

...because your move matters!

SERVICES PROPOSAL

*Prepared
By
Judy Luna*



Real Estate Services Proposal

I hope you will take some time to carefully review this booklet, which contains information about me and some important factors to consider when selling a home—pricing, condition, and marketing, among other things.

I welcome the opportunity to work with you.

Judy Luna

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Office 479-718-2814, Cell 479-966-0435
Main Website: JudyLuna.com
MLS Search Websites: NWArkansasHomeSearch.com
FindFayettevilleHomes.com
Spanish Website: casasenarkansas.com
New Keller Williams Site: FindFayettevilleHomes.com
Email: judy@judyluna.com



Internet Efficiency, Personalized Service for Real Estate



Allow me to introduce myself

About Judy:

Judy is not your average real estate agent. Well- and widely-educated, she brings to the profession the sum of wide-ranging experience in advertising, television news, government service, and academia. She is highly motivated, a self-starter, and lover of learning. She has characterized herself as a “workaholic” and goes the extra mile for her clients. She is well-versed in internet marketing and communicates regularly with her clients by email, as well as phone.

Personal Service Areas:

Local and Relocation — Residential Real Estate

Professional Designations:

- **Certified Residential Specialist (CRS)** – professional designation held by only 5% of Realtors® nationwide, requiring years of experience, hours of advanced study, and hundreds of transactions
- **e-Pro Certified Internet Specialist** – national certification, held by only 1% of the more than 1,000,000 Realtors® nationwide, attained by hours of on-line study and designed to facilitate the use of the internet and technology in real estate transactions
- **Allen Hainge Cyberstar™** - a by-invitation-only group of less than 200 Realtors® nationally who specialize in using the latest technology and innovative ideas in their real estate business
- **Accredited Buyer Representative (ABR)** – advanced study for understanding the needs of and representing the interests of buyers
- **Graduate Realtors® Institute (GRI)** – national professional real estate designation requiring many advanced courses in real estate topics
- **Pretty Nice Person (PNP)**

Academic Degrees:

BA, English Literature, St. Olaf College, Northfield MN
BFA, Design with specialization in Film and Photography, Minneapolis College of Art and Design, Minneapolis, MN
MA, Political Science, University of Arkansas, Fayetteville, AR

Languages:

English, Spanish

For a more complete description of Judy's background, see “About Judy” at www.judyluna.com



About Keller Williams®

Listing property with **KELLER WILLIAMS®** means receiving the following benefits:

*Experience... Integrity... Skill... Effectiveness...
Advanced Techniques and Aids... Intimate Knowledge of the
Marketplace... Financial Counsel and Assistance.*

KELLER WILLIAMS® FACTS:

- Founded in Austin, Texas, on October 18, 1983.
- KELLER WILLIAMS® Realty laid the foundation for agents to become real estate business people.
- Mark Willis, the CEO has been with KW since 1991, where as team leader in Austin, TX, he created one of the most profitable real estate offices in the country. One of the principal people responsible for KW's growth.
- Mo Anderson, the ex-CEO, owned the #3 franchise in the largest real estate company in the world. Under her leadership, KW Cares, the charitable organization of KW, the company raised more than \$5.3 million for Katrina victims in 2005.
- Gary Keller, the Chairman of the Board, was chosen by Realtors across the U.S. as one of five of the "Most Admired" REALTORS® in the nation. Author of the book, "Millionaire Real Estate Agent."
- "Most Innovative Real Estate Company" – Inman News Features
- Almost 60,000 real estate consultants, and growing daily.
- 540+ offices in the U.S. and Canada.
- 5th largest real estate company in North America.
- Excellence in real estate consultation training.

KELLER WILLIAMS® NW ARKANSAS

- First Keller Williams® office in Arkansas
- Principal Broker, Daria Coffield, formerly of Coldwell Banker, a top producer with many years of experience.
- Opened, September, 2004
- After only a year and a half of operation, the 15th largest real estate firm in NW Arkansas and growing steadily, now with more than 50 agents



For more information visit the Keller Williams® website: www.kw.com

Interviewing Realtors®

A brokerage fee (commission) is not the only question to ask a Realtor®

Some realtors® may charge more for their services, but their marketing may bring a better offer in a shorter period of time....an offer that nets more money in your pocket. (There is an old adage, "you get what you pay for").

