



## **THREE MAIN STEPS IN THE HOME SELLING PROCESS**

### **PREPERATION**

- Creation and design of marketing collateral
- Suggestions on preparing your property for sale
- Evaluation of your property using recent market statistics
- Photographs of the interior and exterior of the home

### **MARKETING**

- Your agent will tailor a marketing plan that best fits your property and your goals. They will use the most up to date resources and proven media outlets to insure that your home is presented the best possible way to the most qualified buyers.

### **THE SALE**

- Negotiation
- Scheduling the inspection, appraisal, and final walk through
- Preparing the property documents – title, survey, and closing documents
- Work closely with the title company, lender, and buyer's agent to create a seamless closing experience



## **WHAT ARE THE PROCESSES USED TO DETERMINE THE VALUE AND MARKETIBILITY OF YOUR HOME**

- **Current listing that share the same characteristics of your property**
  - If there is a large inventory of homes for sale in your neighborhood that will that will give us a larger
  - Some of the baseline factors are location, size, number of bedrooms and bathrooms, and if it has a basement.
- **Comparable listings that have been recently sold**
  - Using the data from recently sold properties we will be able to determine the supply and demand for the area and the trending of values, whether that is up or down
  - Our goal is to set a price using the date that will entice buyers and also ensure that you are getting the most for your property



## WHAT AFFECTS THE VALUE OF YOUR HOME WHAT WE CAN CONTROL

- Listing price and terms offered

A complete comprehensive analysis will provide a benchmark allowing us to determine the most appropriate price in today's market.

- Interior and exterior condition

We will spend time with you walking through the home making suggestions on how you can get your property ready to show, making sure your property as every advantage of shining brighter than the competition.

- Marketing strategy and flexibility in showing

We will tailor a marketing plan to fit your property. This will highlight the most effective steps to quickly sell your property for the best price.



## WHAT WE CANNOT CONTROL

- Property's Physical Attributes

Location, size, layout, school district, and architecture

- Market Conditions

Buyer Demand – Recent Comparable Sales – Economical Factors – Time of Year

- Competition

The amount of properties that are for sale with similar characteristics, location, and condition

### Factors Influencing Neighborhood Choice, by Location

Buyers who purchased a home in:

	All Buyers	Subdivision	Small Town	Urban/ Central City	Rural Area	Resort/ Recreation area
Quality of neighborhood	63%	69%	57%	64%	45%	51%
Convenient to job	48%	49%	48%	58%	37%	17%
Overall affordability of homes	40%	41%	41%	42%	30%	26%
Convenient to friends/family	38%	40%	38%	36%	33%	27%
Quality of the school district	29%	35%	28%	19%	21%	8%
Design of the neighborhood	28%	31%	26%	26%	21%	40%
Convenient to shopping	26%	29%	23%	29%	15%	20%
Convenient to schools	22%	26%	20%	20%	18%	5%
Convenient to entertainment/ leisure activities	20%	20%	14%	32%	9%	30%
Convenient to parks/ recreational facilities	19%	19%	17%	27%	10%	25%
Availability of larger lots or acreage	17%	13%	19%	8%	50%	9%
Convenient to health facilities	11%	11%	12%	12%	8%	22%
Home in a planned community	9%	10%	7%	4%	5%	35%
Convenient to public transportation	7%	5%	2%	20%	2%	2%
Convenient to airport	6%	6%	3%	7%	5%	15%
Other	5%	4%	7%	5%	7%	9%

