



Shew News

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Keller Williams Realty
Professional Partners

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Five Selling Myths Uncovered

Myth #1: Price your home high and negotiate down.

Truth: Pricing too high can be as bad as pricing too low. If you list too high, you'll miss out on buyers looking in the price range where your home should be. Offers may not even come in, because buyers who are interested in your home are scared off by the price and won't even take the time to look at it. By the time you correct the price and list your home at its *fair market value*, you will have lost that window of opportunity when your home draws the most attention from the public and real estate agents; i.e. the first 30 days that it is on the market. A well-trained real estate agent who looks out for your best interests will consult with you on your home's *fair market value* and different pricing strategies for the current market.

Myth #2: Minor repairs can wait until later.

Truth: Minor repairs make your house more marketable, allowing you to maximize your return (or minimize loss) on the sale. Most buyers are looking for homes that are ready for them to move into. If your home happens to attract a buyer who is willing to make repairs, he/she will begin asking for repair allowances that come out of your asking price. The amount of an allowance that you have to offer a buyer is usually more than what it would cost for you to make the repair (or hire someone to make the repair). Remember, buyers are comparing your home to other

homes that are currently on the market. Your home should be inviting so that everyone who looks at it can see themselves living there.

Myth #3: Once a potential buyer sees the inside of your home, curb appeal won't matter.

Truth: Buyers probably won't make it to the inside of the home if the outside of your home does not appeal to them. Buyers and their agents often do drive-bys before deciding whether a home is worth their time to look inside. Your home's exterior must make a good first impression so that buyers are compelled to stop and come inside. All it takes is keeping the lawn mowed, shrubs and trees trimmed, gardens weeded and edged, and clutter put away.

Myth #4: You are better off selling your home on your own and saving money on the commission you would have paid to a real estate agent.

Truth: Statistically, many sellers who attempt to sell their homes on their own cannot consummate the sale without the service of a real estate agent. Homeowners who succeed in selling their home by themselves usually net less than if they had a real estate agent working for them. The *National Association of REALTORS*[®] surveys consumers every year, including homeowners who succeeded in selling their home



For a market analysis of your home, contact the Shew Team at (623) 640-1219.

without a real estate agent. Over 70% of these homeowners say that they would never do it again.

Myth #5: When you receive an offer, you should make the buyer wait. This gives you a better negotiating position.

Truth: You should reply immediately to an offer! When a buyer makes an offer, that buyer is, at that moment in time, ready to buy your home. Moods can change. Don't lose the sale because you stall in replying.

Keeping in Step with the SHEW TEAM



Special points of interest:

- Five Selling Myths Uncovered
- Ten Signs It's Time to Sell Your Home
- Foreclosures
- 20 Ways to Maintain a Healthy Level of Insanity
- What NOT To Do When Applying for a Home Loan
- Financially Prequalify
- For Sale by the Shew Team

Ten Signs It's Time to Sell Your Home

The kids have all graduated from college. You and your husband finally have time to yourselves...then they move back home!

You have three spare rooms in a four bedroom house.

You have to shuffle your cars each morning to leave for work.

You spend more time driving to work than you do with your family.

You spend more money each month for storage than you do for your mortgage.

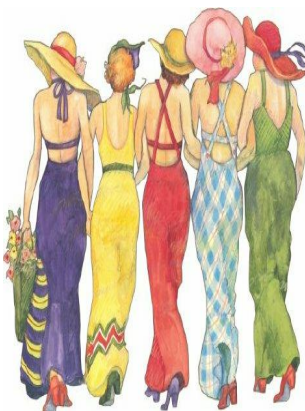
Your neighbor found a loophole in the homeowner's association rules and is raising donkeys.

You keep hearing faint voices telling you to "get out" and they're getting louder.

Grandpa Jed just struck oil while hunting in your back yard.

The dog's house doubles as a guest room.

You have to take a number to use the bathroom.



Foreclosures

Scam takes owners' home equity. from the April 22nd issue of the *Arizona Republic*, reports that scammers are taking advantage of homeowners facing foreclosure, in some cases taking control of a struggling homeowners house and stripping any equity left in it.

"Foreclosure rescue sounds like something good, but it isn't. There are some sharks out there. They are taking advantage of desperate homeowners and

need to be stopped," said Arizona Attorney General Terry Goddard.

Foreclosures climbed tenfold in the Valley during the last year.

The typical Valley homeowner facing foreclosure gets at least 300 pieces of mail from groups offering some type of help, real estate attorneys say.

Homeowners are typically offered some money and told they

can refinance and clean up their credit.

The homeowners are so relieved, believing they will be able to keep their homes, that they sign blank documents they don't understand, and some of them are actually deeding the house to the foreclosure group.

