

Home Seller's Marketing Resource Kit



How To Sell Your Own Home Without Paying A Real Estate Commission!

Courtesy of:

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WHY WOULD A REAL ESTATE AGENT HELP YOU SELL YOUR HOME YOURSELF....

WITHOUT ASKING TO LIST YOUR HOME?

Here's a WIN/WIN solution!

Most real estate agents are trained to attempt to persuade home sellers not to try selling their home by themselves. This is really a foolish practice because if a home seller really wants to save the commission... is willing to put forth the effort and doesn't have a time restraint, then there is good reason to try FOR SALE BY OWNER for at least 30-45 days. We understand this and we appreciate that you want to at least try to save the commission.

Statistics do show that 94% of all real estate sold is sold by real estate agents, but this does not mean that you can't be successful in selling your home yourself.

Rather than fight common sense and human nature for those who will try this, we recognize it would be much better to help you do it yourself. In turn, we would like to earn additional business from you through referrals of those buyers that decide NOT to buy your home, any friends, relatives or co-workers that may sell or buy in the future or when you do sell your home, we would like to work with you as your buyer's agent. We would love to sell you your new home!

In addition, if you are not successful or you just get fed up with trying, we would like the opportunity to interview for the job of selling your home for you.

If you can accept and trust that we truly have designed a worthwhile program that will help you sell your home without paying a commission... while giving us that chance to earn new business and future business, then you understand my offer.

There truly are no catches, no strings.

We would appreciate an opportunity to meet with you and share specific advice that will help you prepare the home to attract buyers and sell for the highest price possible in today's market.

We have put together a free home selling kit for you. This includes:

1. 56 Types of Turbulence
2. How To Get The Best Possible Price
3. Property Valuation Facts Used By Appraisers
4. 21 Questions That Help Make A House Sell Faster
5. Tips For Preparing Your Home
6. Tips For Showing Your Home
7. Qualifying Your Buyers
8. Questions Buyers May Ask You
9. Are You Familiar With Contracts?
10. Negotiating With Your Buyers
11. Tips On Holding Open Houses
12. Home Seller's Service Team Directory
13. FREE "For Sale By Owner" Services Available

NO STRINGS... NO CATCHES.... A WIN/WIN EFFORT TOGETHER!

56 TYPES OF TURBULENCE!

Selling your home is like taking an airline flight across country. When you start on your trip you have no idea how the trip will go. Neither does the pilot! You could run into 56 different types of turbulence, or you could have a smooth flight and land on time. Certainly, the pilot will try to use his or her experience to navigate around the storms and go for the smoothest flight plan, but if they're honest, they can't promise a turbulent-free trip. Their job is simply to get you to your destination in the least time and with the least aggravation, while keeping you informed throughout the trip.

The following is a list of the 56 different types of turbulence you might run into. This list is not all encompassing, but it catches most of the common issues. While some of the items are "picky" to some, they are very real and fearful to others. Since no home sale is complete until it's closed, these items can be potential roadblocks to delaying the closing or killing the sale altogether:

The Lender:

1. Lender does not properly pre-qualify the borrower.
2. Lender decides last minute they don't like the borrower.
3. Lender decides they don't like the property.
4. Lender wants property repaired prior to closing.
5. The market raises rates, points or costs.
6. Borrower does not qualify because of a late addition of information.
7. Lender requires a second appraisal.
8. The borrower does not like the fine print in the loan documents that are received 3 days before the scheduled closing.
9. Lender loses a form or misplaces the entire file.
10. The lender does not simultaneously ask for all needed information from the buyer, but in bits and pieces.
11. Lender pulls a "bait & switch" on the buyer.
12. Lender does not have the money, so makes up some excuse for rejecting the buyer or delaying the transaction.

The Buyer:

13. Did not tell the truth to their agent or on the loan application.
14. Interest rate increases and buyer no longer qualifies.
15. Submits incorrect tax returns to lender.
16. Lacks motivation to close the sale.
17. Source of down payment changes.
18. Family members or friends do not like the house the buyer chose.
19. Is too picky regarding condition of house.
20. Finds another property that is a better deal.

