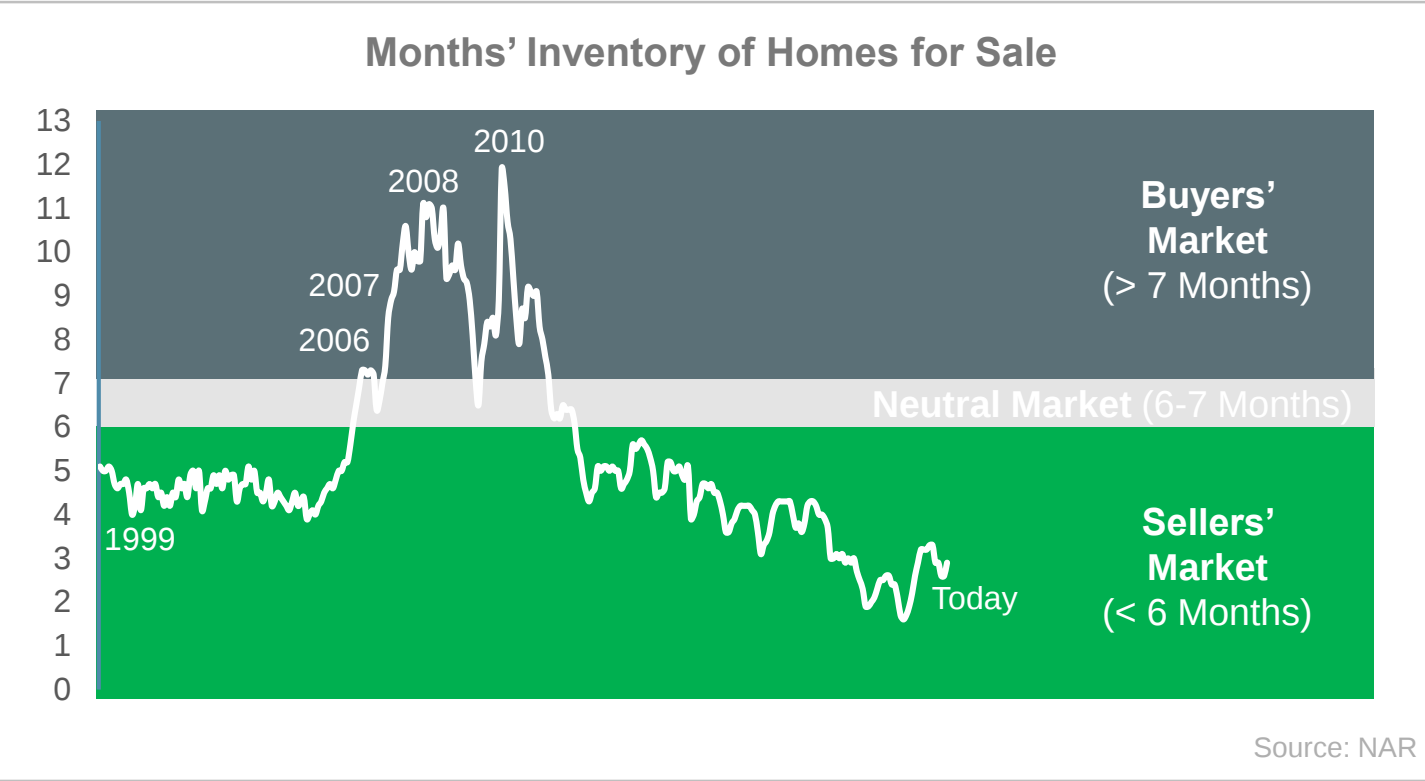


Should I Sell My House This Summer?

With everything going on in the housing market lately, you may have some questions about selling your house. Here are a few things you may be wondering about, and the answers to help you make a confident, informed decision.

1. Should I Wait To Sell?

The supply of homes for sale is low while buyer demand is high, so we're still in a sellers' market today. Selling while inventory is this low means if you price your house right, it is likely to attract motivated buyers and offer(s). The graph below puts today's inventory into perspective.





2. Are Buyers Still Out There?

If you're thinking of selling your house but worry people aren't buying homes with mortgage rates higher than they were previously, you should know that isn't the case for everyone. Lawrence Yun, Chief Economist at the *National Association of Realtors* (NAR), explains:

"Inventory levels are still at historic lows. Consequently, multiple offers are returning on a good number of properties especially in high demand areas."

There are more buyers out there than there are available homes on the market. And your house may be just what they're looking for.

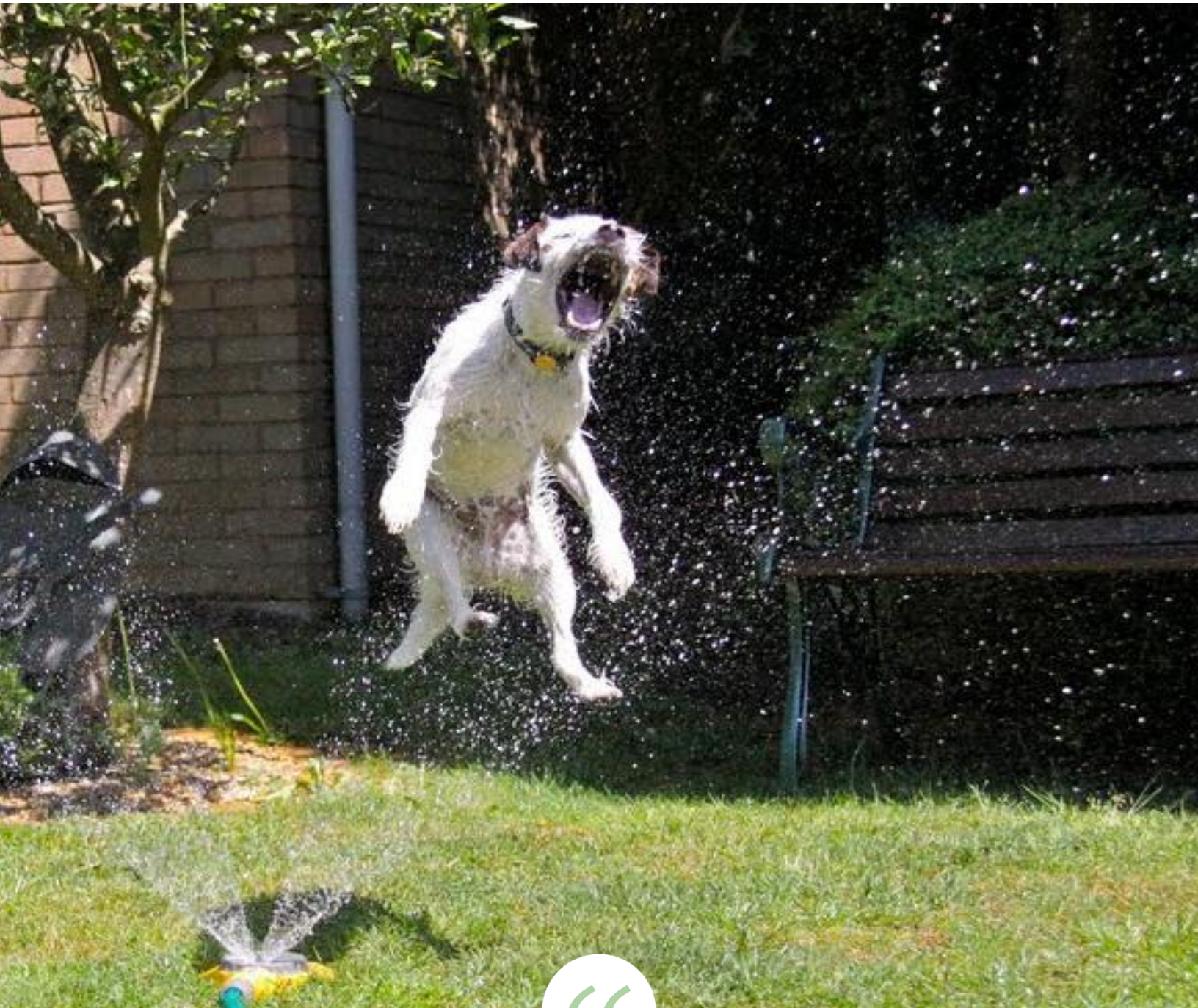
3. Can I Still Get a Good Price for My House?

Nationally, home prices have come down a bit since their peak last summer, but recent data shows that home prices appear to have stabilized and are now on the rise again in much of the country. And while prices vary by market, experts at the national level project return to more normal, pre-pandemic levels of appreciation – around 4% per year – after 2024.

So, even though the average home isn't growing in value as fast as it did in recent years, you can still sell with confidence this season.

Bottom Line

If you're thinking about selling your house this summer, let's connect so you have the expert insights you need to make the best possible move today.



