



SANDI SUDDUTH
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Presents

“SELLING YOUR HOUSE”



KELLER WILLIAMS®
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Mission

To provide clients with an exceptional real estate experience that exceeds their expectations.

Vision

Our business will continue to grow and improve in our commitment to our clients. As a result, Keller Williams and Sandi Sudduth will become the Realtors® of choice for our clients, their families, friends, and acquaintances.

Values

God, Family, and Business

Beliefs

My beliefs are an essential part of who I am and how I conduct business. The Keller Williams *Belief System*(WI4C2TS) is the foundation for providing a rewarding real estate experience for clients:

- Win-Win**....or no deal
- Integrity**....do the right thing
- Customers**....always come first
- Commitment**.... in all things
- Communication**....seek first to understand
- Creativity**....ideas before results
- Trust**...begins with honesty
- Teamwork**....together everyone achieves more
- Success**....results through people



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OUR SUCCESS STORY

History

Keller Williams Realty is one of the fastest growing real estate companies in the United States and was founded in 1983 in Austin, Texas as a traditional real estate brokerage by its co-founders and co-owners, Gary W. Keller and Joe F. Williams.

Our Mission—

to build careers worth having, businesses worth owning, and lives worth living.

Our Vision—

to be the Real Estate Company of choice for a new generation.

Our Values—

God, Family and Business

Our Belief—

Our beliefs are an essential part of who we are and how we conduct business. The Keller Williams Belief System (WI4C2TS) is the foundation for providing the ultimate in service for our clients.

Accolades

- Named the fourth largest Real Estate Company in North America, Keller Williams Realty is ranked among the top 100 franchises in the United States by *Success Magazine*. We currently have over 650 market centers located in 40 states and Canada. These market centers provide over 77,000+ associates for any relocation need.
- Keller Williams is a member of the Middle Tennessee Regional Multiple Listing Service to provide you with exposure to every agent in our market.
- Keller Williams provides extensive Continuing Education for its Sales Agents through “Keller Williams University.” Our quality and quantity of educational opportunities are unparalleled in the industry.
- Our first market center in the Greater Nashville area was opened in Brentwood, TN in 2002. We now have market centers in Brentwood, Franklin, Hendersonville, Clarksville, Murfreesboro, Green Hills, Mt. Juliet, Shelbyville and Columbia.



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Sandi Sudduth believes there is more to real estate than selling houses; instead real estate is caring about people and helping people solve problems. With over 24 years of real estate experience, Sandi is an investor in the Keller Williams Realty Market Center in Hendersonville.

Sandi is a successful Tennessee Real Estate Broker and sales manager with a business management major who earned her CRS (Certified Residential Specialist) GRI (Graduate Realtor Institute) designation, became a certified Relocation Specialist and was a licensed Realtor in Houston, Texas. With expertise in home sales, building, development, relocation, sales and property management, it is obvious that Sandi respects and understands the real estate industry. She is a member in excellent standing of the Sumner Association of Realtors as well as the Tennessee, National Associations of Realtors and she's also a member of the Women's Council of Realtors.

Sandi's varied background gives her customers full assurance that they will make well-informed decisions. Her customers commend her for honesty, sincerity, quick service and excellent problem solving ability. Whether she is representing the Buyer or the Seller, her commitment is to be loyal to her client and to act in good faith to everyone involved. She is active in her church, family and community. Sandi's life purpose is to be a messenger of Hope and Peace. She says she is blessed every day to have the opportunity to help people.

- ◇ HONEST
- ◇ SINCERE
- ◇ QUICK SERVICE
- ◇ WELL INFORMED
- ◇ GREAT FOLLOWUP
- ◇ PROBLEM SOLVER
- ◇ GOOD NEGOTIATOR
- ◇ UNDERSTANDS PEOPLE
- ◇ KNOWS REAL ESTATE
- ◇ 20 YEARS EXPERIENCE

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What You Have The Right To Expect From Us

As Real Estate professionals dedicated to providing a level of service that is unsurpassed in the Nashville market, we are offering you, the SELLER, a personal performance guarantee that outlines what you can expect from us.