The Buyer (continued):

21. They are "nibblers" (always negotiating) and angers seller/lender/agents.
22. Cannot find the proper documentation for the lender.
23. They do not execute the paperwork in a timely manner.
24. They do not bring their money to escrow via a cashier's check.
25. Job loss/change, illness, divorce, recent bankruptcy or other financial setback .
26. Comes up short on money they stated they already had.

The Escrow/Title Company:

27. Fails to notify agents of unsigned or unreturned documents so that the agents can cure the problems.
28. Fails to obtain information from beneficiaries, lien holders, title companies, insurance companies, or lenders in a timely manner.
29. Lets principals leave town without getting all necessary signatures.
30. Incorrect at interpreting or assuming aspects of the transaction and then passing these items on to all parties such as lenders, buyers and sellers.
31. Loses paperwork.
32. Incorrectly prepares paperwork.
33. Does not pass on valuable information fast enough.

The Seller:

34. Does not coordinate well so that many items can be done simultaneously.
35. Does not bend the rules on small problems.
36. Does not find liens or any title problems until last minute.
37. Loses motivation (i.e., job transfer did not go through, etc.).
38. Illness, pending divorce, other delays, etc.
39. Home has hidden or unknown defects that are subsequently discovered.
40. Home inspection reveals average amount of small defects that the seller is unwilling to repair.
41. Removes property from the premises that the buyer believed was included.
42. Is unable to clear up problems or liens.
43. Last minute solvable liens are discovered.
44. Seller did not own 100% of property as previously disclosed.
45. Seller thought getting partners' signatures were no problem, but they were!
46. Seller leaves town without giving anyone Power of Attorney.
47. The notary didn't make a clear stamp when notarizing the seller's signature.
48. Seller delays the projected move-out date.

The Appraiser:

49. The appraiser is not local and misunderstands the market.
50. No comparable sales available.
51. Appraiser delays (too busy, etc.).
52. Makes important mistakes on appraisal or brings in value too low.

The Inspection/Termite Company:

53. Report too picky with conditions, hoping to create work for themselves.
54. Home inspector not available when needed.
55. Inspection report alarms buyer and sale is cancelled.
56. Inspector delays report.

TIPS FOR SHOWING YOUR HOME!

LIGHTS -

Open all draperies unless there is an objectionable view. In most rooms you should turn on lights for a bright and cheerful look. Lamps and indirect lighting are preferable, but use overhead lights if that's all there is in a room.

AROMAS -

Set out some fresh flowers, both for their appearance and fragrance. Bake cookies or bread, or cook a beef roast; don't cook seafood or strong smelling vegetables like cabbage or cauliflower.

CLOSETS -

Keep doors closed except for walk-in closets. Have those doors slightly ajar and turn on the lights to draw attention to this special feature.

POSTERS & SIGNS -

We live in a tolerant age, but don't take a chance on offending a potential buyer. Remove any signs or posters that may be considered offensive or controversial.

ASHTRAYS -

Dirty ashtrays are both unsightly and a source of objectionable odor to nonsmokers. Keep them clean.

UTILITY BILLS -

Have copies of the past 12 months bills available, or at least a written summary of the amounts paid monthly for that period.

MUSIC -

Soft background music will help create a relaxed mood that prompts buyers to linger and enjoy.

PETS -

Get them out of the house, if not away from the property. Some people don't like pets and others may be allergic to them. Make sure any litter boxes are kept clean and any "accidents" have been neutralized.

YOUR PRESENCE -

Most buyers will not relax and closely inspect a home if you are present and follow them around. Prior to showings, make sure all of your valuables and any breakable items are put away. Let the buyers freely walk around on their own to feel comfortable in your home as they talk amongst themselves and look in closets, etc.

PRICE -

When discussing price, terms, possessions or other factors with buyers, don't start negotiating verbally. Put everything in writing as that will show you the buyers are serious.

ONE FINAL NOTE -

The legal principle of caveat emptor (let the buyer beware) is dead. We are living in an age of consumerism, and it's hard to find a court that won't favor the buyer in a dispute. In fact, government agencies require that the seller must disclose everything.

If you have a problem in your home, don't mask it. A common example is the homeowners who spray paint a ceiling to cover water stains caused by a leaking roof. If you have a major problem that you don't intend to correct, be candid about it.

