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a guide  
to selling your home



compliments of:

**Winston Ho**

**Keller Williams Realty**

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# a guide to selling your home

## *selling your home*

It's all about you

The home selling process

Frequently asked questions

What I do for you

13-step marketing plan

Maximizing your home's value

Why Keller Williams Realty



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*it's all about you*

My real estate business has been built around one guiding principle: *It's all about you.*

***Your needs***

***Your dreams***

***Your concerns***

***Your questions***

***Your finances***

***Your time***

***Your life***

My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it.

Good service speaks for itself.

I look forward to the opportunity to earn your business too.



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## *the home selling process*

There are a lot of details to be handled when selling a home. It is my job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible.

This overview was designed to help you understand the various steps along the way.

### ***Preparing for Sale***

- Conduct comparative market analysis to establish a fair market value of your home
- Prepare and complete the listing agreement
- Recommend improvements to maximize your home's value
- Place a lock box on your property, if needed

### ***Marketing your Home***

- Enter listing information into the MLS
- Place a For Sale sign on your property
- Notify top local agents of this new listing
- Schedule your home for office tour
- Schedule your home for MLS tour
- Distribute Just Listed flyers to your neighborhood
- Post your home information on the Internet
- Schedule and hold open houses
- Notify all potential buyers with details of listing
- Arrange showings for other agents

### ***Communicating with You***

- Contact you regularly with feedback
- Prepare and deliver regular progress reports to you
- Discuss all marketing activities with you

### ***Coordinating the Sale***

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Prepare and finalize the closing



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*the home selling process*

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***Other Ways I Can Help***

- Arrange for an agent to assist you in your relocation
- Recommend a moving company
- Provide you with a helpful moving checklist
- Recommend preferred companies for related services

I will work hard to make the sale of your home as smooth and stress-free as possible!



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## frequently asked questions

***I don't want to pay an agent's commission. Won't I net more money if I sell my home alone?***

It would appear that way. But according to statistics, the median selling price of a home sold by owner was 15.4% less than agent-assisted transactions\*. That means in most cases, agents pay their own commissions, and sellers still receive more money than if they had done all the work themselves. So typically with an agent, you net more money and free yourself from all the paper, details and legalities involved throughout the process.

***Are there things we should do to our home to help ensure the maximum price?***

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. Even if you choose to sell your home without assistance, I would still be happy to advise you about specific improvements that will increase your home's marketability and value.

***If I listed with you, how would you advertise my property?***

I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. As part of my 13-step marketing plan, I will customize a marketing plan to reach buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

***Will you be present at all showings?***

At open houses or potential buyers enquiring from signs or internet advertising, I, or a member of my team, will be there. For other showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

***What if another agent tells us they can get us more for the house?***

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

***\*Source: The 2004 National Association of REALTORS® Profile of Home Buyers and Sellers***



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*frequently asked questions*

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***If I worked with you, would I have any responsibilities during the marketing of my home?***

Your primary job during the sale of your home will be to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal. Other than that, I will handle all of the advertising and marketing, screening of prospective buyers, offer evaluations, negotiation of terms of sale and management of your closing.

***What happens once we get an offer?***

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.



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## *what I do for you*

All real estate agents will claim they can sell your house...

***I promise to sell your house at the maximum price, with minimum hassle.***

Selling a home successfully requires experience, time and resources.

### ***Experience***

From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

### ***Time***

Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. I will take care of it all for you.

### ***Resources***

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

***82% of home sales are the result of agent connections***

Source: National Association of REALTORS®

Selling your own home can be a daunting task. If you have questions along the way, I'd be happy to help you.

Of course, I'd also love to manage the whole process for you so you can get away from the mountains of paperwork, and get back to your life.



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## my 13-step marketing plan

My 13-step marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: *Prospective homebuyers, local real estate agents and investors.*

I will:

1. Price your home strategically to be competitive with the current market and current price trends.
2. Stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. Place *For Sale* signage, complete with property flyers that are accessible to drive-by prospects.
4. Distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home.
5. Optimize your home's Internet presence by posting it on local and global MLS systems and adding multiple photographs and creative descriptions.
6. Create a virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
7. Create a home book, comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
8. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.
9. Include your home in our company/MLS tour to allow other agents to see your home first hand.
10. Advertise your home in my neighborhood newsletter and direct mail campaigns
11. Create an Open House schedule to promote your home to prospective buyers.



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*my 13-step marketing plan*

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12. Target my marketing to active buyers and investors in my database that are looking for homes in your price range and area.
13. Provide you with weekly updates detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.



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## maximizing your home's value

One of the benefits I offer my clients is advice on which remodeling projects bring the greatest added value at resale. While my years of experience have taught me which improvements are valued most in this local area, I weigh that against regional and national averages to draw the most accurate, statistically-sound recommendations.

***For the New England region, here's the average return on investment for some common projects:***

**Bathroom remodel**

84.6%

**Deck addition**

79%

**Window replacement**

86.6% (Vinyl)

**Attic bedroom**

70.4%

**Family room addition**

70.6%

**Roofing replacement**

70%

**Master suite addition**

69.4%

**Major kitchen remodel**

80.3%

**Basement remodel**

61.9%

**Sunroom addition**

66.5%

Source: REALTOR® magazine, December 2006

Your specific return on investment will depend on the value of your home, value of similar homes in your neighborhood, the availability and pricing of new homes, and the rate at which property values are changing in surrounding neighborhoods.

Ultimately, a remodel can increase your equity when you sell.

My goal is to net you the most money possible.

I will help you decide which specific projects will maximize your home's sale price.



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## *why Keller Williams Realty*

There is a reason more and more agents are making the change to Keller Williams Realty. Here's why it matters to you:

### ***Knowledge***

Powerful curriculum through Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

### ***Speed***

Leading-edge technology solutions accelerate our efficiency and productivity.

### ***Teamwork***

Contrary to other real estate companies, Keller Williams Realty was designed to reward agents for working together – to serve clients better.

### ***Reliability***

Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customers needs first.

### ***Success***

Keller Williams Realty is the fastest growing real estate company in North America.

When you offer a superior level of service, the word spreads fast.

As part of the Keller Williams Realty team, I look forward to providing you with a phenomenal real estate experience!



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