“

Some housing markets have cooled slightly, but demand hasn't disappeared, and in many places remains strong largely due to the shortage of homes on the market.

- U.S. News



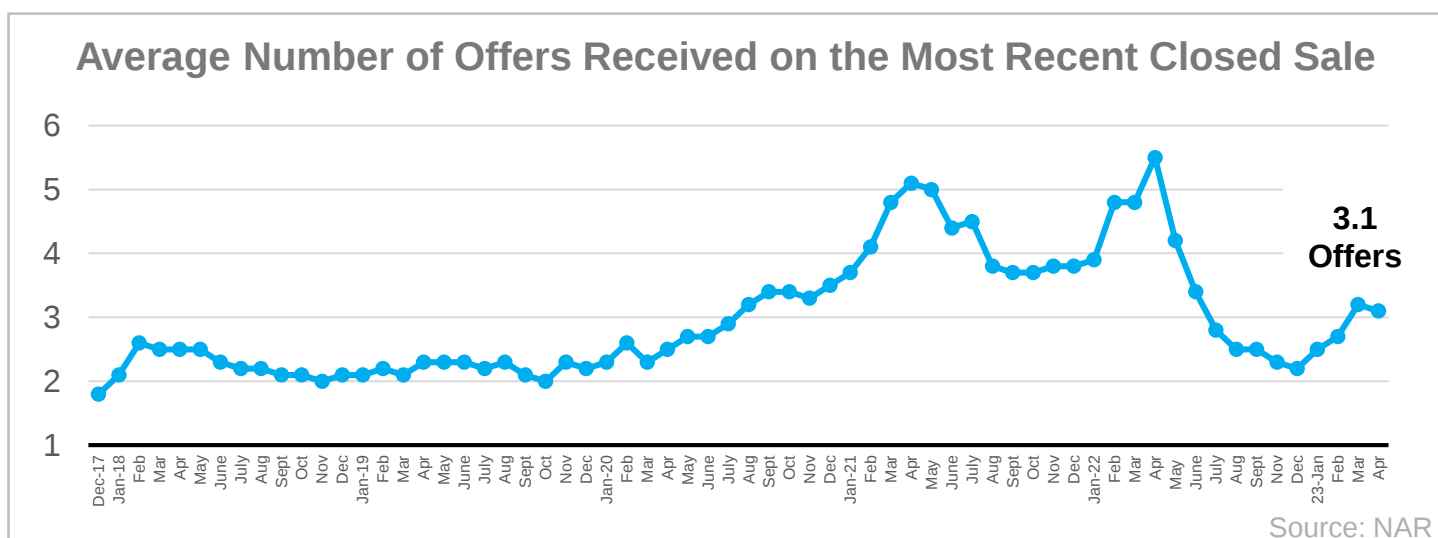
The Big Advantage If You Sell Now

Thinking about selling your house? If you've been waiting for the right time, it could be now while the supply of homes for sale is so low.

The *National Association of Realtors* (NAR) confirms today's housing inventory is low by looking at the months' supply of homes on the market. Months' supply means the number of months it would take the current inventory of homes on the market to sell at the current sales pace. In a balanced market, about a six-month supply is needed. Anything lower is a sellers' market. And today, the number is much lower.

Why Does Low Inventory Make It a Good Time To Sell?

The less inventory there is on the market when you sell, the less competition you're likely to face from other sellers. That means your house will get more attention from the buyers looking for a home this summer. And since there are significantly more buyers in the market than there are homes for sale, you could even receive more than one offer on your house.



If you get more than one offer on your house, it becomes a bidding war between buyers – and that means you have greater leverage to sell on your terms. But if you want to maximize the opportunity for a bidding war to spark, be sure to lean on your expert real estate advisor. While we're still in a strong sellers' market, it isn't the frenzy we saw a couple of years ago, and today's buyers are focused on the houses with the greatest appeal.

Clare Trapasso, Executive Editor at *Realtor.com*, explains:

“Well-priced, move-in ready homes with curb appeal in desirable areas are still receiving multiple offers and selling for over the asking price in many parts of the country. So . . . it's especially important for sellers to make their homes as attractive as possible to appeal to as many buyers as possible.”

Bottom Line

If you've been waiting for the right time to sell your house, low inventory this summer sets you up with a big advantage. Let's connect to make sure your house is ready to sell.



The Home Value Jitters Are Behind Us

WHAT'S
YOUR
HOME
WORTH?

CALL ME FOR A HOME EVALUATION!

If you're following the news today, you may feel a bit unsure about what's happening with home prices and fear whether or not the worst is yet to come. Local home price trends vary by market! Here's what the national data tells us.

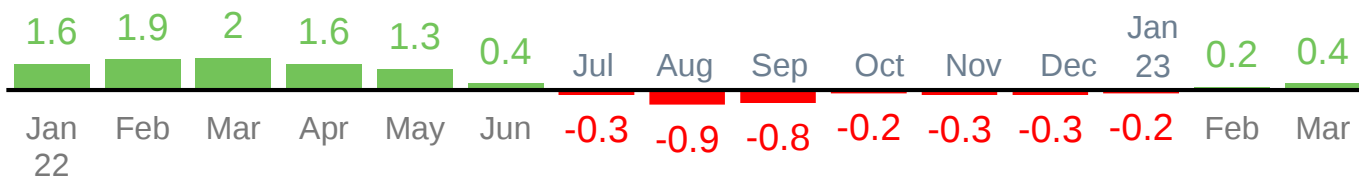
Today's headlines are painting an unnecessarily negative picture of home prices. Contrary to those headlines, home prices aren't in a freefall. The latest data tells a very different and much more positive story.

The monthly graphs below use recent reports from three sources to show the worst home price declines are already behind us, and prices are on their way back up nationally.

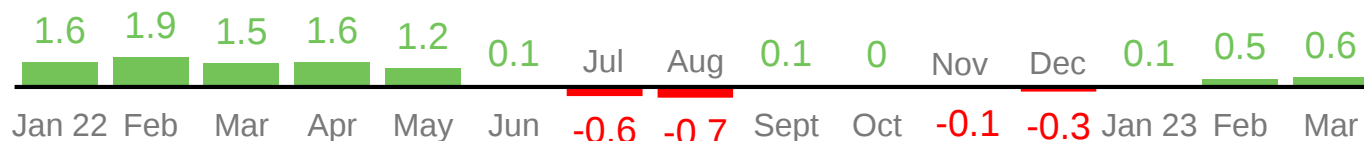
Home Prices Are Stabilizing

Month-Over-Month Percent Change in Home Values (Seasonally Adjusted)

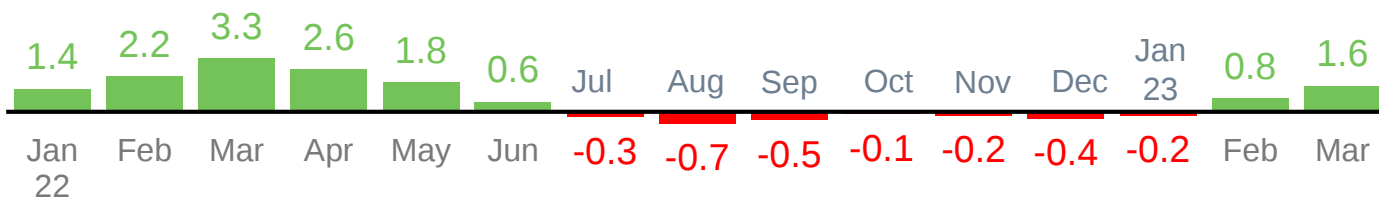
Case-Shiller



FHFA



CoreLogic



The story this detailed monthly view tells us is that the last year has been a tale of two halves. In the first half of 2022, home prices were climbing, and they peaked in June. Then, in July, home prices started to decline (*shown in red in the graphs on the previous page*). And by roughly August or September, the trend began to stabilize. As we look at the most recent data for the early part of 2023, these graphs also show a recent rebound in momentum with prices ticking back up. Monthly changes in home prices are gaining steam.

While one to two months doesn't make a trend, the fact that all three reports show prices have stabilized is an encouraging sign for the housing market. The month-over-month data conveys a clear, but early, consensus that a national shift is taking place today.

In essence, home prices national are starting to tick back up.