NEGOTIATING WITH YOUR BUYERS!

Buyers deal directly with owners to save money. A buyer is giving up what a professional agent would normally do for him or her, such as, showing properties, arranging financing, preparing the sales agreement, etc.

The only reason a buyer is willing to handle all of these things himself is to save money. If the buyer is the one who saves the money, the owner is the one who loses the money.

The buyers thinks he/she can save the brokerage fee by negotiating directly with the owner. The owner also thinks he/she can save the brokerage fee by eliminating the broker.

In essence, the owner and the buyer are trying to save one brokerage fee and, usually the owner loses. What this means is that the owner may do all the work to sell the house and because of his/her poor negotiating position, give the brokerage fee to the buyer. The owner might also end up paying for services that a professional agent would have provided. So, in order to put as much money "in your pocket" as a professional agent would, the only thing you can do is price your home at, and not deviate from, market value.



Personality Conflicts -

Another thing to remember is that personality conflicts between buyers and owners often result in a lost sale. This occurs because owners are emotionally involved in the transaction. You must be totally objective in regard to the sale. Below are some of the situations that can cause a lost sale:

1. Owners typically express too much eagerness to sell. From this, the buyer becomes bolder and feels better about submitting a "low ball" offer.
2. Some sellers become offended, don't like or just plain have a bad attitude toward the buyer and refuse to accept a reasonable offer.
3. A lot of sales are lost by a seller being too honest or better said, "disclosing too much." "It's obvious that the traffic is bad in front of the house, but please, spare the gory details of the family pet that was run over."
4. Being flexible enough to accommodate a demanding buyer as to inconvenient times or requiring too much notice prior to showing.
5. Handling the price questions. Since the seller cannot hide behind the agency laws like an agent can, the seller must be very careful in not disclosing the bottom line too quickly.
6. The buyer always promises everything, but always refuses to contract on the same basis.
7. The buyer will drive the owner crazy with questions and many surprise visits to the home... always trying to negotiate a lower price.
8. And last, but not at all least, sometimes the buyer and seller become close friends and they make promises to each other, and low and behold, these commitments made in the heat of the moment cannot be performed due to legal, financial or logistical requirements and then the sale dies a quick death!

There are many other caveats that a seller and buyer create, but we believe these are the most prevalent. By being aware of them, most will be eliminated.

ARE YOU FAMILIAR WITH CONTRACTS?

Two important things are essential in writing a contract:

- > Timing
- > Validity

If a contract is not written immediately, it may result in a lost sale. Buyers may change their minds or see another house they like better. If there is a loophole in an agreement, it may also result in a lost sale. As an owner, you have two ways to write a contract:

- > Hire an Attorney
- > Write it Yourself

By hiring an attorney, the agreement will be valid, but there may be a delay in its preparation. You should consult with a real estate attorney prior to selling your home, so you are prepared when you receive a written offer. By writing it yourself, it can be done immediately but may not be valid.

Disclosure To The Buyer...

Most properties now are required to have disclosure about its condition filled out and offered to the buyer. The state code makes this a law and also says that the buyer has 3 days after receipt of this document to rescind the contract if the buyer hasn't signed this form. It is very important that the

buyer be given this document immediately! Another document, which is required by most mortgage lenders of any homes built prior to 1978, is the lead based paint disclosure form.

Contingent sales...

This problem has troubled real estate agents from the beginning of time. Let us explain. Many times the buyer wants to buy the owner's property but can't because they haven't sold their own home yet. You don't want to lose this buyer, but on the other hand, you don't want to tie-up your property if a better qualified prospect comes along. This is why the 24 Hour First Right of Refusal or Sudden Death Clause work so well.

The buyer makes an offer to buy the owner's property. The owner counters with a yes, but with the provision that if another offer comes in which is acceptable to the owner, he gives the buyer 24-hours to remove the contingency of sale. This is best handled by a professional.



What Is Some Of The General Information That Needs To Be In The Sales Agreement?