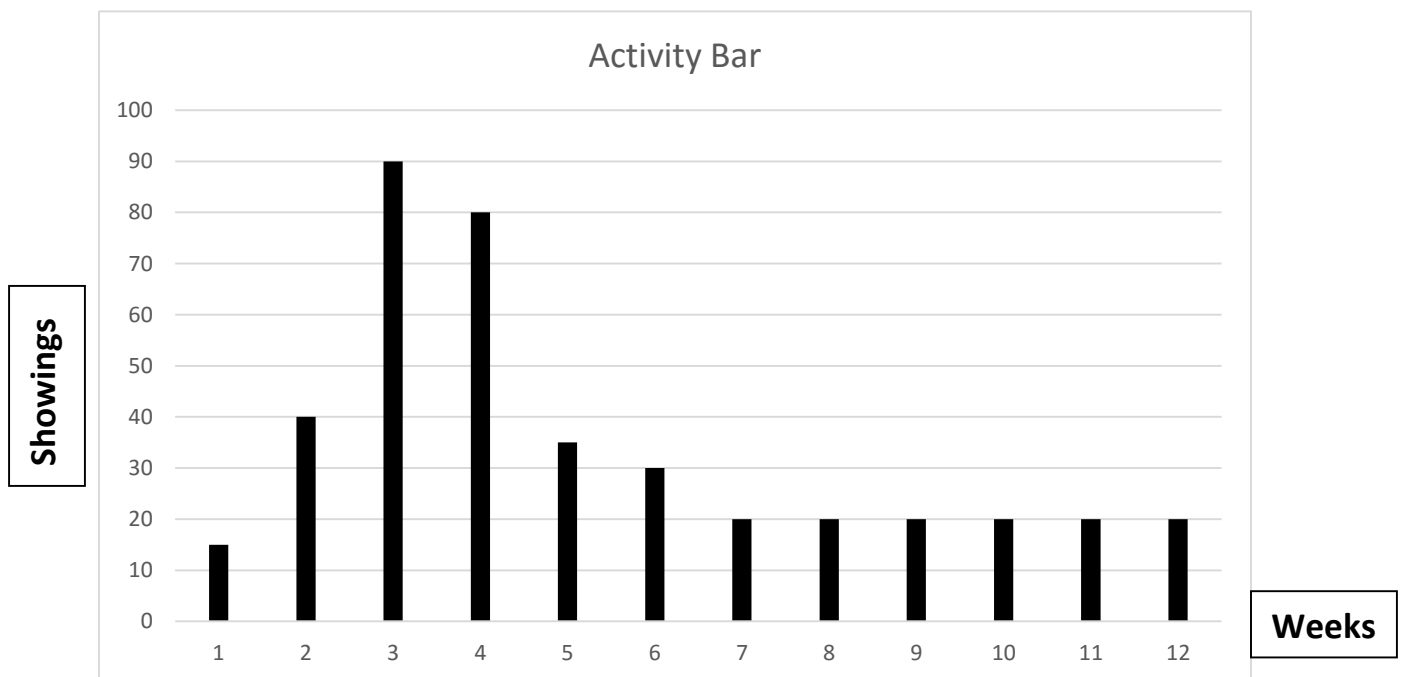


## WHAT HAPPENS WHEN YOUR HOME IS OVERPRICED

- It extends Market time
- Attracts the wrong buyers
- It helps sell your competition
- It causes problems in securing an required value for the appraisal
- It reduces buyer activity

The current home that is listed for sale receives 55% of its showings in the first 4 weeks. Don't lose 1/2 of your buyer pool by pricing your home out of the market. 41% of homes don't stay on the market past 4 weeks. If your home is priced right you will get your showings to come in quickly and the home sold in a short period of time.

### SHOWING ACTIVITY ON YOUR HOME





## Number of Weeks Recently Sold Home was on the Market, by Region

Sellers who Sold a Home in the:

	All Sellers	Northeast	Midwest	South	West
Less than 1 week	8%	8%	8%	7%	9%
1 to 2 weeks	30%	27%	26%	29%	41%
3 to 4 weeks	11%	9%	11%	10%	12%
5 to 6 weeks	6%	7%	6%	6%	7%
7 to 8 weeks	5%	3%	6%	6%	4%
9 to 10 weeks	4%	4%	6%	4%	2%
11 to 12 weeks	6%	7%	8%	6%	5%
13 to 16 weeks	5%	6%	4%	5%	3%
17 to 24 weeks	7%	8%	8%	7%	6%
25 to 36 weeks	7%	8%	7%	7%	4%
37 to 52 weeks	5%	7%	4%	6%	4%
53 or more weeks	6%	7%	7%	6%	3%
Median weeks	5%	6%	6%	6%	3%

Setting the right price can be tricky, and it is best left to your agent that knows the market and current trends. Don't guess, let us use our expertise to get this done right the first time!

## Method used to Sell Home, 2001-2013

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sold home using an agent or broker	79%	83%	82%	85%	84%	85%	84%	85%	88%	87%	88%	88%
For-sale-by-owner (FSBO)	13%	14%	14%	13%	12%	12%	13%	11%	9%	9%	9%	9%
Sold to home buying company	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	7%	3%	3%	2%	3%	2%	2%	3%	3%	3%	2%	2%



The national average for purchase price compared with asking price is currently at 97%.

### **Purchase Price Compared with Asking Price, by Region**

Buyers who Purchased a home in the:

<b>Percent of asking price:</b>	<b>All Buyers</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Less the 90 %	11%	14%	15%	10%	8%
90% to 94%	17%	20%	19%	19%	9%
95% to 99%	34%	37%	39%	26%	26%
100%	25%	21%	19%	24%	33%
101% to 110 %	11%	7%	7%	9%	19%
More than 110%	2%	1%	1%	2%	5%
Median	98%	97%	97%	97%	100%

One chance to give a first impression! Your listing will have a large web footprint on many different sites. 42% of buyers look online before even contacting a Realtor and 92% of buyers use online tools to search even while working with a Realtor.



## First Step Taken During the Home Buying Process, First- Time and Repeat Buyers

	All Buyers	First Time Buyers	Repeat Buyers
Looked online for properties for sale	42%	34%	47%
Contacted a real estate agent	17%	14%	19%
Looked online for information about the home buying process	14%	20%	10%
Drove by homes/neighborhoods	7%	4%	8%
Contacted a bank or mortgage lender	6%	9%	5%
Talked with a friend or relative about home buying process	5%	11%	2%
Visited open houses	3%	3%	3%
Contacted a builder/visited builder models	2%	1%	2%
Looked in newspapers, magazines, or home buying guides	1%	1%	1%
Contacted a home seller directly	1%	1%	1%
Looked up information about different neighborhoods or areas(schools, local lifestyle, parks, public transportation)	1%	1%	1%
Attended a home buying seminar	1%	1%	*
Read books or guides about the home buying process	*	1%	*
Other	*	*	*

\* Less than 1 percent