

Escondido, California Real Estate

Sell Right GUIDE™



SOLD

(760) 807-0800

How to **Sell** for the **Highest** Price
in the **Shortest** Amount of Time

Ginger Proffitt

ERA Property Movers

www.EscondidoCaliforniaRealEstateExpert.com

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How to Pick the Hardest Working Real Estate Agent in Your Market

You've probably heard a family member or friend say, "I'm going to get into real estate and make a pile of money!" That's probably why there are so many "real estate agents". In some cities, almost one percent of the population either has or at one time had a real estate license.

The truth is, you can make excellent money selling real estate – but few agents actually do. Most agents are part time. And only a small percentage of real estate agents do the majority of the business.

You need a full-time real estate professional who loves to sell real estate. For her or him, it isn't work...it's a pleasure. She or he is up by seven every morning, out in the field, going to preview other agent's listings. She or he knows the inventory in your market. And, when it comes time to sell your home, your agent packages and markets the property well. Your agent is at local board meetings, pushing your home to other agents. And you need your real estate professional ...after all, if you have a \$20,000 tax question, you would seek an accountant's advice, right? If you have a \$275,000 real estate question, you need your real estate professional!

A real estate agent must know the local marketplace. This takes years of studying the markets and continually staying apprised of what homes are for sale. And, while you are concerned about how much you can get out of your home and making your home "look" good, your agent is looking for structural soundness, resale ability, appreciation potential of the property and putting together a list of potential buyers to contact that have already made contact with her or him.

This guide, along with the expertise of your **Escondido, California Real Estate Broker, Ginger Proffitt**, will put you ahead of the pack and help you get the most out of your home or property. There are charts to give you ideas on how to price your home with your real estate agent will help you with. There are tips on how to prepare your home and forms to help gather the information you need for prospective buyers. Do your research and build a good relationship with your agent, and your home selling process will be positive and successful.



Interview Your REALTOR®

Seller Questionnaire for REALTOR®	
1.	How long have you been a licensed REALTOR®?
2.	Do you work as a full-time REALTOR®?
3.	Do you have assistants that work for you?
4.	How many homes did you list last year that sold?
5.	How many homes did you list last year that failed to sell?
6.	How many of the listings you took did you actually sell yourself?
7.	How many transactions did you do last year?
8.	What was your average list price to sale price for your listings?
9.	What is the real estate board average list price to sale price?
10.	What are the average days your listing has been on the market?
11.	What are the real estate board average days on the market?
12.	Where do you advertise and how often?
13.	How do you communicate with sellers and how often?
14.	Why should I hire you?