- ◆ The date and location of signing the contract.
- ◆ All information on the buyer, including vesting.
- ◆ Where and in what form will the deposit be handled.
- ◆ The terms of purchase: Conventional, Fixed, Adjustable, Assumption, FHA, VA, Subject to or Owner Financing.
- ◆ Timing limits on escrow, inspections and financing. Approval of all title information, agreements or stipulation regarding tenancies or rights of persons in possession of the property.
- ◆ Electrical, plumbing, termite, roof, inspections, etc... who pays and when.
- ◆ Should a survey be done, costs and who is responsible for same.
- ◆ Escrow and title company names.
- ◆ Special documentation and their uses, rights of the broker representing the buyer, commissions, if any.
- ◆ Buyer and seller signatures.

This is not a complete list, because it changes with every deal.

QUALIFYING YOUR BUYERS!

Strangers Dropping By...

A For Sale sign by an owner in a yard is an invitation to anyone to ask to see your home. There have been many instances where thieves have posed as prospective buyers to learn what might be of value in the home... or worse, how to gain access to the home. People with felonies or criminal intent do not take the risk of being accompanied by a licensed real estate agent who could later be a witness against them.

Before a professional agent puts anyone in the car to see their listings, they have each buyer pre-qualified as to their needs, desires and financial capabilities.

Since you don't have this opportunity, you must be very careful about who you show your home to and have more than one family member home during the showings. Don't explain too much about how your alarm system works or your family's work and life habits.

Financing For Buyers...

Even though a buyer is theoretically supposed to arrange his/her financing in purchasing a home, as a matter of practice, the financing is normally arranged by the selling agent. Since the seller does not usually have the time to leave his/her job to help the buyer arrange financing, it is important to place the loan with a trusted professional loan officer and then follow-up with the buyer on a weekly basis to make sure paperwork, appraisals, etc. have all been completed on time.

Overcoming Buyer's Objections



A professional agent understands that a buyer's objection shows interest and are "buying signals". A buyer, however, is hesitant to voice objections directly to an owner for fear of hurting his/her feelings.

You must anticipate any objections or problem areas, so that they can be overcome.

Follow-up On Your Buyers...

Most homes are not sold until the second or third visit. Usually these extra visits are brought about by third party real estate agents who have a follow-up system or buyers who have not yet bought.

Buyers expect professional agents to follow-up. Owners appear anxious and weaken their negotiating position when they contact a buyer.

This is a situation from which we can't hide. Therefore, there's only one thing you can do. You must let the buyer know that you will be calling them if they don't call you. The buyer will know that your house is still unsold, but you might appear less anxious.

Be the perfect host when you call, but don't push! The buyer probably has seen many properties. Try to get the property addresses they have seen, then look at them! Many times your conversations after the initial showings will center around comparison talk!

TIPS ON HOLDING OPEN HOUSES!

Preparation...

- ◆ Yard neat, lawn mowed, garage tidy.
- ◆ Cars removed or parked elsewhere.
- ◆ Minor repairs made.
- ◆ Closets neat, oven clean.
- ◆ Pets removed.

Announcing Your Open House...

- ◆ Create an AD. Advertise in the newspaper the day of your open house.
- ◆ Have a flyer/fact sheet printed in large quantities.
- ◆ Hand deliver invitation to 50-60 homes in the general area the day before the open house.
- ◆ Look in your local newspaper, in the classified real estate section, to determine which is the most popular day for your open house.
- ◆ Schedule your open house at least one week in advance.
- ◆ Restrict the total open hours to 2 or 3 hours to reduce your wear and tear of waiting for buyers and it increases the odds of people visiting simultaneously. This may be a bit hectic, but it enhances the sales atmosphere of creating interest by one prospect seeing another looking at the house at the same time they are.

Before...

- ◆ Park your car away from the house.
- ◆ Double-check to make sure the home looks inviting.
- ◆ Garage doors should be down, front door open.
- ◆ Water the front lawn.
- ◆ Air out the interior with non-perfumed room deodorizer.
- ◆ Turn lights on.
- ◆ Keep the television off. If the radio is on, it should be turned to an all music station with a low volume.
- ◆ Light a fire in the fireplace if the weather permits.
- ◆ Sprinkle vanilla or cinnamon on a cookie sheet and place in a warm oven.
- ◆ Use a guest register, place near the entrance.
- ◆ Set up a table for your flyers, brochures and other handouts.

