

**There are many ways to save time & money when selling your home.**

**Many sellers look at selling their home themselves.**

**What the seller saves is the \$\$\$ “commission” \$\$\$ with a real estate firm.**

The seller then trades their time to provide the following:

1. time showing the property;
2. time marketing the home with the associated costs;
3. time spent doing open houses;
4. time waiting for buyers who may or may not show up as scheduled;
5. time on the telephone talking with buyers and real estate agents;
6. time spent pre-qualifying the buyers;
7. time spent researching the market;
8. time spent previewing the many homes on the market so they can price their home competitively;
9. time training themselves to be great negotiators;
10. time finding the best and most productive results orientated Internet Marketing web sites;
11. time gathering all the information about the home, neighborhood, schools, town, etc that buyers will ask for;
12. time learning how to properly “stage the home” to net the most amount of money at Closing;
13. time learning and scheduling weekly supply and demand analysis research;
14. time training themselves to use the proper techniques and language to market the home;
15. spending time marketing their home to all the real estate agents;
16. spending time learning all the details that a buyer will consider before making an offer;
17. time learning the details what the appraiser will consider to evaluate the home for a loan;
18. time training themselves on the entire process of selling the home;
19. time learning what could stop or delay the process of Closing on the home;
20. time learning the details that are associated with Inspection Companies that could provide for the buyers to back out of the purchasing process;
21. time learning and using all the required legal documents;
22. time learning what is required of the seller prior to Closing on the Property;
23. scheduling time to follow up with the buyers to ensure they meet all the legal dead lines;
24. time learning what the market says about buyer needs and wants;
25. time learning how to spend money effectively preparing your home for sale;
26. time researching the “best return for your money” when preparing the home for sale;
27. time educating themselves on proper negotiation techniques;
28. time educating themselves on how buyers will compare properties;
29. time researching homes that were removed from the market and why;

30. time researching and preparing to price the home for a quick sale;
31. time learning why sellers offer pricing incentives and what is the best ones to choose;
32. time learning about seller financing depending upon the type of market you sell within;
33. time educating themselves on what offer is the best to consider;
34. time educating themselves on whether to take the first offer or to counter the offer and to what degree;
35. time learning damage control systems prior to marketing the home;
36. time asking themselves if they have the experience to sell their home;
37. time asking themselves if they have the time to sell their home;
38. time asking themselves if all this effort is worth the savings not to hire a professional real estate agent;
39. time learning the steps to effectively market the home over a 4 month period of time;
40. time researching what type of display and marketing material should be present for the buyer;
41. time researching what type of signage should be use to market the home;
42. time researching if the seller limits the showing time for the property, what are the consequences;
43. time educating themselves on what buyers should the seller follow up with to determine motivation;
44. scheduling time with home inspection companies, bank appraisers and other professionals,
45. time learning how to effective prepare for an open house and how often;
46. time researching how to effectively advertise the property;
47. time learning what professionals you will be dealing with and scheduling time to assist them during the selling process;
48. time educating themselves on what costs are associated with selling the home and how much will the seller net after the Closing;
49. time asking themselves will my company allow me to take off work to sell my house;
50. time learning and understanding the liabilities issues associated with selling the home;
51. And time learning where to find answers to every question, situation, or concern that will surface during the selling process.

**Compliments of Steven Karlgren  
Keller Williams Realty**

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