Andy Walden, Vice President of Enterprise Research at *Black Knight*, says this about home price trends:

*“Just five months ago, prices were declining on a seasonally adjusted month-over-month basis in 92% of all major U.S. markets. **Fast forward to March, and the situation has done a literal 180, with prices now rising in 92% of markets from February.**”*

Selma Hepp, Chief Economist at *CoreLogic*, explains the limited supply of homes available for sale is contributing to this positive turn:

*“. . . prices in many large metros appeared to have turned the corner, with the U.S. recording a second month of consecutive monthly gains. . . . **The monthly rebound in home prices underscores the lack of inventory in this housing cycle.**”*

Here's What This Means for You

If you've been holding off on selling because you're worried about what was happening with home prices and how it would impact the value of your home, it may be time to jump back in and reprioritize getting your house on the market. You don't have to put your needs on hold any longer because the latest data shows a turn in your favor.

Bottom Line

If you put off your plans to move because you were worried about home prices falling, data shows the worst is already behind us and prices are actually rising nationally. Let's connect so you have an expert to explain what's happening with home prices in our area.



Two Reasons You Should Sell Your House

Wondering if you should sell your house this year? As you make your decision, think about what's motivating you to consider moving.

A recent survey from *Realtor.com* asked why homeowners are thinking about selling their houses this year. Here are the top two reasons (see *graphic below*):



33%

I want to take advantage of the current market; I think I can make a profit



32%

My home no longer meets the needs of my family (space, features, location)

Let's break those reasons down and explore how they might resonate with you.



1. I Want To Take Advantage of the Current Market and Make a Profit

When you decide to sell your house, how much you'll make from the sale will likely be top of mind. So, here's some good news: according to the latest data, the average seller can expect a strong return on their investment when they make a move. *ATTOM* explains:

“The \$112,000 profit on median-priced home sales in 2022 represented a 51.4% return on investment compared to the original purchase price, up from 44.6% last year and from 32.8% in 2020.”

Even though home prices have declined slightly in some markets, they're still much higher overall than they were just a few years ago.

2. My Home No Longer Meets My Needs

The average person has been in their house for ten years. That's a long time when you think about how much may have changed in your life since you moved in. And typically, those changes have a direct impact on what you need in a home. Whether it's more or less space, different features, or a location closer to your work or loved ones, your current house may no longer check all the boxes of what feels like home to you. If that's the case, it could be time to work with a real estate agent to find a better fit.

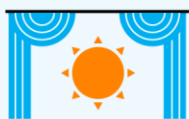
Bottom Line

If you're thinking about selling your house, there's probably a good reason for it. Let's connect so you can make a move that'll help you accomplish your goals this year.

A Checklist for Selling Your House

As you get ready to sell your house, add these items to your to-do list. Note, a real estate professional will also provide other helpful tips based on your specific situation.

MAKE IT INVITING



- ☐ Open blinds or curtains to let the light in



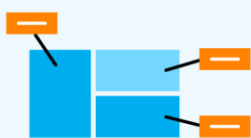
- ☐ Check lightbulbs and replace as needed



- ☐ Take down personal photos or items



- ☐ Fix anything that's broken



- ☐ Give every room a clear purpose

SHOW IT'S CARED FOR



- ☐ Clean your vents and baseboards



- ☐ Vacuum, mop, or sweep floors



- ☐ Declutter throughout

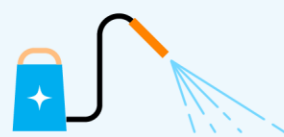


- ☐ Organize countertops, cabinets, and closets



- ☐ Touch up any scuffs on the walls

BOOST CURB APPEAL



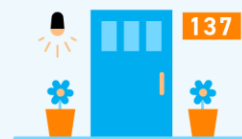
- ☐ Power wash outdoor surfaces



- ☐ Wash the windows (inside and out)



- ☐ Tidy up the landscaping



- ☐ Freshen up your entry



- ☐ Sweep patios, decks, and walkways



“

Curb-appearance projects make the property look good as soon as prospective buyers arrive. While these projects may not add a considerable amount of monetary value, they will help your home sell faster – and you can do a lot of the work yourself to save money and time.

- Investopedia



Want To Sell Your House This Summer? Price It Right.

Pricing your house right is especially important right now. If you're thinking of selling your house this summer, you need to have an accurate understanding of how much you should expect to sell for.

Over the last year, the housing market's gone through significant change. While it's still a sellers' market, **homes that are priced right are selling, and they get the most attention from buyers right now.** If you're thinking of selling soon, it's important to lean on your expert real estate advisor when it comes to setting a list price.

In today's market, how you price your house will not only make a big difference to your bottom line, but to **how quickly your house will sell.**

Why Pricing Your House Right Matters

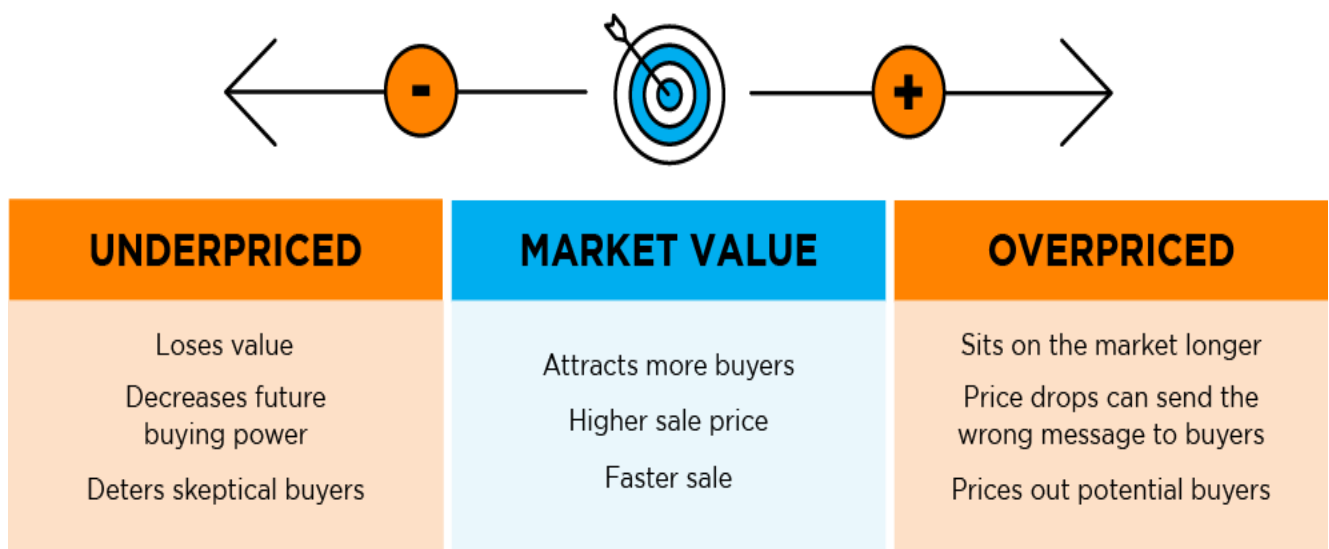
Your asking price sends a message to potential buyers, especially today.

If your house is priced too low: You may leave money on the table or discourage buyers who may see a lower-than-expected price tag and wonder if that means something is wrong with the home.

If it's priced too high: You run the risk of deterring buyers. When that happens, you may have to lower the price to drive interest when your house sits on the market for a while. But be aware that a price drop can be seen as a red flag by some buyers who will wonder what it means about the home.

To avoid either headache, **price it right from the start**. A real estate professional knows how to determine the ideal asking price. They balance the value of homes in your neighborhood, current market trends, buyer demand, the condition of your house, and more to find the right price. This helps lead to stronger offers and a greater likelihood your house will sell quickly.

The visual below helps summarize the impact your asking price can have:



Price Is Only a PART of Marketing!

Not all home sales are created equal. Pricing a home based solely on data is inaccurate and unreliable. Think about companies like Carvana®. Their sole premise was to go off of the car industries “Blue Book” with regional market variation and they failed miserably. WHY? Because not even 2 identical cars are alike. Not only that, the bigger issue is that consumers NEED to **shop & compare to make informed decisions**. This lesson hit wall Street between the eyes in many markets - If big well-funded national companies could not make the “Car Buying Online” work, how much harder would it be to make real estate work?

Bottom Line

Homes priced at the current market value are selling faster, at a better price, and with less hassle right now. To make sure you price your house appropriately, maximize your sales potential, and minimize your hassle, let's connect.

“

... sellers who price and market their home competitively shouldn't have a problem finding a buyer.

- Jeff Tucker, Senior Economist, Zillow



Leverage Your Equity When You Sell



One of the benefits of selling your house is that you can use the equity you've built to power your move. Here's how it works.

By selling your house, your equity can be used toward purchasing your next home. But before you can put it to use, you should understand exactly what equity is and how it grows.



What Is Home Equity?