During...

- ◆ Greet guests at door. Try to get their names, and then use them. Have them sign the guest register and hand them a flyer.
- ◆ Control the showing and watch for buying signs.
- ◆ Ask as many qualifying questions as possible.

After...

- ◆ Pick up all sign
- ◆ Follow-up on every prospect immediately.

HOW TO GET THE BEST POSSIBLE PRICE!

To you, your home is filled with memories and emotional attachments. But to anybody else, it's just another piece of merchandise up for sale.

That's why the most important thing in selling a home is to set the "right" price.

Set the price too high and you may never find a buyer. Set the price too low and you cheat yourself.

Keep in mind that the value of your home... and the willingness of a buyer to pay that price... isn't based on the cost of construction or the amount you paid for it. Instead, it's determined by the market conditions in your neighborhood at the time you want to sell.

How Do Most Owners Price Their Home?

Most owners use neighborhood open houses or other brokers' listings to determine their price, but this can be disastrous because these properties have not sold!

What is Market Value?

Market Value is defined by the courts as the highest price which a property will bring if offered for sale on the open market; allowing a reasonable time to find a buyer who buys with full knowledge of neither being under abnormal pressure.

How Is Market Value Determined?

To arrive at a realistic asking price for your home, most Realtors will prepare a Comparative Market Analysis Report for your home. It takes into consideration current market conditions, neighborhood influences and specific selling factors of your home to determine a suggested Fair market Value.

The method used for residential real estate is called Market Approach. It is based on the premise that a prudent person will pay no more for a property than it would cost to purchase a comparable substitute. The use of this approach involves the comparison of your property with others of similar design and use which have recently sold or are currently for sale.



Dangers Of Overpricing Your Home

It Will Take Longer To Sell...

Buyers aware of this long period of exposure are hesitant to buy, fearful that there is something wrong with the home.

You Will Have Fewer Showings...

Buyers buy by comparison, so homes not comparing favorably with those the buyers have inspected, do not sell.

You Will Receive Lower Offers...

A buyer is more likely to make a full price offer on a home that is priced right before making a low offer on a home that is priced too high.

Your Property Will Help Sell Other Properties...

Overpricing tends to force buyers who could buy in your area to look elsewhere.

TIPS FOR PREPARING YOUR HOME!

You may not be able to finish the basement or remodel the kitchen, but you can improve the market value of your home.

It is important to attract as many qualified buyers as possible. In preparing your home for sale, it is important to look at your home through a buyer's eyes. People buy what they see. So look at your home as if you were in a buyer's shoes. Make your home as appealing and uncluttered as the home you would like to buy.

OUTSIDE

- Mow the lawn, trim trees and shrubs away from the house. You can't sell a house if you can't see it. Rake leaves, remove dead plants, flowers or shrubs.
- Put away tools, garbage cans, hoses, toys and building materials neatly in the garage.
- Check for broken roof shingles, straight lines on gutters, shutters, windows and siding.
- Clean windows and front door. Paint if needed.
- Seal or resurface driveway.
- Clear patios or decks of planters, flower pots, charcoal barbecues.
- In the front yard, dress up, around shrubs and lamp posts.

INSIDE

- Use bright light bulb in the foyer light fixture.
- Turn on all lights in home in the evening to welcome potential buyers.
- Fill the house with the pleasant aroma of cinnamon or other fresh scent.
- Spotlessly clean woodwork, carpeting and windows

- Clear window ledges of all objects to give a nice glimpse inside and out.
- Repaint walls if necessary, in neutral color such as antique white.

LIVING ROOM

- Discard worn furniture and move extra to storage area. Too much furniture makes the room look small.
- Visit a model home to get decorating ideas.
- Clear away all magazines, books, and unnecessary objects from furniture throughout the house.
- Take down pictures that hide walls. Patch nail holes and paint.
- Add lamps and lighting if dark.
- Set out fresh flowers.

KITCHEN

- Professionally clean oven and stove.
- Replace broken appliances, and repair squeaks and drips.
- Clean all appliances inside and out until they are spotless. Wax and polish floors.
- Clean refrigerator front of messages, pictures and magnets.