1. How many years experience? (full time, part time?)
2. How many properties did they sell last year?
3. What's the average sales price of their past sales?
4. Do they have a written Market Proposal, showing *HOW* they will market your home to a sale and closing?
5. Do they have a personal Website, and what are their statistics?
6. Will you feel "comfortable" working with the Realtor?

Judy has been in business almost 7 years full time; she has averaged between 30-35 transactions per year as either a buyer agent or listing agent. She handles properties of all price ranges, for first time home buyers to luxury homes, as well as land.

"Judy Luna recognized that our home had unique, energy-efficient features which added value, and she spent significant time researching these features so that she could price the home appropriately and market these unique features to other realtors and prospective buyers. Her efforts resulted in a quick sale at a higher price than was recommended by other realtors we interviewed. **We are very glad that we listed our home with Judy and highly recommend her services.**" *Jill and Scott Miller*



***Nearly “every Realtor[®]” boasts of a website today,
BUT CAN IT BE FOUND?***

www.JudyLuna.com and www.NWArkansasHomeSearch.com

On the web for more than 5 years, search results in the top 1-5 at Google and MSN for “Fayetteville Arkansas Real Estate” or “Northwest Arkansas Real Estate”

With Judy Luna your property will get wide internet exposure.

JudyLuna.com Web Stats for February 2005

Total Number of Viewing Days	28
Total Number of Page Views	25,429
Average Page Views per Day	908
Total Number of Visits	8,882
Average Page Views per Visit	3
Total Number of Visitors	3,839
Average Visits per Visitor	2
Average Page Views per Visitor	7

NWArkansasHomeSearch.com Web Stats for February 2005

Total Number of Page Views	437,195
Average Page Views per Day	15,614
Total Number of Visits	8,374
Total Number of Visitors	2,367
Average Page Views per Visitor	7

Judy specializes in internet marketing, and recent surveys show:

Nearly 80% of all Buyers start with the Internet, and they generally stop after the first 3-5 sites. These buyers expect to see photos of the homes they view.



Marketing Action Plan

Judy's strategy with her listings is to give the property the widest exposure possible both with other real estate agents and with the public. She may not be the agent who sells the property, but it will be due to her efforts that it is sold. Following are some of her activities to achieve this.

FIRST STAGE

- Complete market analysis to determine recommended price.
- Discuss and recommend methods to improve the salability of your property.
- Sign listing agreement.
- Install "For Sale" sign.
- Enter property in Multiple Listing Service (MLS) with maximum photos possible, to expose it to all of the potential agents who may have buyers for the property.
- Prepare custom feature packets for the property to show the home to the best advantage, and place them on the property.
- Feature property on my websites.

SECOND STAGE

- Prepare flyers on property for area MLS agents and brokers.
- Send informational "just listed" email to area agents and brokers.
- Direct mail "just listed" announcements to neighbors.
- Discuss and schedule Public Open House.
- Place photo ad for Open House in area newspapers.

THIRD STAGE

- Hold public open house.
- Distribute flyers on property to area MLS brokers and agents.
- Call agents for feedback on any showings.
- Place classified ads in area newspapers.
- Review current comparables for any competing property's price reduction or sale. Any new competition on the market in the past 2 weeks?

SUBSEQUENTLY

- Discuss potential price adjustment.
- Rewrite advertising and place new photo ad or classified ad in area newspapers.
- Call/network with other MLS brokers and agents to discuss/promote listing.



Results—that's what you're really after, isn't it?

You want to sell your home for the highest possible price in the shortest time possible. And you want someone who can get the job done *right*.

Why list with Judy?

1. A PROVEN TRACK RECORD!

<i>Number of properties sold by Judy in 2004</i>	=34
<i>Average days on market for Judy's Listings (2003-4)</i>	=31.63
<i>Fayetteville average days on market</i>	=74
<i>Judy's average sale price to list price</i>	=99.7%
<i>Fayetteville average sale price to list price</i>	=98%

2. EXTENSIVE EXPOSURE ON THE INTERNET

- ***JudyLuna.com*** -- #1 in Google search results --your home will be a "featured property"
- ***Homes.com*** – national home search engine – home listings from all over the country accessible to those looking for Fayetteville and other NW Arkansas homes
- ***Yahoo.com*** – national search portal – in the real estate section, your home will be one of the homes listed there.
- ***NWArkansasHomeSearch.com*** – featured property on Judy's MLS search website
- ***All other NW Arkansas IDX websites*** sponsored by other real estate agents. (An IDX site is a public version of the MLS, which various NW Arkansas agents have for searching for homes; by being listed with a realtor® like Judy your property will also appear on other people's websites)