- We will hold your interest paramount at all times and pledge honesty and truthfulness in all dealings.
- The service you receive from us will be caring, compassionate and timely. We will listen to your needs and concerns and we will treat them as if they were our own.
- We will provide advice and counsel regarding your sale, including information and input about price and suggestions to enhance positioning for sale.
- We will be positive and enthusiastic about your property and promote it vigorously throughout our personal networking sources as well as within all other marketing avenues.
- We will provide you with updates of current market activities that affect your property, reports on other agent showings if feedback is provided, and the status of our marketing efforts.
- We will answer your phone calls promptly, assist in finding answers to your questions, and assist with solutions.
- We will negotiate on your behalf with potential buyers to secure the best price and we will guard and protect all confidentialities.
- We will follow through from now until closing—and beyond. If there is a problem with any aspect of the transaction before or after the closing, we will do all in our power to assist you in finding a solution.
- You have our word that your real estate experience with us will be as positive as possible. We will follow up and do all we say we will do, or you can cancel your Listing Agreement—no questions asked!

As you know, many Real Estate agents are unwilling to offer this level of service. We choose to perform this way because we truly believe that when someone receives this type of personal service they feel compelled to refer the people they care about to such professionals. We are those professionals, and we want to be your REALTORS—for life.

Unconditional Guarantee

We guarantee to let you cancel your listing agreement at any time, prior to accepting an offer to purchase your home, if you feel we have not done our job as outlined in the Listing Agreement and in What You Have A Right To Expect From Us.

The benefits to you are:

- You do not have to worry about a long-term commitment if you are not satisfied with our service.
- You do not have to worry about lengthy broker protection periods if you decide to cancel.
- You do not have to pay any costly “cancellation fee”.
- We make listing your home with us totally hassle free.

My responsibility to you:

- We are 100% committed to providing you with the highest level of service in the Nashville market.
- Our success and the growth of our business depends upon this commitment to you.
- We realize that you are the most important element in this relationship.

Sandi Sudduth

Seller



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What We Have The Right To Expect From You

- That you will regard Sandi Sudduth and Keller Williams Realty as “partners”, working with you to accomplish the goal of selling your home at a realistic market price within a reasonable time.
- That you will listen to our advice and apply constructive and reasonable suggestions that will facilitate the sale.
- That your home will be available and presentable for showings during reasonable hours.
- That you will give us fair and sufficient time to bring about the sale of your property, and if you have any concerns or problems you will immediately bring them to our attention.
- That you will provide us with referrals of other sellers or homebuyers if we earn the right, and you are pleased with the outcome of our efforts on your behalf.



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TESTIMONIALS

Your service was a 10+! Thank you for looking out for us! We appreciate your help so much! -
-Kirk and Jill Ward

You were great! Loved your promotional materials and website! Truly professional from start to finish!
- Steve and Glennis Mitchell

Thank you so very much for your wisdom, patience & guidance with this home buying process. You are an absolutely beautiful person, inside and out!
- Jesse, Sheila and Sydney Agnew

We were very impressed with the amount of time and thought you put in to helping us! Thank you so much!
- Daniel and Jessica Hill

We want to thank you so much for all you help and hard work. Because of you we had such a wonderful experience! We would love to use you in the future and we would recommend you to all our family and friends. Thanks again for everything! We love our new home!
- John Kneale and Lindsey Cutrell

Thank you truly for all your loving support during the last few months of transition and uncharted territory of home building, buying and selling!
- LeAnn Downey

God used you, a wonderful Christian lady, to minister to me and help me in a very critical time. Know that you help make a difference in the lives of the people you help each day!
- Sherrie Thomas

Thanks for everything! You made the whole process of moving to our new home as smooth as it could be. We've settled into our new home and feel like we are exactly where God wants us!
- David and Jennifer Fesmire

Everything was perfect. She made me feel like family. I could not have asked for anything more. I am thankful for her compassionate and kind listening to my needs.
- Janet Thompson