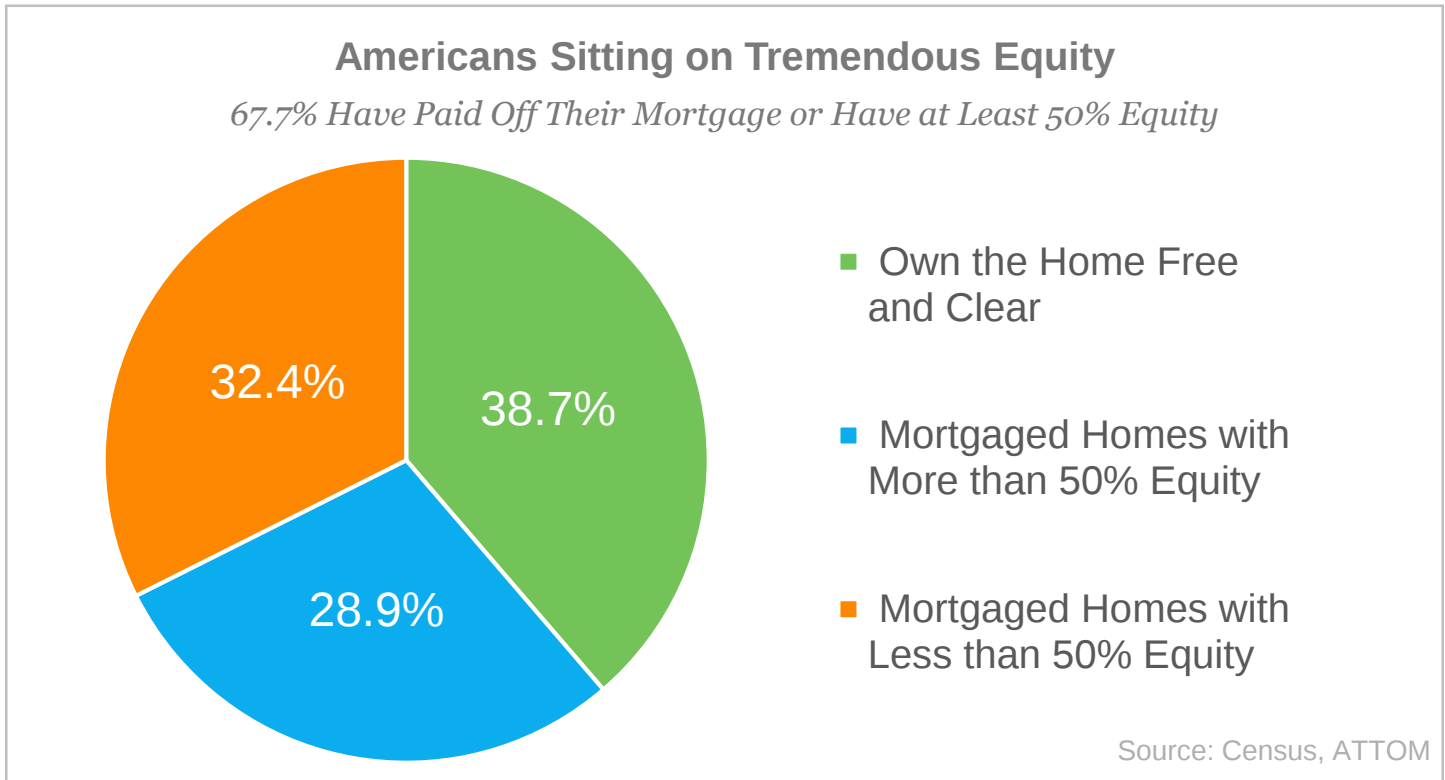
Equity is the current value of your home minus what you owe on the loan.

Over time, you build equity as you make your monthly mortgage payments and as home prices appreciate. It works like this:



Majority of Americans Have a Large Amount of Equity

If you've owned your home for a while, you've likely built up some equity – and you may not even realize how much. Based on data from the *U.S. Census Bureau* and *ATTOM*, the majority of Americans have a substantial amount of equity right now!



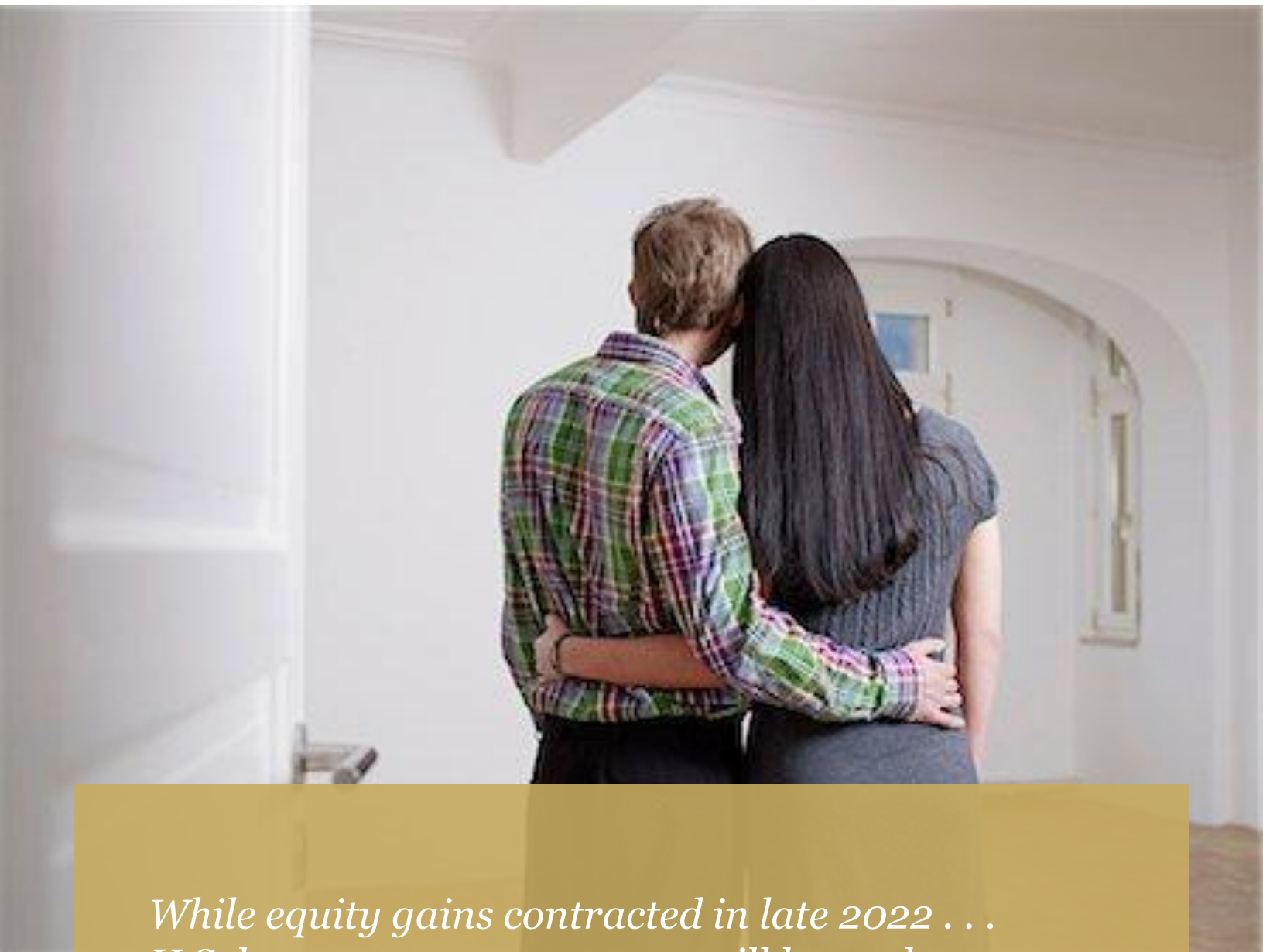
And having such large amounts of equity is a benefit to homeowners in more ways than one. Rick Sharga, Founder and CEO at *CJ Patrick Company*, explains:

“Record levels of home equity provide security for millions of families, and minimize the chance of another housing market crash like the one we saw in 2008.”

Over time, your home equity grows – by paying down your mortgage AND with market appreciation. In addition to providing financial stability while you own your house, when you're ready to sell it, that money could go a long way toward paying for your next home.

Bottom Line

By selling your house and leveraging your equity, it can be easier to pay for your next home. Let's connect so you can find out how much home equity you have and start planning your next move.



*While equity gains contracted in late 2022 . . .
U.S. homeowners on average still have about
\$270,000 in equity, nearly \$90,000 more than they
had at the onset of the pandemic.*

- Selma Hepp, Chief Economist, CoreLogic

Reasons To Hire a Real Estate Professional

Thinking of buying or selling a home? Here are just a few reasons why you'll want a trusted real estate professional on your side.



Industry Experience

We're well versed in the housing market and know the ins and outs of the entire process for both buyers and sellers.



Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



Pricing and Market Value

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase a home.