3. OVER 15,000 PROSPECTIVE BUYERS PER MONTH VISIT JUDY'S WEBSITES *Judy uses marketing strategies to assure that your home will be found on the Internet.*

4. USE OF PROFESSIONAL MARKETING MATERIALS to promote your home. *Flyers, email advertising, home promotional packets.*

5. JUDY IS A FRIENDLY, HARDWORKING AND HONEST PROFESSIONAL

- *She'll handle the myriad details of the sale on your behalf at every stage of the transaction, from listing to closing.*
- *She'll stay in touch throughout the selling process.*
- *She'll provide you with regular reports and explain your options.*
- *She'll network with other agents to get your home sold as quickly as possible.*

AND THAT'S JUST THE BEGINNING...



FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY



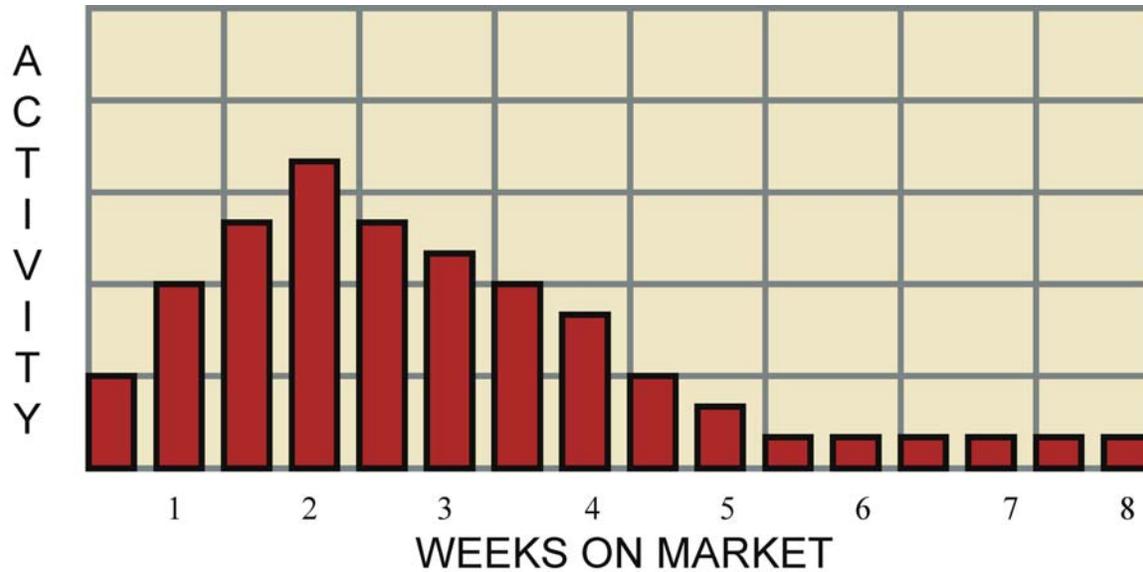
The value of your property is determined by what a BUYER is willing to pay in today's market based on comparing your property to others SOLD in your area.

Buyers ALWAYS Determine Value!

*Your Realtor[®]
Judy Luna*



Activity Versus Time



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.



A few words about pricing.....

“Houses are like artwork, and worth is in the eye of the beholder.”

1. If a stock is trading between 104 & 108, **it does no good to insist on selling at 120, since there is no buyer for that stock.**
2. Likewise, if your home is **not** priced within the “Appropriate Range”, **it will *not be shown*.**
3. You must actually **“Sell”** your home **three** times:
 1. **First, to the Real Estate Agents**—Experienced Agents know the neighborhood price range. ***Your property will not be selected for showings if it's not within the “appropriate range.”***
 2. **Next, to a Buyer**— The buyer is more ***Subjective*** and compares the amenities of your home to those of other homes in the same price range, based on what they are looking for. ***The buyer also has access to the same neighborhood sales as the comparables in the CMA.***
 3. **And finally, to an Appraiser**— The appraiser is more ***Objective*** and compares age, size and cost-identifiable features in your home against other properties that have sold. ***Very few buyers will pay more for a property, than the price that a professional appraisal states.***

According to the National Association of REALTORS[®], **IF YOUR HOUSE IS PRICED CORRECTLY . . .**

- We should get **one offer** for every **10 showings**
- In a normal market, we should get **1 to 2 showings per week.**
- **If we DON'T get the showings**, the market is talking to us and we'll need to make an adjustment.
- **Additionally, if we have 10 showings and no offers, that's the same as getting no showings and no offers, and we'll have to re-evaluate the price.**



The “Secret” for Selling Any Property

There are **ONLY 5 Reasons** why a property does NOT sell,
. . . and the **SELLER CONTROLS 4 of them!**

1. LOCATION - (The property may be located near a busy road; the property may be too close to other homes or lack a nice yard; the property may be located on low terrain or lack of proper drainage; the property may be located in an area where the average home price is much lower, making the property “over-improved”).

