



ROAD MAP GUIDE

TO SELLING YOUR HOME



TONER REAL ESTATE SOLUTIONS

INTRODUCTION

5 Step Process to Selling Your Home

The house is finally quiet, you look up at your computer and think to yourself “how many screens can I have open at one time.”

We’ve all been there!

Squeezing in as much research as possible to make a good decision. You know you’re going down the right path by gathering as much information as you can about the market, trends, timing; you must have visited hundreds of websites, blogs and forums to compile your information and don’t forget about that totally awesome spreadsheet you created to calculate the perfect time to sell.

You feel good about where you are in the process by there’s something in the back of your mind digging at you, a little voice saying “if I only had the insider’s information on this, the secret formula, the unbiased direction so that we can be prepared to make the best decision about Selling our home without all the pressure.

Well, close your eyes and imagine having a cup of coffee with an old friend who is willing to share with you 17 years of experience with no pressure. Your friend simply wants you to get the most money and as fast and painless as possible.

Now open your eyes and follow the Road Map Guide to selling your home for the most amount, in the quickest time and for the least pain.

Warning – some of this advice may seem a little counterintuitive and maybe a little brash but trust me this is a look behind the curtain at the interworking of the residential real estate world.





STEP 1 THE PRE-PRE STAGE

This is the period when selling your home first becomes an idea. Perhaps the family is growing or kids are moving out, you are moving for a job or maybe it's just time for a new location.

In any situation, you should start with understanding your **long term real estate plan**. You should ask yourself how does this sale affect our long term living situation. Maybe, this is an opportunity to start investing in real estate.

There are many questions to be asked and answered in this section and you will want to seek the input and guidance from professionals which leads to the second portion of this section which is **Broker selection**. You can always go with the agent who helped you purchase the home but who knows, they may not even be in the business any longer. **Super Important to note**, that although many real estate brokers / agents will want you to believe that there is a "one size fits all" approach, I disagree with this statement. As a matter of fact, I highly encourage you to think about your values and principles and how you envision the sale of your home to go? Of course, you are going to rely on the professional experience of your Broker to sell your home. But remember the Broker you select to sell your home represents you and your home; and the Broker (and their Band) reputation will project on to your home. This is not commonly fully understood as to the major effect this decision can have on your sale.

A perfect example of this, is when a Broker from a Company representing mostly Bank Owned properties is selected to represent a home not owned by a Bank, the public and professional impression can be that the home is a distressed sale, regardless of its actual standing. This can have a huge effect on your bottom-line. I can totally appreciate the perception of saving money on a reduced commission however if that perceived saving is never realized then the total effect is a loss.

The bottom line, **Do your research**. Often, the difference in a successful sale comes from the work done in this stage.





STEP 2

THE PRE-STAGE

You have met with and selected the perfect Broker to help you market your home. Now comes the time to take action.

Home Preparation can have a huge effect on the final sales price of your home. Depending on your market and the demand, many sellers are having their homes pre-inspected including a whole house inspection along with sewer and septic inspections. If there are items that need to be addressed, do them! Of course, your Broker will be able to help you understand which items to do. The crucial point to remember is that the buyers these days are very smart and educated, so give them the information they need to be confident about purchasing your home. The days of leaving a “red herring” so that the buyers find that and request to have it addressed just so that you can agree on the inspection and move forward are going. The market is too strong and you risk losing momentum on a failed inspection.

Next, you will want to discuss “**marketing exposure**”. Most Brokers will want to oversell you on how much market exposure they can get you. Truth be told (of course depending on area) most homes are sold through real estate brokers. Yes, clients find homes on all types of different medium so it’s important to talk with your Broker about the appropriate type of marketing for your home.

A perfect example of this is the old standby “open house” myth, whereby the homeowner believe that an open house must be conducted for the home to sell. The truth is... Open houses don’t sell homes, they are an opportunity for a broker to establish relationships with buyer to buy other homes. Most importantly, make sure your Broker represent your home professionally with professional pictures and accurate remarks. Also, it’s very important to remember that the marketing exposure your Broker creates for you again represents you and your home. Often, Brokers will implement misguided action to “create a buzz”, while they may get an A+ for effort often the results have a negative effect on the sale.



STEP 3 GOING LIVE

You have worked hard with improvements and inspections, you are excited to get your home sold. You have discussed pricing of your home with your Broker and now it's time to decide what will be the actual list price. **Pricing** can be a very sensitive subject. Every dollar counts and should be approached seriously. You should have 100% confidence in the fact that your broker will fight for you to get every dollar possible from the sale of your home.

With that said, buyers are very educated and are armed with tons of information. You are going to fall within one of three categories, either above market, at market or below market. Each one of the categories will have their strategic advantages and should be discussed with your Broker. At the end of the day, and this is an important fact; the selling price of your home will be determined by the market demand. Don't select your Broker on the price they provide.

This practice is called "Buying the list" and is used by Brokers to gain a listing by over promising on the final sales price. You have done your homework you know what homes are selling for, the question is what will your home sell for in comparison. Depending on your timeline, market and condition you will decide as to where you want to price your home to sell. You will want to understand what comparable homes in your neighborhood are selling for and how quickly, you should then ask your Broker how your home compares and how that will affect your selling price. Be realistic and not offended as to the feedback on your home.

Once you have priced your home and it "go time" understand how access to your home can affect your new listing. The momentum of your sale is at an all-time high when it hits the market for the first time, make your home available and don't cross paths with potential buyers. This is a major misconception for most sellers, who want to "see" the potential buyers and "show them around". I totally understand that you are proud of your home and you want to have people appreciate it as much as you do. However, Buyers and their Brokers are taking note of everything you say and do so limit their opportunity to interact with you. You may think that this is over the top, but you would be surprised the assumptions buyers will make about you based on the smallest things... sometime... even about the car you drive!





STEP 4

PENDING AND INSPECTION

This can be the most exciting step in the process, receiving an offer or a few offers if we have done everything correctly. This is often where your Broker will provide a ton of value in helping you understand your options regarding the pros and cons of each offer.

Negotiation skill is often something that is only gained through experience and is where many Brokers separate from the pack. Understand the hurdles of the process and don't take them to heart. Most buyers are going to have an inspection or request something through the process that may be felt over the line.

Take a deep breath and remember that this is a business transaction with a goal in mind to sell for a projected price. Many home sales are emotional and that can make the sale even more difficult. However, do keep the end in mind. The requests that are made are not meant to offend simply to move the transaction forward.

Talk with your Broker about your options, decide and move forward.





STEP 5 CLOSING

There can be a level of finality here as this is the period when reality may hit you that all your challenging work and effort is coming to a successful end.

The number one mistake that can totally be avoided is requesting the extension of a closing date. It seems reasonable that the buyers could give you a few more days to get your move done, of course it does. But be aware that strange things do happen, not every time or even a quart of the time. However, that doesn't matter when the one time it does happen happens to be your sale.

Timing is critical for a closing. Understand that your buyer if buyer with financing which most buyers do depends on the buyer qualifying for the loan. Your buyers have been pre-approved or pre-qualified but must go through "final" underwriting to receive a loan.

Well, in the off chance that something has changed in the buyer's ability to qualify, then.... Your deal may be dead. An example of this is if for some reason the buyer gets laid off the day before the closing.... This could be a deal killer as the buyer would most likely not qualify without current employment.



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