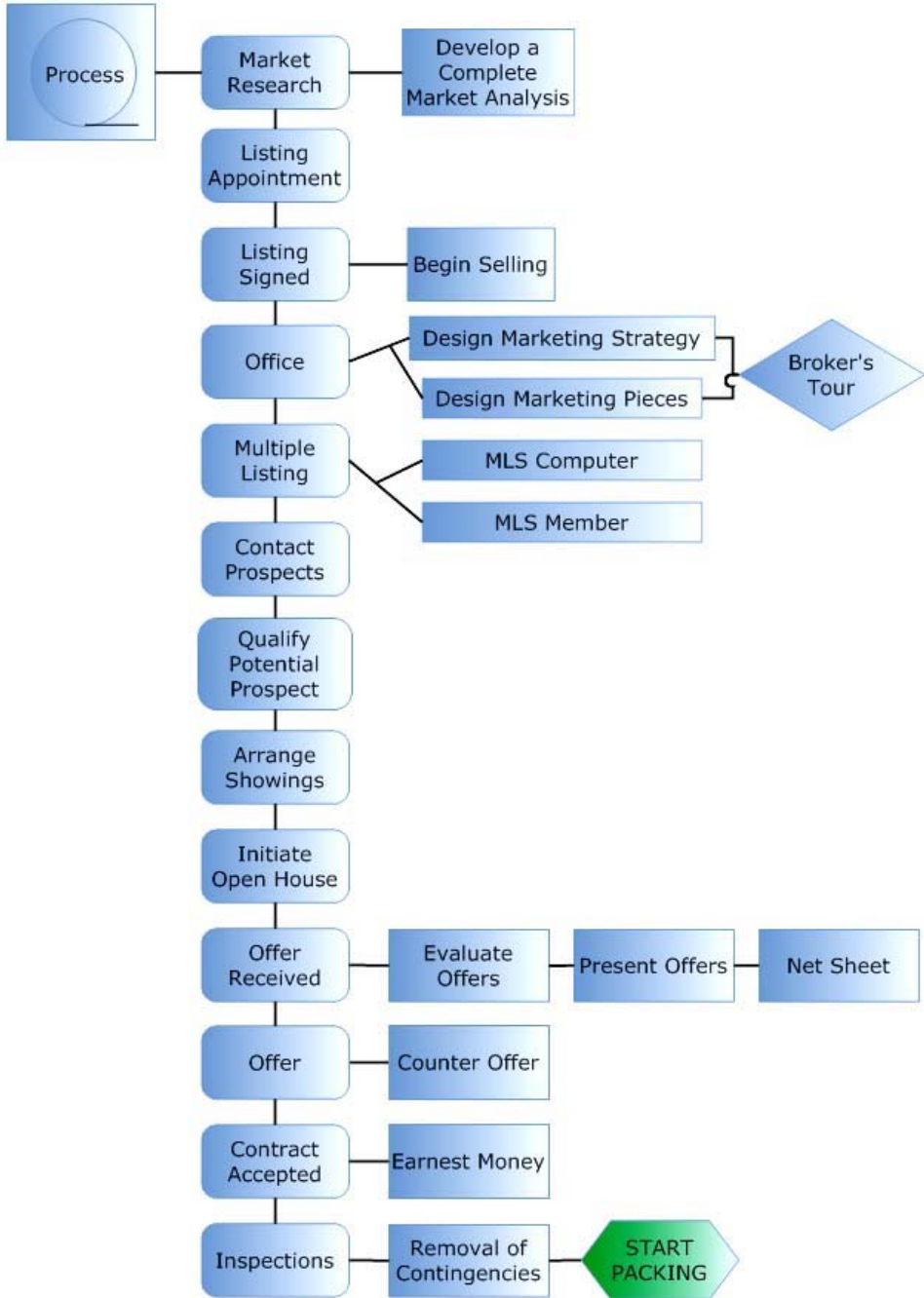


Why List with Me – Ginger Proffitt

Me A “Stewardship™ Selling Agent	Typical Agent
<ul style="list-style-type: none"> ❑ Advises and Consults 	<ul style="list-style-type: none"> ❑ Is Merely an Information Source
<ul style="list-style-type: none"> ❑ Educates and Directs 	<ul style="list-style-type: none"> ❑ Tells and Sells
<ul style="list-style-type: none"> ❑ Uses Judgment and Experience 	<ul style="list-style-type: none"> ❑ Stays Away From Guiding Client
<ul style="list-style-type: none"> ❑ Is Irreplaceable 	<ul style="list-style-type: none"> ❑ Follows the Rules and Procedures
<ul style="list-style-type: none"> ❑ Is Highly Compensated 	<ul style="list-style-type: none"> ❑ Is Replaceable by Any Other Agent
<ul style="list-style-type: none"> ❑ Focuses on the Client’s Values and Needs 	<ul style="list-style-type: none"> ❑ Is Looking to Make a “One Time” Sale
	<ul style="list-style-type: none"> ❑ Focuses on Agent

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The Home Selling Process





Common Misconceptions in Pricing

It is imperative to price your home at fair market value from the beginning of the listing. Often 80% of the effectiveness of marketing is linked to where you price your home. In addition, your first offer on your home is usually your best offer.

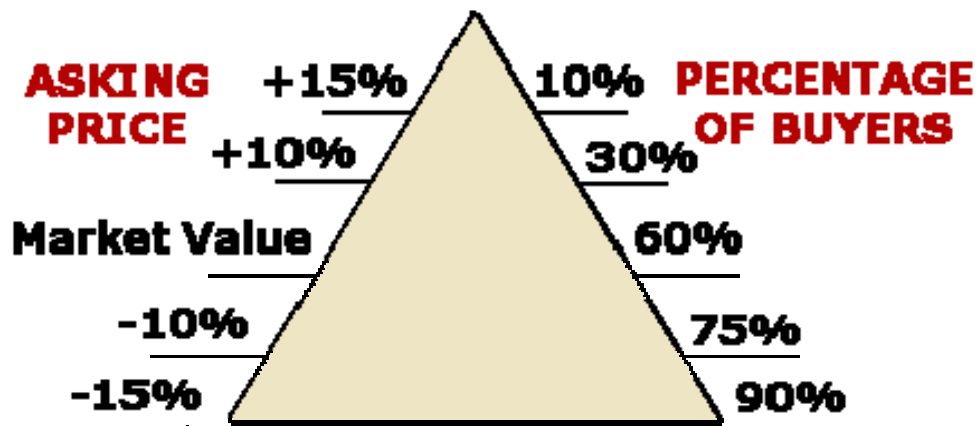


Buyers and Sellers Determine Value...Together!

The value of your property is determined by what a **Buyer** is willing to pay and a **Seller** is willing to sell for in today's market. The buyers of today have all the information that you have. They will base their offer by comparing your property to other sold properties in your area. They will evaluate your home against the other's comparing the cost verses the value.