2. CONDITION - (Carpeting, wallpaper, kitchen, baths, etc. may be “too dated” or “too busy” and need replacement or “neutralizing”. The property may be too cluttered with furniture and other items which do not present the property in its most attractive condition. The property may be very “untidy” and needs a good cleaning. The property may lack “curb appeal” with lack of landscaping . . . or, the property may look like a “jungle” and with overgrown landscaping, and need pruning, trimming, etc.)

3. PRICE - (The property may be priced too high for the neighborhood, OR too high for current market conditions.)

4. TERMS - (For example, the Seller will not move or allow occupancy for 6 months or longer, limiting prospective Buyers who may need to purchase in 30 or 45 days. Or, the Seller may have unreasonable showing demands, i.e. 1) listing agent must be present at all showings, or 2) Seller will not allow a lockbox for easy access by Realtors). If the current market interest rates are at a high level which makes it difficult for a Buyer to qualify for a loan, the Seller may need to assist with Buyer closing costs, points, or worst case, hold Seller financing.

5. AGENT - (Seller needs to hire the best full-time Real Estate Professional, who understands how to “effectively” market the Sellers property to a Sale and Closing.)

Which one does the SELLER NOT Control? Answer: Location

What can the SELLER do to compensate for Location?

Answer: Make “adjustments or changes” to any one of the other 4 reasons!

As a Realtor® marketing many properties, we continually hear comments from prospective buyers and other Realtors® with numerous reasons why the buyer did not choose a specific home. All of those reasons basically fall into one of these categories.



Preparing Your Home For Sale

With a little effort on your part, your home can be sold more quickly and at a better price. The following tips have proved invaluable to owners and are worth your special attention:

Preparation For Showing:

1. First impressions are lasting! The front door greets the prospect. Make sure it appears fresh and clean. Paint the trim, if necessary.
2. Keep the lawn trimmed and edged, and the yard free of refuse. Reseed and fertilize the lawn, if necessary. Weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. Decorate for a quick sale. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. Let the sun shine in. Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal)
5. Do the windows and window screens work well and look good? Have the windows spotless.
6. Are the appliances sparkling clean and operating properly?
7. Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
8. Repairs can make a big difference. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. From top to bottom. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. Pack excess linens and clothing to make closets look bigger. Neat, well-ordered closets show the space is ample.
12. Bathrooms help sell homes. Check and repair grout in bathtubs and showers. Make this room sparkle. Don't let the Handy Man add gobs of caulking when grout is what you need.
13. Arrange bedrooms neatly. Remove excess furniture. Use attractive bedspreads and fresh looking window coverings.
14. Remove or mention to your realtor any attached items that are not included, such as special chandeliers, shelving or garden plants.



15. Ask your realtor for a list of ways to improve the marketability of your home without wasting time and money.
16. Can you see the light? Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.
17. Disclose any structural defects such as roof, foundation or wiring problems.
18. Start looking for your new home. Do you know what you want in another home?
19. Think about what must be done to prepare for your upcoming move.
20. Be familiar with similar, possibly competing, homes on the market.

Showing The House:

Whenever possible leave your house for showings. If not, follow these tips:

1. Three's a crowd. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
2. Music is mellow, but not when showing a house. Turn off the blaring radio or television. Let the agent and buyer talk, free of disturbances.
3. Pets underfoot? Keep them out of the way--preferably out of the house.
4. Silence is golden. Be courteous but don't force conversation with the potential buyer. He wants to inspect your house, not to pay a social call.
5. Be it ever so humble. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
6. Remain in the background. The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
7. Why put the cart before the horse? Trying to sell furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
8. A word to the wise: Let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.
9. Use Keller Williams Realty. We ask that you show your home to prospective customers only by appointment through this office. Your cooperation will be appreciated and will help us close the sale more quickly.