Contracts and Fine Print

We help with all disclosures and documents necessary in today's heavily regulated environment.



Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.



Latest Technology

We know how to use the latest tools to make the process (and your life) easier.



An Expert Makes All the Difference When You Sell

If you're thinking of selling your house, it's important to work with someone who understands how the market is changing and what it means for you. Here are five reasons working with a professional can ensure you'll get the most out of your sale. Here are a few of the notable reasons to hire a professional...

1. Local Agents Are Experts on Market Trends

Leslie Rouda Smith, 2022 President of the *National Association of Realtors* (NAR), explains:

*"During challenging and changing market conditions, one thing that's calming and constant is the assurance that comes from a Realtor® being in your corner through every step of the home transaction. **Consumers can rely on Realtors®' unmatched work ethic, trusted guidance and objectivity to help manage the complexities associated with the home buying and selling process.**"*

An expert real estate advisor has the latest information about national trends and your local area too. More importantly, they'll know what all of this means for you, so they'll be able to help you make a decision based on trustworthy, data-bound information.

2. A Local Professional Knows How To Set the Right Price for Your Home

If you sell your house on your own, you may be more likely to overshoot your asking price because you're not as aware of where home prices are today. Pricing your house too high can deter buyers or cause your house to sit on the market for longer.

Real estate professionals look at a variety of factors, like the condition of your home and any upgrades you've made, with an unbiased eye. They compare your house to recently sold homes in your area to find the best price for today's market, so your house sells quickly.

3. A Real Estate Advisor Helps Maximize Your Pool of Buyers

Real estate professionals have a wide range of tools at their disposal, such as social media followers, agency resources, and the *Multiple Listing Service* (MLS) to ensure your house gets in front of people looking to make a purchase. *Investopedia* explains why it's risky to sell on your own without the network an agent provides:

“You don’t have relationships with clients, other agents, or a real estate agency to bring the largest pool of potential buyers to your home.”

Without access to your agent's tools and marketing expertise, your buyer pool – and your home's selling potential – is limited.

4. A Real Estate Expert Will Read – and Understand – the Fine Print

Today, more disclosures and regulations are mandatory when selling a house. That means the number of legal documents you'll need to juggle is growing. NAR explains it like this:

“There’s a lot of jargon involved in a real estate transaction; you want to work with a professional who can speak the language.”

5. A Local Professional Is a Skilled Negotiator

If you sell without an expert, you'll be responsible for any back-and-forth during the homebuying process. That means you'll have to coordinate with:



The buyer, who wants the best deal possible

The buyer's agent, who will use their expertise to advocate for the buyer

The inspection company, which works for the buyer and will almost always find concerns with the house

The appraiser, who assesses the property's value to protect the lender

Instead of going toe-to-toe with these parties alone, lean on an expert. They'll know what levers to pull, how to address everyone's concerns, and when you may want to get a second opinion.

Bottom Line

Don't go at it alone. If you're planning to sell your house this summer, let's connect so you have an expert by your side to guide you in today's market.



“... working with an agent when selling your home is likely to land you a higher selling price, and a more favorable deal.”

- Bankrate



BEWARE The “Instant Cash” Buyer!

There have always been investors out waiving money in front of home sellers – pre-foreclosure, distressed, job loss, divorce, bankruptcy, estate & tax liens – offering quick cash for their property. However, the proliferation of instant cash buyers & corporate “iBuyers” recently is reason for real concern.

Instant Cash Offers are WHOLESALE!

For years, investors have been advertising “we buy homes for cash”. And there are courses, membership programs, YouTube guru’s and celebrities selling the allure of becoming a real estate investor. Some are Fix n’ Flip for quick profits, others are buying to accumulate as rentals. Some are local, some national and now we have Wall Street. The one common thread is they buy homes WHOLESALE – below market value taking \$1000s off your hard-earned equity.

There is a niche for instant cash offers in distressed homeowners and for poorly maintained properties. But these buyers have proliferated and deploy fear tactics that your home may be deficient compared to other homes or that selling traditionally is a hassle – preparation, repairs, strangers in your home, commissions, headaches... BS!

The ONLY Way To Get Full Market Value is On The Open Market!

If you were to request a property report that detailed the wholesale cash purchase transactions over a six month period, the data will clearly demonstrate the flipper’s profit off the homes they purchased wholesale – a whopping 19.5% difference! That could be \$50,000 or more in your pocket!

Bottom Line

Don’t take an instant cash offer without reviewing the comps with a local agent.

Estimating Your NET Proceeds

Estimated Home Sale Proceeds

Home Sale Price

Transaction Costs

FIXED

Title Insurance		Fixed base on value
Title & Escrow Service		\$900-\$1400
Transfer Tax		\$0 in Arizona!
Property Tax Prorations		Base on closing day
Misc Closing Fees		Filing & Recording
Home Warranty		\$500 if included
Repairs / Seller Concessions		Negotiable if required

Marketing Expenses

Traditional Agency

Flat Rate 1%

FSBO

Listing Broker Commission	2.5-3%	1%	MLS Fee
Buyer Broker Commission	2.5-3%	Seller's Choice	Seller's Choice
Photography		incl.	
Printing		incl.	
Advertising		incl.	

Loan Payoff

Payoff

1st Mortgage	
2nd/Home Equity	
Misc - Liens	

NET of Property Sale

Sale Price	
Transaction Costs	
Marketing Costs	
Mortgage / Lien Payoffs	
NET to Seller	

Things To Consider When Going F.S.B.O.



Going For Sale By Owner

Today's market may be the right time to offer your home FSBO while the supply is low & demand is high, buyers are online looking for ALL available homes.

Low Inventory Forces Motivated Buyers To Search Harder

If you've been weighing the option to sell your home without an agent, one of the more compelling stats at this time is the remarkably low inventory of homes for sale – we have been in a housing shortage in many markets equating to very high buyer demand for good homes. This shortage means that motivated buyers are looking at everything available and become more flexible out of necessity.

The avenues open to FSBO sellers are For Sale By Owner websites & Zillow, posting on social media sites and telling all your friends and family. Some resourceful sellers print up flyers for local restaurant billboards or host an evening cocktail hour open house for their neighborhood. The results of these efforts support that statistic that 50% of FSBO sales are to a party familiar to the seller.

What Benefits Do You Seek in Selling FSBO?

The reasons that sellers choose to go For Sale By Owner vary. The top three reasons are reluctance to work with an agent, selling to a familiar buyer & saving money on commission.



Stats From National Association of Realtors

Interesting Data From NAR's Home Seller & Buyer Studies

1. In 2021, **only 7% of homes** were listed as FSBO - the lowest share of homes sold since 1981.
2. From 1981 to 2021, FSBO sales dropped by **more than 50%**.
3. **Sellers 76–96 years old were most likely** to use the FSBO method to sell their home (13%), followed by those 42-56 years old (9%).
4. **57 was the median age** of FSBO sellers, which is just above agent-assisted sellers at 56.
5. **64% of FSBO sales** were by married couples with a median household income of \$96,700.
6. Within rural areas, **12% of homes** were sold via FSBO compared to 4% in urban areas.
7. **81% of FSBO homes sold** were single-family homes.
8. FSBO sellers had a median income **\$10K lower than agent-assisted sellers** (\$96,700 for FSBO vs. \$108,300 for agent-assisted).
9. **56% of sellers** listed not wanting to deal with an agent as the most important reason for selling their homes as FSBO.
10. **36% of FSBO sellers** did not want to pay commission fees.
11. **30% of FSBO sellers** were selling to a relative, friend, or neighbor.
12. **8% of FSBO sellers** had buyers already contact them directly.
13. **77% of all sellers** (FSBO or not) offer a buyer's agent commission.
14. **17% of FSBO sellers** say preparing or fixing up the home for sale is the hardest aspect of the process, followed by getting the right price (14%), and understanding the paperwork (11%).
15. **9% of FSBO sellers** said pricing their home was the hardest part of the process.
16. **6% of FSBO sellers** struggled to sell their homes within their desired time range.
17. **5% of FSBO sellers** wish they had more time to focus on selling their homes.
18. **The majority of home buyers** in the United States in 2021 looked online for properties for sale during the start of their home buying process. ([Statista](#))
19. **51% of home buyers** found the homes they purchased via the internet.
20. **About 91% of all homes for sale** are listed on a multiple listing service, but only 6% of FSBO sellers listed their homes on the MLS.
21. **Most common marketing method** FSBO sellers use is a yard sign (25%), followed by a third-party aggregator website (24%).
22. **46% of FSBO sellers** did not market their homes.
23. **68% of FSBO sellers** who already knew the buyer didn't actively market their homes.
24. **57% of FSBO sellers** knew the buyer of the home.
25. **81% of successful FSBO sellers** who knew the buyer were very satisfied with the process.