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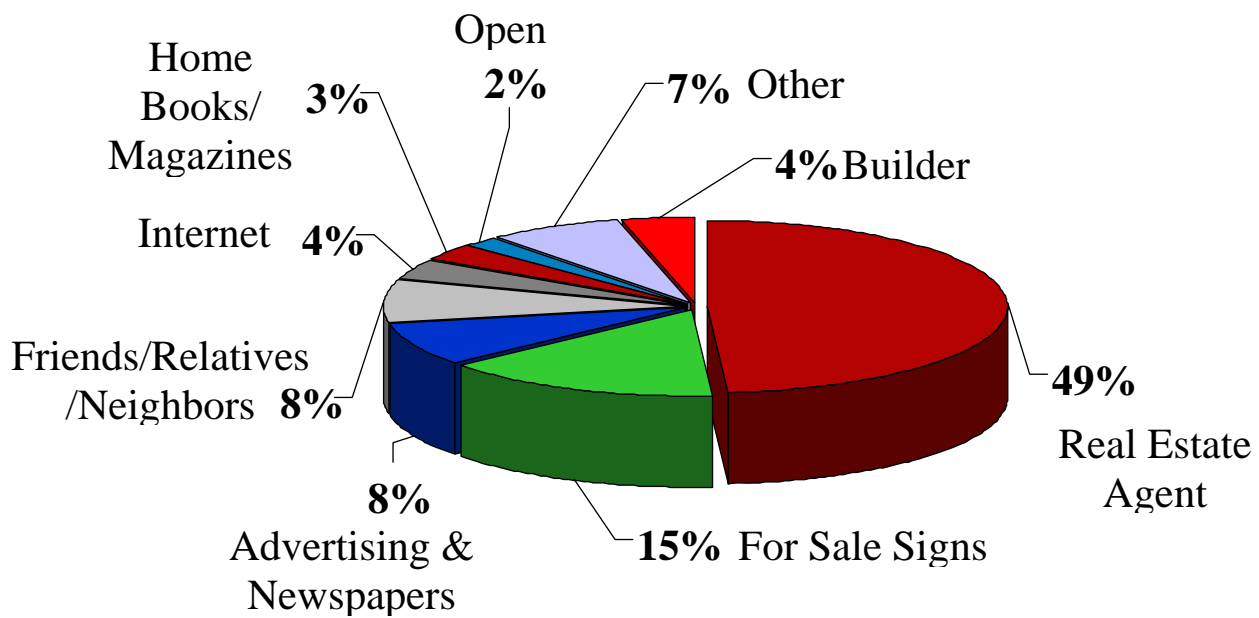
Pricing Factors



This figure illustrates that only market value properties appeal to the largest group of buyers. Over pricing your property shrinks the prospective buyer pool by more than 50%. It further illustrates that a property priced just 15% over the market value appeals to none of the property pool.

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Where Buyers Come From



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Preparing Your Home

Outside Your Home

- **Cut the lawn every week during the marketing period**
- **Edge the lawn up the driveway and along the sidewalks (both front back) for a finished appearance**
- **Trim all shrubbery and remove low lying tree limbs**
- **Fertilize your lawn to make grass look lush and green**
- **Replace downed shutters, gutters, downspouts. Remove debris from gutters and downspouts**
- **Paint any trim that is blistering**
- **Repaint or re-stain the front door to create a pleasant first impression**

Inside Your Home

- **Paint only rooms that look fingerprinted, worn or faded**
- **Have the wall to wall carpeting and draperies cleaned**
- **Fix any dripping faucets. Perhaps only a new washer is needed**
- **Replace old caulking around the bathtubs. This can be done with one tube of new caulking and a putty knife**
- **Spray lubricant on all squeaking doors, windows, closets and cabinets**
- **Store out of season clothing so the closets do not have a cluttered look**
- **Remove items from the floor of walk-in closets so that prospects can have easy access**
- **Stack all items in the basement and garage against the walls to show maximum space**
- **Vacuum the garage, basement, rafters and all floors**
- **If there are too many appliances on the kitchen counter, put away some to expose maximum counter space**
- **Pre-pack items that may clutter your home. Extra toys in the children's room and nic-nacs may actually make rooms appear smaller than they are**
- **Clean your home from top to bottom. A professional cleaning service can do this for you**