While your home is “ON THE MARKET”... *Our Duties*

Judy Luna	YOU
<input type="checkbox"/> Install signs and submit to MLS.	<input type="checkbox"/> Complete all repairs and cleaning.
<input type="checkbox"/> Prepare marketing information and advertising	<input type="checkbox"/> “Stage” your home to be appealing.
<input type="checkbox"/> Place marketing data in home for prospective buyers.	<input type="checkbox"/> Keep home ready for showing.
<input type="checkbox"/> Distribute marketing information.	<input type="checkbox"/> Hide valuables (also prescriptions).
<input type="checkbox"/> Attempt to give 1-hour notice to show.	<input type="checkbox"/> Keep marketing information out for buyers.
<input type="checkbox"/> Review market continuously.	<input type="checkbox"/> Call me if information is depleted.
<input type="checkbox"/> Follow up with other agents who show home.	<input type="checkbox"/> Leave premises for showings.
<input type="checkbox"/> Communicate with you regularly.	<input type="checkbox"/> Call me with any questions.
<input type="checkbox"/> Advice of possible solutions if home has not sold.	<input type="checkbox"/> Market your home to friends and acquaintances.
<input type="checkbox"/> Negotiate best contract for your needs.	<input type="checkbox"/> Keep me advised where to reach you or give permission to show if you are unavailable.
<input type="checkbox"/>	<input type="checkbox"/> Refuse to discuss terms with buyers or their agents without me present.



Presentation of Offers

When an offer is generated on your home, I will do the following:

1. Present the offer to you personally.
2. Have the cooperating Broker share the buyer's qualifications.
3. Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.
4. Discuss all offers with you in private, after listening to the other agent.

I will also:

Give you as much input as I possibly can regarding:

1. Current market and finance activity, which may affect the strength of the offer.
2. Other sales to date, which may have changed since the first CMA.
3. Competition, other new listings on the market.
4. Comments by the other agent or broker about the offer, buyers, etc.

Ensure that all parties in all transactions are treated fairly and with honest consideration.

Make certain there is compliance with disclosure laws and ordinances



Processing the Sale

A Realtor® has more responsibilities than listing and showing! You should be aware of what your Realtor® does after the contract is signed:

1. Place order with Title Company.
2. Deliver Earnest Money, Contract and check to the Listing Firm.
3. Examine the Title Commitment for clouds and make sure problems are disclosed early so closing is not delayed.
4. Insure that you receive copies of all documentation pertinent to the transaction.
5. Note all contingencies and attempt to remove them within the time limit provided or get an extension of time, if needed.
6. Keep you abreast of buyer's loan application and the progress of the appraisal on your home.
7. Arrange any required termite treatment and obtain certificate.
8. Coordinate execution of any required repairs.
9. Verify survey has been ordered and completed (if required by contract).
10. Provide Title Company with any charges for the settlement statement.
11. Have closing papers drawn before closing so that if any problems arise, we can solve them.
12. Coordinate the closing and move-in dates so that they are as convenient to both parties as possible.



Home Seller's Homework

To assist me in marketing your home, your information and suggestions are very important to me. Please take a few moments to complete the following 2 pages

ADDRESS: _____

Approx. Heated/Cooled Square feet on Main level: _____

Approx. Heated/Cooled Square feet on Upper level: _____

Please list any **Special Features** about your home, that you want to make certain prospective buyers take note of:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Are there any **Specific Concerns** that you feel a prospective buyer should be aware of (i.e. driveway easements, etc):

Thank you for your Input!



**KELLER
WILLIAMS**
REALTY

Utility Information

Please fill in the following information:

PROPERTY ADDRESS: _____

Electric Provider: _____

Phone: _____

High: _____ Low: _____ Average: _____

Gas Provider: _____

Phone: _____

High: _____ Low: _____ Average: _____

Solid Waste Provider: _____

Phone: _____

High: _____ Low: _____ Average: _____

Water Provider: _____

Phone: _____

High: _____ Low: _____ Average: _____

Cable Provider: _____

Phone: _____

HOA Fees: \$ ____ Annual Monthly Mandatory Voluntary



Check-List for Moving

Before you leave...