SANDI SUDDUTH

Broker, GRI

Sales Person Vs. Consultant

ACTIVITY	SALES PERSON	CONSULTANT
Listing Appointment	Focuses primarily on selling company, credentials, and marketing plan.	Focuses primarily on you. Spends time identifying your priorities, objectives, and goals. Customizes marketing plan accordingly.
Information & Preparation	Pre Appointment: ? At Appointment: Competitive Market Analysis, Marketing Plan	Pre Appointment: Delivers pre-appointment Listing Packet and complete <i>Home Selling Guide</i> when desired At Appointment: Property Market Analysis with pictures, and a Customized Market Plan.
Pricing Your Home	Importance of pricing may be understated. May bring other agents to help establish an opinion of price. Frequently allows seller to make overpricing mistakes because of limited pricing information.	Pricing is highlighted. Never allows price to be set on opinion of others. Provides information about establishing value, factors that influence overpricing, results of overpricing. Provides comprehensive market data for comparisons.
Marketing Your Home	Often relies only on sign, multiple listing services, open houses, ads, Company web-site.	Takes advantage of all marketing areas such as sign, MLS, open houses, ads, and 5 web-sites Also provides needed extras such as a visual coordinator, personal niche marketing with fellow realtors, home warranties, and a Buyer Search program.
Getting Top Dollar	May not have time nor be willing to provide extra information or direction.	Will ask you to consider doing the things necessary to bring you top dollar - making some critical repairs, touch-ups, clean up, stage for showing.
Negotiating	Many do not focus on what's best for you, but strive to make the deal work.	Will always put your interest first. Will give you guidance and counsel to help you reach an informed decision.
Value-Added <i>After Sales Service</i>	Thanks you graciously for your business, but attention has already shifted to the next transaction.	Offers continuing support after the closing. Provides information useful for a home owner. Seeks to give added value.
Relationship	Because efforts are primarily focused on meeting transactional needs (product), agent must spend time and money on seeking new business (place ads, make cold calls, etc.).	Invests time and money providing a high level of service. Provides value-added <i>After Sales Service</i> to build lifelong relationships. Depends upon your referrals to family, friends and associates.
Evaluation	Rarely asks for a personal evaluation.	Seeks personal evaluation in order to conduct business by referral.



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Why Preparing Your House To Sell Is So Important To Getting Top Dollar

Getting top dollar for your house begins with understanding how to see your house through the eyes of a buyer. *To be a successful seller you must have your house looking its best!*

HANDLING PRE-SALE PREPARATION

A magical metamorphosis occurs the moment you decide to sell your property. The “home” you love so dearly turns into a “house”. This shift in vocabulary is part of letting go, i.e., the emotional detachment process all sellers experience sooner or later. *Home* is where your heart is. *Houses*, on the other hand, are commodities sold on the open market. *You're getting ready to sell a house.*

Most people don't really see their houses after they have lived there for a while. They don't notice the effects of gradual physical deterioration and junk accumulation. Little stuff to them. Not so little stuff to a buyer!

If you make the right improvements when preparing your house to sell, you increase the odds of selling it quickly for top dollar. If, conversely, *you do nothing* or if you make the *wrong changes* to your property, you waste time and money, prolong the selling process, and probably *reduce the ultimate sales price.*

CREATING CURB APPEAL

Most buyers make snap judgments about your house. Their first impression, good or bad, is usually lasting. Buyers generally decide if they want to see the inside within 20 seconds of viewing the external attractiveness (curb appeal) of your property. No matter how magnificent your house is on the inside, many buyers will drive by without even stopping if the curb appeal doesn't say “I'm loved, I'm cared for.”

EXTERIORS ATTRACT, BUT INTERIORS SELL

Curb appeal draws buyers into your house. But appealing, well cared for interiors make the sale.

You don't usually have to spend thousands of dollars on your house prior to putting up the For Sale sign. On the contrary, little things you do generally give the biggest increase in value. Concentrate on the three Cs - **clean** it up, clear the **clutter**, and make **cosmetic** improvements.

Clean, scrub and polish. Your stove, oven, refrigerator, microwave oven, and other appliances must be spotlessly clean inside and out. Scour walls, floors, bathtubs, showers, and sinks until they sparkle. Buyers will notice strong smells as soon as they walk **through your front door**, so eliminate smoke, mildew and pet odors. Cleaning drapes and carpets helps get rid of odors. Dehumidifiers help musty basements. If you're a smoker, clean all ashtrays daily and smoke outdoors during the marketing period whenever possible. Use air fresheners or citrus-scented potpourri to keep your house odor free. Whether you do the work or hire someone, make sure that your house is spotless and odorless.