FAMILY ROOM

- Clean fireplace.
- Replace carpet, if it's a loud color.
- Remove magazines, books, toys and worn furnishings that might influence a buyer's feeling about the room.

BATHROOMS

- Remove unnecessary items from counter tops, tubs, and toilets. Put as much away as possible.

- Sink, commode, etc. should look immaculate.
- Fix leady faucets, rust stains and faulty plumbing.
- Caulk and grout tile. Bleach discolored grout. Replace or remove any wall paper that isn't conservative.
- Coordinate towels to one or two colors only.
- Place softer bulbs in bathroom fixtures and flower scented arrangements on vanity top.

MASTER BEDROOM

- This is the second most important to be appealing (after kitchen, before family room and garage).
- Define areas, sleeping, dressing and sitting by furniture arrangement. Try to have bedroom look as simply furnished as possible.
- Be sure clothes are hanging up.
- Make closets more appealing by storing off season clothes elsewhere.

CHILDREN'S BEDROOMS

- Clean thoroughly, remove posters and questionable photographs. Low lighting and clutter make bedrooms look smaller and darker than they are.
- Patch and paint walls if necessary.
- Open curtains.

GARAGE

- The perfect garage contains only cars. If this is not possible, clean it up, fix up, sell or toss out unneeded items.
- Clean and seal cement floor.
- Neatly stack tools and clean up work bench and tidy up storage shelf areas.

HOME SELLER'S SERVICE TEAM DIRECTORY!

Residential Mortgage Lenders

Trustcorp Mortgage—Rick Pilger
772-2900

Citywide Mortgage—Margaret Hamm
587-3525

Groves Funding—Diane Farley
535-8060

Home Inspectors - (A.S.H.I. Certified)

Finegan Inspection Services - Terry Finegan
683-0733

HomePro Inspections - John Binczewski
734-6252

Pillar To Post—Tom Capuano
771-6689

Real Estate Title (Closing) Companies

Classic Title
984-0440

Prodigy Title
870-9070

Elite Title
489-7177

Termite Inspectors

Superior Pest Control—Mike Lewis
251-1429

Rid-X - Jim or Al
921-7439

First Choice Pest Control—Chris Snow
577-6360

Homeowners Insurance Agencies

American Family Insurance - Andy Sloan
336-7551 / 229-0197

Safeco/Rogers & Associates - Steve Rogers
759-0707

State Farm Insurance - Jean Stewart
683-5404

Our objective is to provide you with reliable and consistent service available through this list of service professionals. We or our clients have used them and found their services satisfactory. We cannot guarantee their services. For informational purposes only. We are not responsible for any errors, omissions, agreements or charges you may incur. Feel free to call anyone else.

PROPERTY VALUATION FACTS USED BY APPRAISERS!

1. You have no control over the market of sale prices, only the marketing plan.
2. Never select an agent based only on their recommended listing or sale price.
3. Pricing strategies in “Buyers” and “Sellers” markets:
 - * Overpricing in a sellers’ market may sometimes be OK.
 - * Overpricing in a buyers’ market is disastrous.
4. Four kinds of numbers are used to represent your property’s position in the marketplace!

* Cost	What was paid plus any capital improvements
* Value	What the buyer is willing to pay
* Price	What the seller wants
* Market Value	What a willing buyer and seller will agree upon

Of these four numbers, when your home is For Sale, ONLY the market value is of importance to the purchaser.

5. Here are some common reasons for overpricing:
 - * Upgrades have been added since purchase
 - * Need (the need for money does not increase value)
 - * The Seller lacks factual comparables to prove market value
 - * Seller wants bargaining room (don’t list over 3-5% above market)
 - * The move is not necessary (no motivation)
6. Benefits of proper pricing:
 - * Faster sale
 - * Less inconvenience to the seller and their family
 - * Exposure to more prospects (more showings)
 - * Increased salesperson response (generates greater urgency)
 - * Better response from Realtor’s marketing and promotional efforts
 - * Attracts more offers and sometimes competitive offers
 - * Means more money to sellers

QUESTIONS BUYERS MAY ASK YOU!

