



Seller's Guide

FREE
Seller's Guide
Getting The Most From
Selling Your Home

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Show off Your Home



It is important for a property to make the best possible impression on prospective buyers.

The following can interfere with a buyer's appreciation of a property:

- Clutter
- Lawn needs mowing/edging
- Untrimmed hedges and/or shrubs
- Dead and dying plants
- Peeling paint
- Anything that looks old or worn
- Worn carpets or drapes
- Soiled windows, kitchen, bath
- Pet and smoking odors



Some of the following tips can help your house make the best possible impression.

- Remove toys, newspapers, yard tools, and other clutter. Organize closets and cupboards.
- Tidy up; pick up after pets
- Park vehicles in garage or on the street. Leave the driveway clear.
- Add color with flowers or potted plants.
- Make beds, clean dishes, empty wastebaskets.
- Set out “show towels” in baths.
- Freshen the air, potpourri or baked bread aroma, deodorize pet area, set comfortable temperature.
- Do quick vacuuming and dusting.
- Arrange fresh flower throughout.
- Fire in fireplace (when appropriate).
- Turn off the television. Play soft background music.
- Open drapes and shades; turn on lights.

Moving Checklist



It's really never too soon to begin planning for a move, and veteran movers have found that a comprehensive timetable and checklist is the best strategy to ensure a smooth relocation.

EIGHT WEEKS BEFORE MOVE.

- Contact your mover to make arrangements for moving day.
- Remove items from your attic, basement, storage shed, etc.
- Start to use up things you can't move, such as frozen foods and cleaning supplies.
- Contact the chamber of commerce or visitor's and tourism bureaus in your new community for information on your new city.

SIX WEEKS BEFORE.

- If you're moving at an employer's request, verify what expenses and responsibilities are theirs and which are yours.
- Contact the IRS and/or your accountant for information on what moving expenses may be tax deductible.
- Begin to inventory and evaluate your possessions. What can be sold or donated to a charitable organization?
- Obtain a mail subscription to the local paper in your new community. Request a copy of the phone book from your new locale.
- Locate all auto licensing and registration documents.
- If some of your goods are to be stored, make the necessary arrangements now. (Your moving counselor should be able to help.)
- Contact schools, doctors, dentists, lawyers and accountants and obtain copies of your personal records. Ask for referrals.

FOUR WEEKS BEFORE.

- Obtain a change-of-address kit from the post office and begin filling out cards.
- Arrange special transport for your pets and plants.
- Contact the utility and related companies for service disconnect/reconnect at your old and new addresses. However, remember to keep phone and utilities connected at your current home throughout moving day.

THREE WEEKS BEFORE.

- Make travel arrangements and reservations for your moving trip. However, don't make plane reservations for the same day that you're moving out. House closings are often delayed, and other unexpected situations often arise.
- Collect important papers (insurance, will, deeds, stock, etc.)
- Arrange to close accounts in your local bank and open accounts in your new locale.
- Arrange the transfer of any automatic deposits and/or withdrawals from your old account to your new account.

TWO WEEKS BEFORE.

- Have your car checked and serviced for the trip. Also, make sure that your automobile is prepared (filled with the necessary antifreeze/coolant, for example) for the type of weather conditions you'll be traveling in.
- If you're moving in or out of a building with elevators, contact the building management to schedule use of the elevators.
- Contact your moving counselor to review and confirm all arrangements for your move.

ONE WEEK BEFORE.

- Settle any outstanding bills with local merchants.
- Don't forget to withdraw the contents of your safety deposit box, pick up dry cleaning, and return library books, video rentals.
- Take pets to the veterinarian for any needed immunizations. Get copies of pets' records.
- Drain gas and oil from power equipment (lawn mowers, snow blowers, etc.)
- Give away plants not being moved.
- Prepare specific directions to your new home for your moving company. (Include your itinerary, emergency numbers, etc.)

TWO TO THREE DAYS BEFORE.

- Defrost your freezer and refrigerator. Block doors open so they can't accidentally close on pets or children.
- Have your major appliances disconnected and prepared for the move. (Again, your moving counselor can help with arrangement for a third party to provide these services.)
- Pack a box of personal items that will be needed immediately at your new home. (i.e. coffee pot, filters, coffee, pen and paper, scissors, flashlight, pain relievers, new phone book, etc.) Have this box loaded last or carry it with you in the car.
- Organize and set aside those things that you're taking with you so that they don't get loaded on the van in error.
- Contact your moving counselor to confirm arrival time of the moving van, as well as to notify him/her of any last minute details.

MOVING DAY.

- Make sure that someone is at home to answer the van foreman's questions.
- Record all utility meter readings (gas, electric, water)
- Read your bill of lading and inventory carefully before you sign them.
- Keep these - and all related papers - in a safe location until all charges have been paid and all claims, if any, have been settled.



The Value of a Real Estate Agent?



***Not all agents are created equal
A real estate agent...**

has federally required lead-based paint forms.
Sellers of pre-1978 homes are required to disclose!

has seller property condition disclosure.
Forms = required disclosure in many states.

has source of serious, pre-qualified buyers.
Fewer than 5% of buyers buy what they call about.
Internet access - worldwide advertising!

is available to show when you are not home.
Buyers don't wait. They want to see it now!

has the contract forms you need.
Buyers don't have access to these without an attorney.

has extensive pricing knowledge.

has experience in handling objections.
Home condition, repairs, pricing, terms.

has negotiating skills.
You need a middleperson for pricing, repairs, terms, etc.

knows how to stage home professionally.
There is an art to showing homes!

has financing knowledge.
Most buyers don't know how or where to get a loan.

has marketing experience.
There's more to marketing than just running an ad.

knows how to handle buyer problems.
selling a home, leases, getting bills cleaned up, etc.

Real Estate Agents are Not the Same as REALTORS®



All real estate licensees are not the same. Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. They proudly display the REALTOR "®" logo on the business card or other marketing and sales literature. REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84% of home buyers would use the same REALTOR® again.

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a REALTOR®.