Average Results of For Sale By Owner

Other Important Stats To Consider

While there are some compelling reasons to market your home FSBO, there are a few facts that should be considered. These are some stats that have remain rather constant for decades:

1. Only ~10% (or less!) of all homes sold are FSBO year over year since 1981
2. FSBO Homes sell for 24% less money than agent-listed homes
3. 87% of FSBO homes sold utilized an agent on at least one side of the transaction
4. 96% of Buyers search exclusively online until they are ready to buy
5. 89% of Buyers use an agent to negotiate and manage the purchase of their homes
6. FSBO Homes are on market 26% longer than agent-listed homes if not sold to a familiar
7. Negotiations and Contracts are reported as the most intimidating aspects of FSBO

For Sale By Owner Stats

Percentage of homes
listed for For Sale By
Owner 2023

10%

Percentage of FSBO
sellers who knew the
buyer of the home

50%

Percentage of FSBO
sellers who marketed
their home through
friends, relatives, and
neighbors

28%

Percentage of FSBO
homes sold in rural
areas

13%

Percentage of FSBO
sellers who did not
want to pay a
commission fee.

37%

Percentage of FSBO
sales that used an
agent on at least
one side.

89%

Property Self-Assessment

What Kind of Shape Is Your Home Really In?

THINK LIKE A BUYER! Would you buy your home compared to the other homes on the market. And How much would it cost in Money & Effort to be Equal to or Greater than other homes...?

Seller's Property Self Evaluation											
Room/Feature	Material	Condition	Score					Update		EXPECTED ROI	
			1	2	3	4	5	Y	N	Cost	Value
Entry Way											
Kitchen - Cabinets											
Kitchen - Counters											
Kitchen - Appliances											
Family Living Area - Flooring											
Bath - Cabintes											
Bath - Counters											
Bath - Floors											
Carpet											
Laundry Area											
Deck/Patio											
Interior Paint											
Interior Trim											
Ceiling Height											
Light Fixtures											
Faucet & Bath Fixtures											
Doors & Hardware											
Garage											
Basement - Height											
Basement - Features											
Curb Appeal											
Landscaping											
Roof - Age/Quality											
Mechanicals											
Neighbor Homes											
HOA - Ammenities											
Other -											
Other -											
Other -											

Evaluating The Comps

Reviewing Similar Homes in the Immediate Area

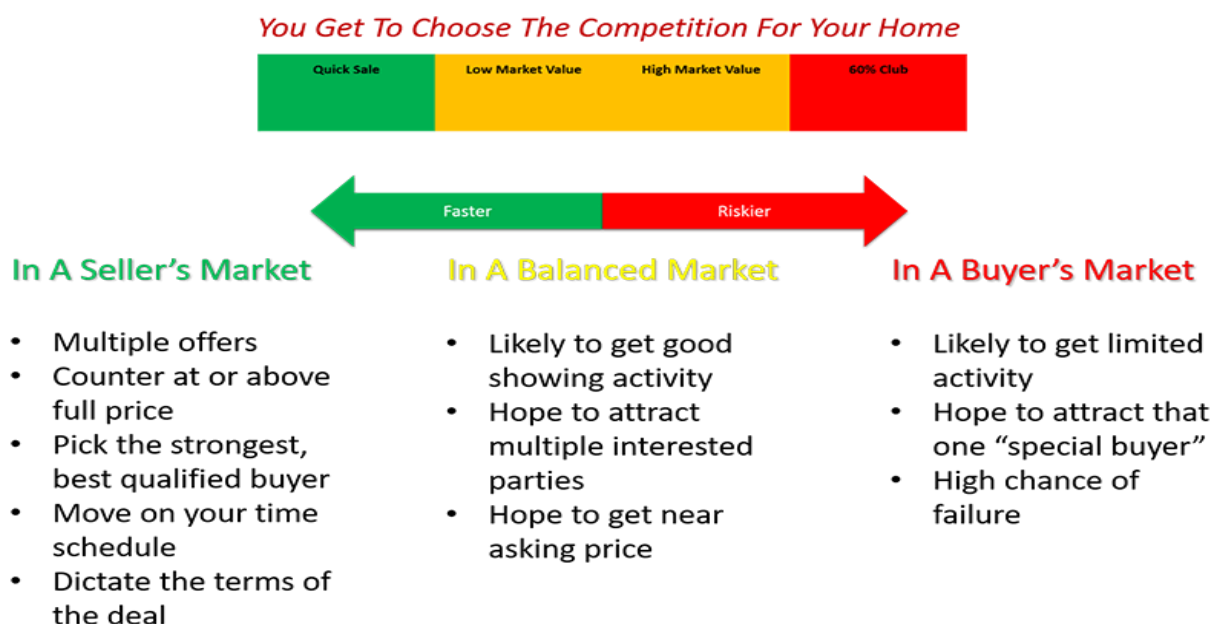
The Competitive Market Analysis (CMA) is pulled from the actual data in real time to create a snapshot of the market activity for similar homes in your immediate area. Typically referred to as “comps” by agents, the CMA takes the relevant information such as size, rooms, age, lot size, and other features to tabulate an average & median cost per square foot. The time on market, property condition, updates/upgrades, lot features/exposure, landscaping, and distance from subject property are considerations that can dramatically affect differences in market value between properties. These are most accurately adjusted by a local agent.

Location, Location, Location!

While this mantra may seem redundant to you, there is a good reason for three-peating. Location #1 is the general area. Location #2 is the community. Location #3 is the lot location that derives a differential value from its neighbors. Think of the home at the entrance to the sub-division that gets all the traffic, or is at the T-street and has headlights beaming into the front of the home at night, or backing to the major traffic route with cars zooming by at all hours. Now think of the sun exposure that you prefer, or feng shui orientation of the home on the lot. Finally, think of the lot size & exposure where you are a ranch home surrounded by 2-story homes, backing commons or a park, or on a quiet cul-de-sac with a large pie-shaped lot... All of these examples make for an adjustment in value.

Pricing Properly Is Key to a Quick & Best Sale

Be honest, do your home work and, where possible, check your ego at the door!



The "right price" is worth 8% to 12% in today's market for many sellers

Pricing to Sell

Price Based on The Current Market Dynamics

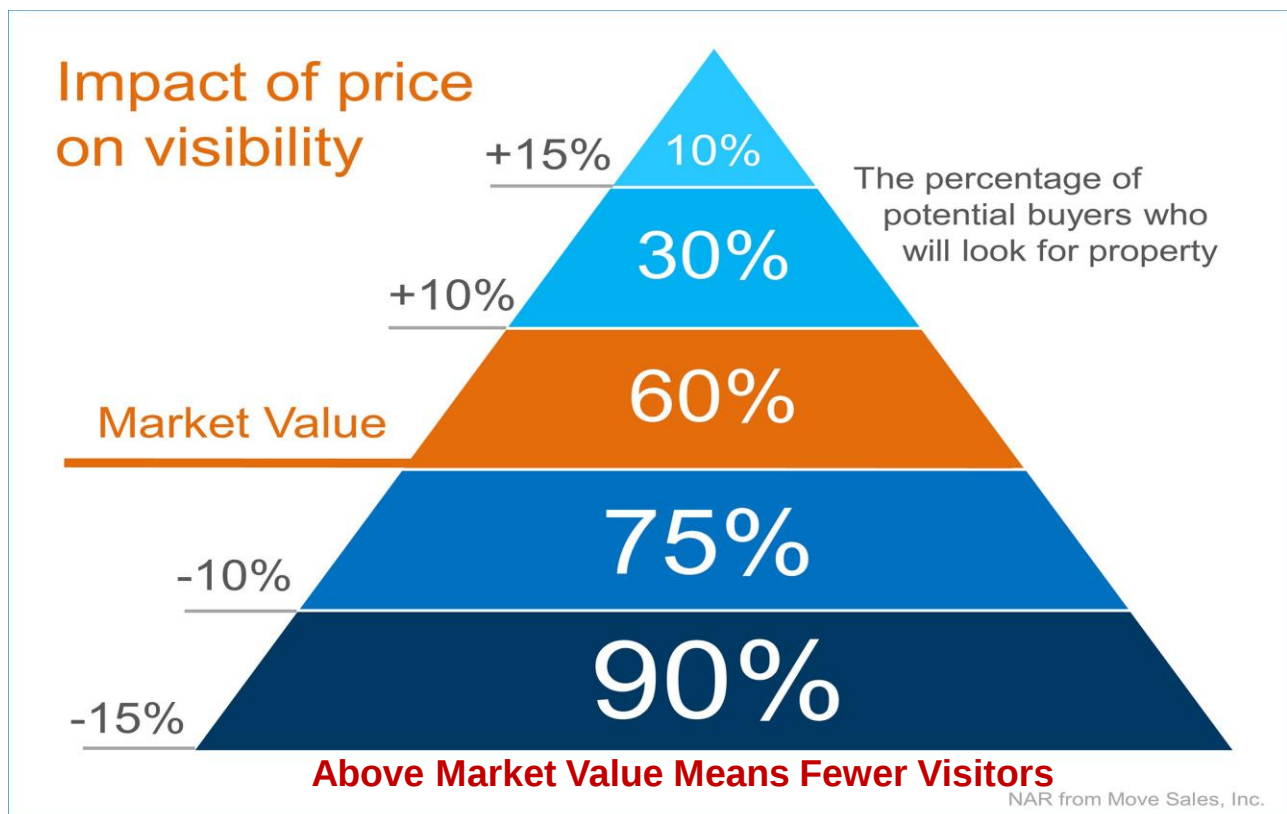
The comps you review should be within a mile or two radius and only back 90-180 days. In some cases, you will need to review a wider area or a longer period of time. However, the tighter these two factors the closer you will be to accurately pricing your home. For similar homes the sold cost per square foot is the most accurate basis pricing, then take into account the condition & upgrades/updates. Be careful not to underestimate the cost of latent repairs and upgrades – which cost considerably more today than a few years ago.