- ◆ What are you asking for your home?
- ◆ How did you come up with that price?
- ◆ What is the lot size?
- ◆ What is the age of your home?
- ◆ What are the ages of the mechanical systems in your home?
- ◆ How many bedrooms, bathrooms, etc. and what are the room sizes?
- ◆ What are the annual property taxes?
- ◆ Do you have a copy of the property's legal description?
- ◆ Do you have a survey or mortgage plat? Do you know of any undisclosed encroachments, easements, or assessments on your property?
- ◆ Will you pay for closing costs?
- ◆ Do you know what the current interest rates are?
- ◆ Is your current mortgage assumable?
- ◆ What earnest money deposit do you require?
- ◆ How soon can you give occupancy?
- ◆ Are you offering a 1-Year Home Warranty plan on your property?
- ◆ Do you have a purchase agreement available?
- ◆ Do you have a Realtor or attorney to handle the sale?
- ◆ Will you make any necessary repairs?
- ◆ What are your monthly / annual gas, electric, water and sewer bills?
- ◆ What improvements and repairs have you made in the last 5 years?
- ◆ Do you have a completed Ohio Residential Property Disclosure Form?

21 QUESTIONS THAT HELP MAKE A HOUSE SELL FASTER

1. Does any part of the interior or exterior of the house need to be painted?
2. Do I need to prune any tree branches or bushes or get my landscaping in top shape?
3. Do any window screens have holes in them that need to be repaired?
4. Does the carpeting need to be cleaned or replaced?
5. Is any wallpaper peeling or dated and need to be removed?
6. Are all of the appliances in good working order?
7. Should I ask for Dan's list of recommendations for preparing my home for sale?
8. What is the buyer's first impression of our home's exterior? How can I improve it?
9. What is the buyer's first impression as they step inside my home? How can I improve it?
10. Should I take some stuff out of the closets and pack it to make them look roomier?
11. Can I take items from the kitchen cabinets to make them more spacious?
12. Is there any furniture I could store or donate to make the rooms appear larger?
13. Do any sinks, showers or tubs need to be touched up or re-glazed?
14. Should I replace any old door mats with new ones that are neutral looking?
15. Should I remove any attached items I want that a buyer may include as part of the sale?
16. Are there any cracked windows or broken window seals that need to be replaced?
17. Are the garage and storage areas as clean and neat as they should be?
18. Have I wiped off the dust on the top of the water heater and furnace with a damp cloth?
19. Have I cleaned out the gutters and downspouts of leaves and branches?
20. Do I need to put new caulk around any windows or door frames?
21. Have I followed Dan's recommendations and asked him if there's anything else I can do?

FREE “FOR SALE BY OWNER” SERVICES AVAILABLE

You're selling your home yourself! It's one of your largest financial assets... and one of the most emotional transactions in your life, because you're not just selling a house. You're selling a home that you've put your time, effort and money into maintaining, and you want to make sure that you get top dollar when you sell it.

During the house selling process, you essentially have **4** choices:

- 1. Do nothing at all decide not to sell.**
- 2. Sell it yourself.**
- 3. Hire a traditional salesperson.**
- 4. Work with real estate advisor, who has your best interests at heart.**

Unlike traditional real estate salespeople, I understand that you may want to sell your home yourself and save the entire commission... and I have a marketing kit that helps you do just that. Or, if you want to do part of the work and save half the commission, I can help you do that too. I won't ever pressure you to list your home with me.

The following services are available to you at no cost:

- ◆ FREE “Over-The-Phone” consultation with a 20-year real estate consultant
- ◆ FREE List of recent home sales closed in the area.
- ◆ FREE Financial consultation available to help buyers with their mortgage option.
- ◆ FREE Mortgage Pre-Approvals for buyers to verify they have the funds and ability to close on a loan.
- ◆ FREE Referral to a top Realtor and lender in your destination city, if you're moving out of town.
- ◆ FREE Use of my name to tell other Realtors I'm the agent you'll be using if you list. They'll quit calling.
- ◆ FREE Copy of Lead Based Paint Disclosure Form (for properties built before 1978).
- ◆ FREE Copy of Ohio Residential Property Disclosure.
- ◆ FREE Home Warranty information and application form.

Just call Dan Weis at **615-1890** for any of these **FREE** Services.