

Selling a Home

It's a complex transaction that takes time, effort and expertise. It takes a real estate professional - your local REALTOR.

Want to estimate your proceeds from selling your home? Use the Worksheet Provided.

Is your house ready to show? Look for the Handy Checklist on Page 5.

Here's how a REALTOR can help you sell your home:

- ? A REALTOR knows the current real estate market and can help you set a realistic competitive price.
- ? A REALTOR is familiar with the local home loan market, knows if seller assistance is advisable and can help you decide the type of financing that's best to expedite your sale.
- ? A REALTOR knows how to figure the approximate net proceeds from your sale, based on types of loans, your outstanding loan balance and closing costs.
- ? A REALTOR knows how to add sales appeal to your home at low or moderate cost.
- ? A REALTOR knows where to find prospective buyers. Most homebuyers prefer to work with a real estate agent and serious prospects are "qualified" as to their affordable price range before they are shown through your home.
- ? A REALTOR can tap an even larger market, if necessary, through referrals and marketing techniques.
- ? A REALTOR frees you from the problems associated with showing your home. The REALTOR handles all phone inquiries, makes appointments, does the actual showing and follows up. Your time is your own and your home is not exposed to anyone who has not been pre-qualified.
- ? A REALTOR is a skilled salesperson that knows how to merchandise your home effectively.
- ? A REALTOR maintains objectivity in responding to possible criticisms by the buyer and in presenting offers and counter-offers until an agreement is reached.
- ? A REALTOR knows how to help the buyer meet local financing requirements and go about obtaining a mortgage loan.
- ? A REALTOR can familiarize you with the closing procedures by explaining them all in advance. A REALTOR usually attends the closing with you.

REALTORS do more than you may think

As your agent, a REALTOR works for you and with you throughout the home selling process. It is the business of a REALTOR to help you sell your home with minimum delay, and to help you realize every dollar its worth.

Expect the commitment, integrity and professionalism that this implies. Also expect this agent to work hard on your behalf. Your REALTOR:

- ? Knows the local housing market and can help you set a fair market price. Often a REALTOR can advise when seller financing might be in your best interest.
- ? Is knowledgeable of current financing methods that allow prospects to become homeowners. As such, this real estate professional serves the buyer in order to better serve you.
- ? By listing your home in a Multiple Listing Service can work with many other REALTORS to assure you a far wider range of prospective buyers.
- ? Frees you from the time, effort and not-so-obvious details involving the sale of your home. With so many resources available, a REALTOR may be able to help you come out with the same amount of dollars or more than your could command by selling it yourself.
- ? Does a lot of homework back at the office in order to sell your home. The home is listed, ads are placed, telephone inquiries are handled and appointments for showings are arranged with your convenience in mind.
- ? Will initiate, carry out and follow through on every phase of the important and complex home selling transaction.

When showing your home

A REALTOR is a skilled sales person who knows how to merchandise your home. This professional maintains objectivity in responding to buyer objections and in presenting offers and counter-offers until and agreement is reached. Your REALTOR:

- ? Will advise prospects of all aspects and conditions of your home, even faults that you don't intend to correct. This protects you from later objections, and if a buyer likes everything else, one objection need not be a serious drawback. Your forthrightness will be appreciated.

- ? Can offer you many suggestions, hints and tips on preparing your home so it looks its best when being shown to a buyer.
- ? Is primarily interested in bringing together buyer and seller to negotiate an agreement satisfactory to both parties. Before the first showing and beyond the final sale, you'll get the know-how and service you look for in a real estate professional that knows how to sell your home. Make your home as light, airy and spacious as possible. Draw back drapes. Turn on a few extra lights. Keep pets out of the way. Soft background music can contribute to a relaxed mood, but a loud radio or TV, like pets, will tend to be distracting. Fresh bread or cookies baking in the oven help create a "homey" atmosphere. Let your broker work for you. This real estate professional can answer questions on price, terms, possession, etc., and maintain objectivity in resolving to buyer objections.

Seller's Estimated Proceeds	
Sale Price of Property (Estimated)	
Less Mortgage Balance (Estimated)	
Less Other Encumbrances	
Total	
Projected Gross Equity	
Less Estimated Selling/Closing Costs	
Escrow Charges	
Document Preparation	
Title Charges	
Transfer Tax	
FHA, VA or Lender Discount	
Mortgage Pre-Payment Penalty	
Real Estate Taxes	
Appraisal	
Survey	
Termite Inspection	
Corrective Work	
Home Protection Plan	
Unpaid Assessments	
Real Estate Commission	
Other	
Total Deductions (Estimated)	
Net to Seller (Estimated)	

Is your home ready to show?

Make sure you've done everything you can - inside and out - to make your home as attractive as possible in the eyes of the buyer. First impressions last. And homes that look their best tend to sell faster and command every dollar they're worth. Use this checklist when preparing and showing your home for sale.

	A fresh coat of paint for home, garage, even fences - may be the one improvement that creates the most positive first impression.
	Lawn trimmed, clear of debris.
	Gutters sealed and downspouts clean.
	Tidy front entrance. Door brass polished, worn trim or rusty mail box painted.
	Storms and screens cleaned. New doormat put out. If possible, keep front curbside free of parked cars.
	Painting inside walls can pay dividends far beyond the time, effort and expense involved.
	Tend to "little things" - oil squeaking doors, tighten loose cabinet knobs, take out removable stains, replace damaged floor tiles.
	All windows, doors and drawers should open and close easily. Fasten loose tread plates, clean soiled carpeting.
	The kitchen is the one place in the home that buyers look at closely. Tighten leaky faucets, repair faulty wall switches, outlets, light fixtures and any appliances that will "go with the home."
	The bathroom gets close scrutiny too. Keep it spotless. Tiles scrubbed and grouted, faucets polished, toiletries and medicines in their chest. Laundry items in closed hamper.
	Cleaned windows and clear, uncluttered closets and basement contribute to a more attractive home.
	Clear out accumulated items from closets, cabinets and under counters - also from the garage. Consider holding a garage sale prior to showing your home.