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Why Preparing Your House To Sell Is So Important To Getting Top Dollar

Continued

Clear out the clutter. *Clutter can reduce your house's value.* Clear away kitchen counters and keep dirty dishes out of the sink. Eliminating clutter and excess furniture make rooms appear larger. Recycle those stacks of old magazines and newspapers you've been saving for no good reason. Dump all that junk you've accumulated over the years in your attic and basement. *Closet space sells houses.* Get rid of all those clothes you don't wear any more. Clean those closets out, organize them. Make them look large and roomy! Do the same with built-in drawers. Like it or not, *serious* buyers will inspect your closets and built-in drawers.

If you can't bear to part with things, consider packing them away and putting them in storage. Another bonus: You'll be ready to move on short notice, if necessary. Remember, you're going to have to pack it up at some point, it might as well be NOW!

Make cosmetic improvements. Painting isn't expensive if you do it yourself, but be careful when selecting colors. Avoid bold colors with strong visual impact. Stick to conventional soft whites and other neutral colors that won't clash with most prospective buyers' tastes. If your finished basement, like most others, is dark and gloomy, paint the walls and ceiling a light color.

Pay attention to everything anywhere in your house that could cause the buyer to "reduce your price". Find it and repair it before you put it on the market. Look for any hairline cracks over doors or windows and nail pops in sheet rock. Locate any ceiling stains and the source of the leak. Check for windows with cracked panes or that don't open and shut properly. Watch for doors that stick, don't close or slide properly. Observe bathrooms for signs of mildew, rust stains in sinks and toilets, missing tiles or grout, inadequate caulking around tubs. Check for drippy faucets, slow draining sinks and tubs, broken mirrors. Check all kitchen appliances that remain with property.

Remember. Buyers consider any of the above problems a sign of poor maintenance. More often than not they are correct. Their solution----either don't buy or reduce the price by thousands!

STAGING

Staging a house goes way beyond your efforts to make it look neat, clean and well cared for. Just as stagehands set the stage for Broadway productions, you can stage your house to create a production designed to wow prospective purchasers.

If you've ever visited a new home development and walked through the builder's model home, you know exactly what staging is. Builders have visual coordinators who do extremely elaborate staging jobs: placing furniture, choosing soothing colors for carpets and drapes, hanging artwork on walls, having a bowl of fruit on the kitchen counter, putting flower arrangements in the living room, and leaving an open book on a table by the bed in the master bedroom. Staging the property this way helps prospective buyers visualize themselves living in the home. It finishes the process you started with the three Cs (*clean* it up, *clear* the clutter, and *make cosmetic improvements*).

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 is fresh, clean, and paint the trim.
2. Keep lawn trimmed and edged, and the yard free of refuse. Reseed the lawn and fertilize 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 operating properly and sparkling?
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. Have I removed or mentioned to my realtor any attached items that are not included, such as special chandeliers, shelving or garden plants?
15. Am I familiar with similar homes on the market that I may be competing against?
16. Have I asked my realtor for a list of ways I can improve the "marketability" of my home without wasting time and money?
17. 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.
18. Am I ready to disclose any structural defects such as roof, foundation or wiring problems?
19. Have I started looking for my new home? Do I know what I want in another home?
20. What do I need to do to prepare for my upcoming move?



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SHOWING THE HOUSE

1. Whenever possible, **leave your house during showings**. If you cannot leave, please follow the tips below.
2. 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.
3. Music is mellow. But not when showing a house. Turn off the blaring radio or television. Let the your agent and buyer talk, free of disturbances.
4. Pets underfoot? Keep them out of the way--preferably out of the house.
5. 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.
6. 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.
7. 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."
8. Why put the cart before the horse? Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
9. 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.
10. 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.



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Pricing Guidelines

What is your property worth?

- What you paid for your home doesn't affect its value!
- The amount of cash you need from the sale of your home doesn't affect its value!
- The asking price you want for your home doesn't affect its value!
- What another real estate agent says your home is worth doesn't affect its value!
- What an appraiser says your home is worth doesn't affect its value!

The value of your home is determined by what a BUYER is willing to pay for your home in TODAY'S MARKET based on COMPARING it to others currently on the market for sale.

Buyers always determine value!

The Difference Between Cost versus Value

One of the biggest problems you face in obtaining top dollar for your property is determining your house's value. The problem of determining value occurs primarily because sellers and buyers alike use 3 (little) words - *price*, *cost*, and *value* interchangeably. A lack of understanding regarding the meaning of these words and their use causes communication breakdowns and allows emotion to replace objectivity during price negotiations. The fact is, neither *cost* nor *price* is the same as *value*.