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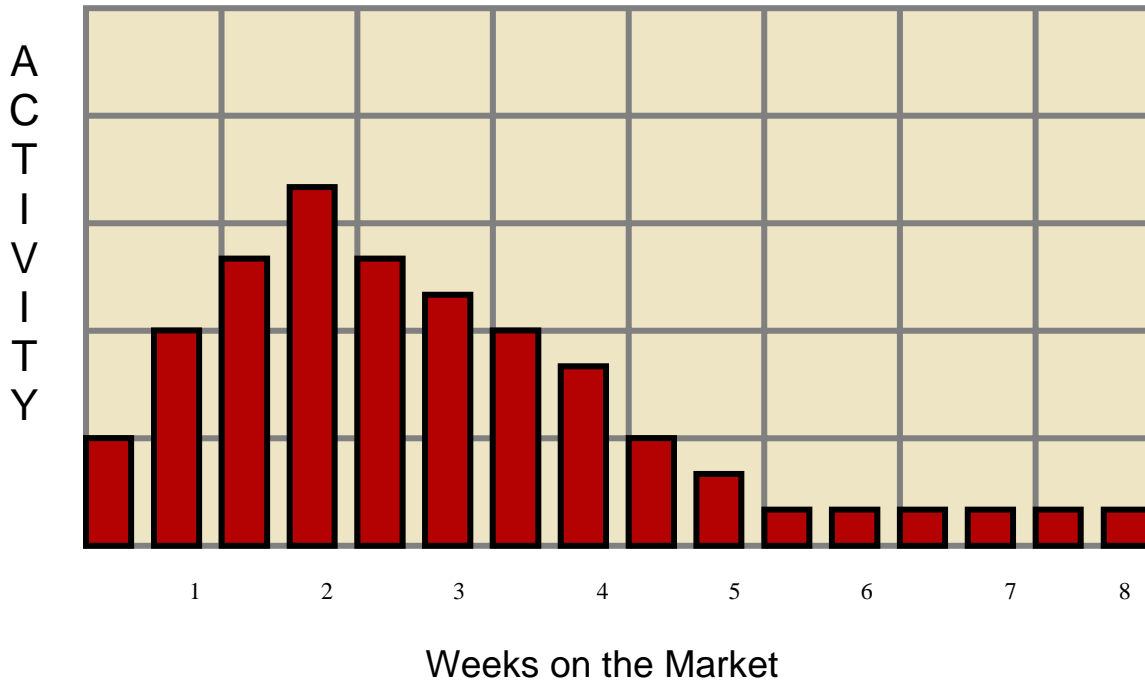
Showing Your Home

- **Short notice is possible**
- **If someone knocks at the door who does not have an appointment, ask them to call my office to set up an appointment**
- **Open the drapes and blinds**
- **Turn on lights**
- **Put all animals outside**
- **Do not speak to potential purchasers**
- **Cool in summer/warm in the winter**
- **Stay out of the way (stay in one room or outside)**
- **A professional salesperson does not tell the prospective buyers everything about the home. They allow the purchaser to discover the home and will not say much when showing your home**

"The only real way to differentiate you from the competition is through service."

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Selling Price vs. Time on the Market



Time on the market controls the activity in the real estate market. Your property will attract the most activity from prospective buyers and real estate agents when it first appears on the market. The showing activity will decrease and the market time will increase. The greatest opportunity of selling a home is when it is a new listing.



Utility Information

Please fill in the following information.			
Property Address:			
Electric Company:			
Phone Company:			
High: _____	Low: _____	Average: _____	
Gas Company:			
High: _____	Low: _____	Average: _____	
Disposal Company:			
High: _____	Low: _____	Average: _____	
Water Company:			
High: _____	Low: _____	Average: _____	
Cable Company:			
High: _____	Low: _____	Average: _____	
Sewer Company:			
High: _____	Low: _____	Average: _____	
HOA Fees: \$ _____ Annual <input type="checkbox"/> Monthly <input type="checkbox"/> Mandatory <input type="checkbox"/> Voluntary <input type="checkbox"/>			
REALTOR® Name: _____			

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The Closing Process

The showings are done, the marketing is done, the inspections are done, and now you can take it easy...almost. Now that you've found a buyer and accepted the deal there are a few more steps to finalizing the sale and moving on to your next destination. Here are some things you should know and prepare for once that deal is made.

1. Closing generally takes 30-45 days depending on your state.
2. On the day of closing the buyer will do a final walk through with his/her agent to make sure that any items that needed to be taken care of in the agreement have been done.
3. Make sure your home and property are in the condition that you agreed on with your buyer.
4. Take care of transferring your utilities, phone, mail and anything else that needs to be transferred to your new location.
5. Gather any keys and garage door openers together to be handed to your agent.
6. Make sure all of your personal belongings are out of your home.
7. Ask your agent for a copy of the closing statement prior to the closing date if it hasn't been provided to you already.
8. Provide your agent with a forwarding address if he/she hasn't asked for one already.
9. You'll have a number of papers to sign that your agent will take care of for you.
10. Finally...hand over your keys...pick up your check...and move on to your next endeavor.