Your Home is Original, That Top Dollar Home Was Updated...

Updates and repairs such as new flooring, roof, HVAC, cabinets, counters, appliances and fixtures can cost a small fortune and they must be weighed against return. In a STRONG seller's market fueled by high demand AND low interest rates, the return on investment (ROI) can be very high. However, in a balanced or buyers market AND with higher interest rates, the return can be painfully low. Today's market has softened with higher interest rates as people with low mortgage costs have a high bar to meet in order to justify moving.

Start From The Median Comp, And Adjust Up Or Down Based Other Factors

Buyers will compare your home to others on the market over a period of time, sometimes months. Ultimately, a home's value comes down to precisely what a qualified buyer is willing to pay on the "open market" – typically meaning the MLS – for all eyes to see.



Preparation & Staging



You **NEVER** Get a Second Chance To Make A GREAT First Impression!

Preparing Your Home For Sale.

The first order of business is to get your mindset in the right place to be a good SELLER. And the very best way to do that is to think like a BUYER! Buyer's don't want to see how you live, instead they want to visualize themselves living in your house. To do that, there needs to be as few distractions as possible. So let's take the bitter pill of swallowing our sense of self-worth and love for our own design ideas to neutralize your house.

Pack It Up, Sell It, Donate It!

The best way to make your home feel larger than it may be is to minimize the stuff! You are moving. Let's face it, most of the stuff in your home is not being used and only takes up space. This will not only help make the space feel larger, and will remove the distraction that your stuff may create. It also opens the door to an easier move for you once your home is sold – less to pack! Selling stuff may bring you extra money, while donating may make you feel better about helping your community. When packing the stuff away that you wish to keep, use small uniform cartons (Home Depot, Lowes, U-haul, etc.) that will stack easily against a wall in the garage or a room in the house. Buyers will understand, and uniformly sized/stacked boxes will give the appearance of cleanliness and organization.

Clean, Bright & Light

Nothing Turns off buyers more than dark, dirty and smelly! If you smoke, have pets or cook with a great deal of spices, you may be nose blind. Don't hesitate to ask a friend or neighbor for their opinion – your sale and profit may depend on humility in this area.

Marketing Your Home

Where Will Buyers Find Your Home For Sale Information?

After you have prepared your home by de-cluttering, made repairs and done a deep cleaning, the next step is Light n' Bright photography to highlight your homes best features. While most of us are amazed at the quality of today's 12 MP smart phone photos, this is not the area you want to skimp on. WHY? Pictures can be worth a thousand words...

Photos, Video and In Some Cases Drone Aerial Photos Get Buyers to Come.

High quality photos are the Gold in marketing to attract buyers. Since most agents use professional photographers, you should consider this as a high priority in competing with other homes on the market for buyer eyeballs. Photos will be the attraction in your online marketing, in flyers posted around town and the best reminder that buyers will have after taking a tour of your home. Really good photos may make the difference between the buyer deciding on your home at 11PM at night or telling the agent to offer on another home.

Where To Market Your Home...

Simply put, everywhere! Start with your friends, family & neighbors. A text message, an email, social media post, flyers on the For Sale sign, a neighborhood "Open House" mixer so that your neighbors can invite their friends, posting on billboards at area restaurants, etc. These in addition to posting on FSBO websites with those awesome photos!

Get On the Regional MLS for the Best Exposure!

NAR statistics tell us that only a small percentage of FSBO sellers get on the MLS. Since all the major real estate media websites drawn their properties from the MLS, this is the best way to compete with other homes on the market and in most cases get your asking price. Because our MLS data syndication includes all the regional broker & agents websites along with all the real estate media portals, your listing will be readily available to 97% of the buyers – this is the number of home buyers that use the Internet to find homes before making any decision to contact an agent or drive around neighborhoods.

Offer a Buyer's Agent Commission

There has been a lot of hubbub about Sellers being "forced" to pay a Buyer agent fee, or commission. It is important to understand that offering a buyer agent commission can be a valuable part of marketing AND one of the more sensible expenses you will incur. 87% of buyers work with an agent that expects to be paid for their services. By offering a commission for buyers agents, they will become part of your referral pool and bring buyers to see your home. Not only that, when an agent is working for the buyer, you can bet that much of the buyer's heavy lifting will be done by the agent to protect the sale coming to fruition. They will do the work for you making the commission a small price to pay for peace of mind & service.

Showings & Open House

Showing Your Home - Timing

It is important to be prepared for showings once your home is on the market. Buyers often have the attitude that Sellers should be ready at their beckon call. This can be nerve racking and when a short-notice request comes in that you are not ready to conduct, it is likely to be a negative experience for both of you. So, the first defense is keep your house at least tidy. It is also a good idea to add showing windows to your property listings & ads; in example – *Showings conducted on Tuesday, Thursday & Saturday from 1p-6p by appointment only with minimum 2 hours notice for approval.* If you are allowing an agent to assist with the showings, they may agree to let you use their phone for scheduling.

Showing Your Home – Etiquette

While you love your home and believe that nobody could ever represent your home better than you... Try Not To Speak! Believe it or not, much of what you might say may be a turn off to buyers. It can be uncomfortable viewing a home with the seller present – they certainly are not going to give you a accurate feedback, especially on the less desirable features.

These are the best ways to present your home for buyer visits:

1. Print color brochures with photos as a hand out;
2. Create a single page brag sheet with features, advantages, & updates (see appendix)
3. Create a visitor experience form for easy feedback (with clipboard)
4. Turn on ALL the lights, set a comfortable temperature, and stage the dinner table.
5. Introduce yourself and hand them a visitor package
6. Then Give Them Room to Breathe
7. Answer questions only, NEVER monologue

Sample Visitor Script:

Hi, my name is Cameron. Thank you for coming to see our home today.

Get their name and address them by name...

We created an information package for you along with a list of features and upgrades.

And if you would be so kind, a brief feedback form to let us know how you feel about the home in comparison to the other homes you have seen. (brochure & clipboard)

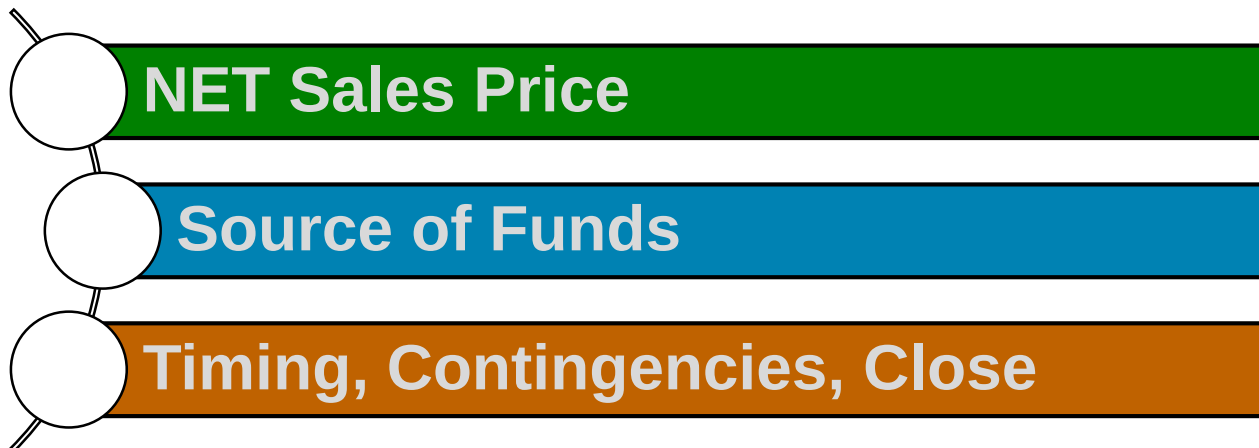
Please take your time and let me know what questions you have.