Value is elusive. It is *your* opinion of *your* house's worth to *you* based on the way *you* use it now and plan to use it in the future. Interesting - the words "you" and "your" both appear twice in the preceding sentence. Because *your* opinion is subjective, the features *you* value may not be the standard for all people.

Two factors affect value:

Internal

Your personal (internal) situation is the first factor and it *changes* over time. Let's illustrate - suppose you were a growing family buying their present house 15 years ago. You would most likely have put great *value* on such things as 4 bedrooms, a huge fenced yard and a great school system. But now, 15 years later, your family is grown and have their own homes. You don't need 4 bedrooms, a huge yard or that terrific school system. The *house didn't change* - your personal (internal) use for that house did. Thus, it's value to you changed. It's the *internal factors* in people's lives that compel them to buy and sell property.

External

These are the circumstances outside of your control that affect values and they also change - sometimes for better, sometimes for worse. If, for instance, a major 8 lane toll road is proposed to cut through your neighborhood, your property value could take a hit. On the other hand, if a Light Rail Station is coming to your neighborhood, that could decrease your commute to work from 1 hour to 20 minutes, your value may increase. The law of supply and demand is a huge external factor that affects value. If there are more buyers than houses, the values go up. If more people want to sell than there are buyers, values go down.

Cost is history. Cost measures past expenditures. But that was then and this is now. What you paid for your house then or the cost of maintaining it doesn't mean anything as far as the *present or future value* of your house is concerned.

Why? Because markets can and do change dramatically. Unfortunately, many sellers realize little to no profit upon selling. Some even lost money. Your potential profit or loss as a seller doesn't enter into the equation when determining your house's present value.



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Price is here and now. You put an *asking* price on your house. The buyer puts an *offering* price in their offer. You and the buyer negotiate back and forth until you arrive at a mutually acceptable *purchase price*. Today's *purchase price* becomes tomorrow's *cost*.

Remember, *cost is past, price is present, and value is in the eye of the beholder*. Neither the price you paid or the price you want to get matters to the buyer. Not understanding this often causes sellers to make a very common mistake - overpricing.

WHAT IS FAIR MARKET VALUE (FMV)?

Fair market value is the *price that a buyer will pay and a seller will accept* for a house - given that neither buyer or seller is under duress. Duress comes from life changes (birth, death, divorce, financial reversal) that puts buyers or sellers under pressure to perform quickly. When alerted that a sale was made under duress, appraisers will raise or lower the sales price accordingly to reflect the house's true market value.

Fair market value is far more powerful than just *value*. Remember, values are opinions. You, the seller, have an opinion of what your house is worth. The buyer will have another. The two won't necessarily be equal. *Value is opinion, not fact*. Conversely, *fair market value is fact*. It becomes *fact* the moment you and the buyer agree on a *mutually acceptable price*.

WHAT FAIR MARKET VALUE IS NOT

Fair market value is not need-based pricing. Don't confuse the word "fair" with equitable. Despite its name, there is nothing fair about it. It is often brutally impartial and often cruel. *Need* is not a component of fair market value. **None of the following matter one bit:**

1. the amount of money you *need* since that's how much you paid when you bought
2. the amount you *need* to pay off your mortgage(s)
3. the amount you *need* to buy another house
4. the amount you *need* to replace the money you spent fixing it up

Here's why need doesn't determine fair market value: Two houses, identical size, floor plan, condition, location. One was purchased 15 years ago for \$65,000, the other was purchased 5 years ago for \$155,000. Shortly after the second property was purchased, property values declined about 5% and fair market value remained there. Today, they both sell and because both houses are identical, they both sell for \$147,250. Now, the owner who bought at \$65,000 made a sizeable profit. The second owner barely made enough to pay off the mortgage and expenses. He needed more - but did he get it? NO! Fair? NO! What about the first owner? Fair? He thinks so! Lesson: *fair market value is utterly unbiased*. It is the amount your *house is worth in the market today* - not the amount you or the buyer would like it to be.

Price It Right And They Will Come!