GIVE ADDRESS CHANGE TO:	<input type="checkbox"/> Post Office
	<input type="checkbox"/> Charge Accounts, Credit Cards
	<input type="checkbox"/> Subscriptions: Notice requires several weeks.
	<input type="checkbox"/> Friends and Relatives
BANK	<input type="checkbox"/> Transfer funds, arrange check cashing in new city.
INSURANCE	<input type="checkbox"/> Notify company of new location for coverage: Life, Health, Fire and Automobile insurance.
UTILITY COMPANIES	<input type="checkbox"/> Gas, Light, Water, Telephone, Fuel
	<input type="checkbox"/> Get refunds on any deposits made.
MEDICAL, DENTAL, PRESCRIPTION HISTORIES	<input type="checkbox"/> Ask Doctor and dentist for referrals. <input type="checkbox"/> Transfer needed prescriptions, eyeglasses, X-rays. <input type="checkbox"/> Obtain birth records, medical records, etc.
DON'T FORGET TO:	<input type="checkbox"/> Empty freezer
	<input type="checkbox"/> Defrost freezer and clean refrigerator. Place charcoal to dispel odors. <input type="checkbox"/> Have appliances serviced for moving. <input type="checkbox"/> Clean rugs or clothing before moving (have them wrapped for moving). <input type="checkbox"/> Check with your Moving Counselor: <input type="checkbox"/> Insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.



Checklist for Moving

(continued)

ON MOVING DAY:	<p>Carry enough cash or traveler's checks to</p> <ul style="list-style-type: none"> <input type="checkbox"/> cover cost of moving services and expenses until you make banking connections in the new city. <input type="checkbox"/> Carry jewelry and documents yourself, or use registered mail.
	<ul style="list-style-type: none"> <input type="checkbox"/> Plan for transporting pets; they are poor traveling companions if unhappy.
	<ul style="list-style-type: none"> <input type="checkbox"/> Double check closets, drawers and shelves to be sure they are empty.
	<ul style="list-style-type: none"> <input type="checkbox"/> Leave all old keys needed by new tenant or owner with Realtor™ or neighbor.
AT YOUR NEW ADDRESS:	<ul style="list-style-type: none"> <input type="checkbox"/> Check on service of telephone, gas, electricity and water.
	<ul style="list-style-type: none"> <input type="checkbox"/> Check pilot light on stove, water heater, incinerator and furnace.
	<ul style="list-style-type: none"> <input type="checkbox"/> Have new address recorded on driver's license/apply for state driver's license.
	<ul style="list-style-type: none"> <input type="checkbox"/> Register car within five days after arrival in state or a penalty may have to be paid when getting new license plates.
	<ul style="list-style-type: none"> <input type="checkbox"/> Register children in school.
	<ul style="list-style-type: none"> <input type="checkbox"/> Arrange for medical services: Doctor, Dentist, etc.



Ways to Communicate with Judy

DURING OFFICE HOURS:

Call the office at **479-718-2814**. This is my direct line and you can leave me a voice mail if I do not answer. I will return your call as soon as I can.

AFTER OFFICE HOURS or ANY TIME DURING THE DAY:

Call my cell phone at **479-966-0435**. I usually answer unless I am on another line or in a meeting and have my cell phone turned off. In the latter case, leave me a voice mail and I will return your call as soon as I get it.

Thank you again,

Your Realtor®

Judy Luna



Which Improvements Add Value To Your Home?

What follows are “best estimates” for the most typically consistent remodeling projects we have seen across the country... Unless otherwise noted, the maximum time between remodeling and re-sale must be five years; otherwise the “value-added” figures are void.

PROJECT	COST		VALUE ADDED	COMMENTS
Kitchen	Low:	\$15,000	80 to 110%	Cost includes new cabinets and countertops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
	High:	\$20,000-up		
Bathroom	Low:	\$7,500	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
	High:	\$10,000		
Room Addition	Low:	\$30,000	50 to 110%	Depends on type of room; a family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
	High:	\$40,000		
Converting an attic, basement or garage to living space	Low:	\$10,000	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a game room or exercise area).
	High:	\$15,000-up		
Adding a deck	Low:	\$5,000	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
	High:	\$10,000-up		
Re-painted exterior	Low:	\$1,200	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the “best profit” to selling an older home.
	High:	\$1,500-up		
In-ground swimming pool	Low:	\$20,000	20 to 40%	Cost assumes an average-size pool (16' x 32') in a rectangular shape; value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).

Source: Home Remodeling Magazine



Key Market Factors

How long does it take to sell a home?

There is no easy answer – some homes sell in a few days, others may take several months. Recognizing the key factors influencing a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION...

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

COMPETITION...

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

CONDITION...

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

TERMS...

- The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

PRICE...

- If the property is not properly priced, a sale may be delayed or even prevented.
- Keller Williams Realty's comprehensive market study will assist you in determining the best possible price.