Follow around at a distance to be available but not meddling...

Showing Your Home – Safety

Having strangers in your home can be a scary experience. Consider doing in pairs, having a friend or in-law over during showings. Also be sure to hide valuables & medications. Let a friend or neighbor know you are showing and may call in an emergency.

OFFER



Working With An Offer

CAUTION: The Wholesale Sharks Are Out For Blood

The first few calls (& mail) you will likely receive are from agents and investors. The iBuyers are out in full prowl mode engaging everyone they can to get to the deal first. They will contact you directly and thru agents, as local private buyers or institutional investor, friendly hat-in-hand family man or hard selling negotiator... don't be fooled, these are WHOLESALERS looking for a deal. And, they will pick your property and sales plans apart to steal your home's valuable equity. Their agents can be even worse – which is a conflict of ethics.

The First Consumer's Offer(s) Are Typically the Best

From our experience, the first principal residence (consumer) buyer offers are the best. Why? Because these are often the buyers that have been in the market the longest &/or are the most motivated. In the real estate industry we call these buyers "Mature" because they are online watching the market the longest, have seen the most homes prior to seeing yours and they are in tune with the value of your home & what they are willing to spend to buy it. If you are new on the market, there may be a gap between your asking price and their offer(s) – but don't discount the validity of their offer!

Consider Most Consumer Offers Sincere...

Simply put, this is a big investment and putting the pen to paper is a big step. The offer(s) will contain the terms of the contract to purchase which includes more than just price. You will want to look for at least the following terms in order to negotiate your best deal:

- Purchase price and funding are two separate topics – insist on proof of ability to buy
- Earnest Money Deposit – while not required by law, the EMD indicates commitment
- Time of Due Diligence – Time to complete loan app, inspections, appraisal, loan approval
- Other Contingencies – existing home sale, conditional funds or other stated condition
- All Dates – Time is of the essence! - Closing should be "On or Before" not a target date

NOTE: when the buyer is working with a Lender, a Buyer & Lender signed Loan Pre-Approval form is more valuable than a lender's letter. See in the attached forms package.



Working With An Offer - cont

Price, Funds & Timing...

The first item of the contract our eye goes to is the offer price. Is it full price or lower (or higher)? Be cautious not to tune out on a lower than asking offer! The offer price may cloud the mood for clearly reviewing the rest of the purchase contract terms and should be noted as simply part of the total contract. Based on review of the comps and reasonable self-valuation on your property, a good offer should be within a few percent of your asking price.

Terms of a Purchase Contract For Consideration

- Offer Price
- Source & Proof of Funds
- Earnest Money Deposit
- Buyer's Sale Contingency
- Seller Concessions
- Home Warranty
- HOA Transfer Fees, Assessments, Capitalization
- Inspection
- Appraisal
- Any Other Conditions
- Clearance Of Funds
- Close of Escrow
- Occupancy

By considering these factors in advance, you have the opportunity to understand that some of the terms may be more important than others – to both you and the buyers. While purchase price is typically at the top of everyone's list, it can be really valuable to delve into the motivations in the terms by reading between the lines for clues. And, by all means, feel free to ask "what is important to the buyer" before speaking out of turn

If the offer is presented by a Buyer's agent, they should be used to fielding these questions and offering suggestions for bridging the gaps. If the Buyer is direct, they may be quite flexible and be open to discussing options. You may be closer than you think.



Offer Accepted

Coming to Terms

You have worked through the kinks and come to agreement! Since time is of the essence in the purchase contract, now it is time to create and manage the timeline. The first order of business is to copy the title company on the fully executed purchase contract with all the signed documents so that the seller's title policy and any conditions may be delivered to you and the buyer. The title company will also open escrow to collect and hold the earnest money deposit, as well as manage the encumbrances such as taxes, municipal, utility and HOA fees for closing day prorations. Your title officer will connect with your mortgage company and the buyers lender, if applicable, to create the Closing Disclosure (CD) balance sheet.

The Title & Escrow Company

The title company is especially valuable in FSBO transactions. We have chosen Stewart Title Agency as our partner for several reasons that benefit the self-directed seller transaction. Stewart Title was established in 1893 and has become one of the largest independent title agencies in the world. Stewart also underwrites their own title policies, helping to make the average closing costs 15-25% cheaper than competitive services, putting more money in your pocket. Additionally, Home1Realty enjoys a dedicated escrow officer and point of contact familiar with making the road to closing clear and timely.

The Stewart Title FSBO brochure and your local escrow officer contact information is provided with your FSBO package, and can be found online logged into your dashboard.



Title & Escrow Services

Selecting the right Title & Escrow Agency is important to rest assured your transaction & MONEY are being handled by a reputable company.

Your Title Officer Clears Your Home To Record

Title work is the process of reviewing the legal status of the property to determine and clear all encumbrances such as any liens, easements, legal ties or other marks on the title. It is Title's job to prepare Clean Title for the sale and recording of the title at closing. They provide the Seller's Title Policy that insures their work and your legitimacy to sell and pass title.

All Money Will Be Accounted For Through Title & Escrow

Once you have a signed purchase contract, you will submit the title initiation form attached in the documents section to "open Escrow". Your title office will connect with the buyer to collect the EMD and work with them & their lender on HOA info, buyer fees & closing disclosures.

A Dedicated FSBO Title Officer at Stewart Title

Home1Realty Partner Stewart Title is one of America's oldest & Most trusted Title & Escrow agencies. Stewart Title has a dedicated title officer experienced in handling For Sale By Owner transactions and is ready to make your closing and payoff a breeze. And, since they underwrite their own title policies, our Sellers save on closing costs – as much as 25%!



Bottom Line

As a seller, having a reputable Title & Escrow Agency on your side is vital to help maintain the road to close is on track and will be concluded smoothly. As the old saying...

"The Sale Isn't Closed Until The Paperwork is Complete"

The Road To **SOLD!**

Your Home
Selling Process
with **the**
Home 1 Group

ONE

Meet with the Local Experts

No Commitment
or Upfront Fee

Review Comps
How Your Home Competes

Our Marketing Plan
What Sets Us Apart

Prepare
Your Home & Yard

Establish
Asking
Price

Market Analysis
Prepared for your home

Review Listing
Agreement &
List
It For Sale

**Take
Photos**
In, Out & Aerial

Create
Marketing

Review &
**Negotiate
Offers**

**Final
Details**

Solidify
**New Home
Details**

Utilities
Final & New
Services

Confirm
Closing
& Review
Numbers

**CLOSING
DAY!**

UNDER CONTRACT:

- Conduct Pre-Inspection Review
- Negotiate Repair Items, If Any
- Negotiate Appraisal, If Required
- Start Planning Your Move

FOR SALE
480.525.7401

ONE REALTYONEGROUP
Arizona's HOME Team

SOLD@Home1Group.com

REALTYONEGROUP



CONTRACT

THIS AGREEMENT made this _____ day of _____, 20____
by _____
and between _____
and _____

WITNESSETH: That in consideration
kept and performed on the part of _____
I. Said party of _____

day of _____, 20____

, 20____

(First Party)
(Second Party)

Forms, Worksheets & Contracts

It's not a contact until the paperwork is done! Get EVERYTHING in writing.

Choosing For Sale By Owner...

Pre-listing Documents

Protecting yourself from legal and financial exposure is job one. Accuracy in completing the seller's disclosure of your property is of the greatest importance as this is where most of the discord is fueled. Therefore, complete the Seller's property condition disclosure honestly without omission(s). Also, declare in writing if there is agency compensation for buyer reps. Also, declare in writing the exclusions, desired timing for close & occupancy, as well as the separation of any non-real estate items to be via cash bill-of-sale.

MLS Required Paperwork & Disclosures

The paperwork required to add a property to the MLS is determined by the regional association and required to be fully completed for inclusion. The inclusions in the MLS and subsequent publishing are considered legal price and terms so be so be specific.

Purchase Agreements & Addenda

The contract is almighty with inclusions, terms and timing. Read carefully and plan to abide always.



Let's Chat.

I'm sure you have questions about the real estate process.

We'd love to talk with you about what you've read here and help you on the path to selling your house. Our contact information is below, and we look forward to working with you.



Sam Gerardi | Associate Broker

Real Estate Consultant

Realty ONE Group

480.409.8716 c/t | 480.525.7401 team

sam@Home1Group.com

www.Home1Group.com