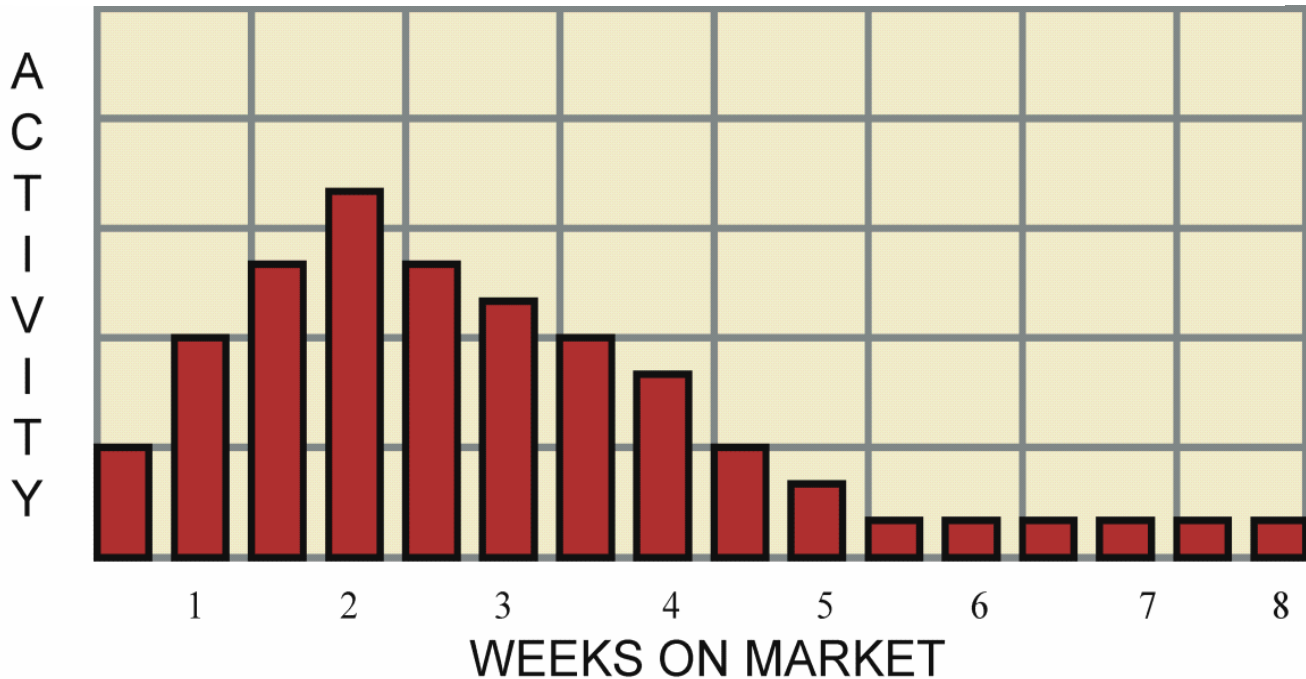
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Activity Versus Time



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.



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Why you should price your home realistically

TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood for a timely sale with less inconveniences and greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at homes within a \$10,000 price range. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers.

REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value.

INCONVENIENCE

If overpricing keeps your home from selling promptly, you can end up owning two homes - the one you've already purchased and the one you're trying to sell. This can prove costly and worrisome, as well as inconvenient.

EIGHTY PERCENT OF THE MARKETING OF YOUR HOME IS DONE THE NIGHT WE DECIDE AT WHAT PRICE WE WILL LIST YOUR HOME.

IF YOU ARE UNWILLING TO LIST YOUR HOME AT, OR JUST BELOW THE CURRENT MARKET VALUE, YOU ARE BETTER SERVED NOT PUTTING IT ON THE MARKET AT ALL.



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Benefits of Pre-Appraisal and Pre-Inspection

The benefits of ordering an appraisal and an inspection when initially listing the home can expedite the entire marketing process. Below are some of the key reasons:

- Establish Objective Value
- Validates List Price
- Establishes Basis for Comparison
- Creates Awareness of Condition of Home
- Anticipates Potential Problem Areas
- Saves Time and Money



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Broker, GRI

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**"I know I have done a great job
when clients refer family and
friends!" -Sandi**





SANDI SUDDUTH

CLIENT REFERRAL PROGRAM

Your Satisfaction is My Business!

I totally depend on You
to refer Friends, Family and Co-Workers!

How Can You Help?

EASY....

When you know of someone thinking of

- 1.** "I have a Great Realtor!
May I have her call you?"



-
- 2.** *CALL ME With their name and number!*

I will give them the same great service you would expect!



KELLER WILLIAMS®
R E A L T Y