In all your ways acknowledge Him and He will direct your steps. Proverbs 3:5-6

I will supply all your needs. Philippians 4:19

My grace is sufficient. Psalm 91:15

Door-to-door effort aims to fend off foreclosures in Arizona. from the *Arizona Republic* reports that members of the Association of Community Organizations for Reform Now (ACORN) plan to go door-to-door in Phoenix and Tucson offering help to subprime borrowers with bad loans facing foreclosure.

"We want homeowners facing foreclosure to know they have

options," said Sophia Tesch, a Mesa ACORN member. "There are many Valley victims of mortgage fraud and predatory lending."

ACORN's national Stop Foreclosures Campaign kicked off in Arizona on April 19 on the state capital lawn. Similar campaigns are being launched in other cities with foreclosure problems.

TWENTY WAYS TO MAINTAIN A HEALTHY LEVEL OF INSANITY

20. At lunch time, sit in your parked car with sunglasses on and point a hair dryer at passing cars. See if they slow down.



19. Page yourself over the intercom. Don't disguise your voice.

18. Every time someone asks you to do something, ask if they want fries with that.

17. Put your garbage can on your desk and label it "In."



16. Put decaf in the coffee maker for three weeks. Once everyone has gotten over their caffeine addictions, switch to espresso.

15. In the memo field of all your checks, write "For smuggling diamonds"

14. Finish all your sentences with "In accordance with the prophecy."

13. Don't use any punctuation

12. As often as possible, skip rather than walk.

11. Order a diet water whenever you go out to eat with a serious face.

10. Specify that your drive-through order is "to go."

9. Sing along at the opera.

8. Go to a poetry recital and ask why the poems don't rhyme.

7. Put mosquito netting around your work area and play tropical sounds all day.

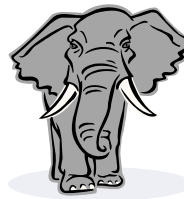
6. Five days in advance, tell your friends you can't attend their party because you're not in the mood.

5. Have your co-workers address you by your wres-

ting name, Rock Bottom.

4. When the money comes out the ATM, scream "I won!, I won!"

3. When leaving the zoo, start running towards the parking lot, yelling "Run for your lives, they're loose!!"



2. Tell

your children over dinner, "Due to the economy, we are going to have to let one of you go."

1. And the final way to keep a healthy level of insanity.....give this newsletter to someone to make them smile.

It's called THERAPY and it is courtesy of Jana Ruth [title].



Caption describing picture or graphic.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

What NOT To Do When Applying for a Home Loan

Do NOT buy or lease an auto. It may affect your debt-to-income ration.

Do NOT move assets from one bank account to another. Doing so creates a need for disclosure and documentation.

Do NOT change jobs. A new job may require a probationary period which must be completed before income from new job can be considered for qualifying

purposes.

Do NOT buy new furniture or major appliances. If new purchases increase your monthly debt, this may disqualify you from getting a loan.

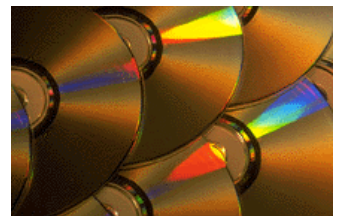
Do NOT run a credit report on yourself. This will show as an inquiry on your lenders credit report and must be explained in writing.

Do NOT attempt to consolidate

bills before meeting with your lender.

Do NOT pack or ship information needed for the loan application. Duplicate records may take weeks to obtain and delay the closing on your transaction.

For more information and a free consultation, contact Spencer Anglin, Home Advisor Mortgage at 602.705.6293.



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Serving Your Real Estate Needs

The Shew Team

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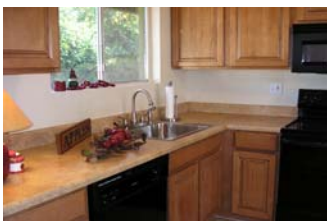
Financially Pre-Qualify

It is important that you are pre-qualified for a loan before you begin your home search. Pre-qualification is really just a lender's determination of how much money you will be eligible to borrow. It should only take about 15 minutes, you can do it by phone, and once you are pre-qualified:

- * You'll know exactly what price range you can afford.
- * When you find the home you love, you'll be able to take action quickly.
- * Sellers will not accept an offer unless it is from a pre-qualified buyer.
- * You can see if there are any errors on your credit report and you can resolve them right away.

Let me know if you'd like me to have a lender call you to help you pre-qualify.

For Sale by the Shew Team -- For info, call 623.640.1219



10802 W Sun City Blvd, Sun City

Gorgeous Remodel in age 55+ community—2 bedroom, 1.75 Bath. Carport. \$195.5K



5355 W Hatcher, Glendale

Near GCC, Heritage Elementary and Ironwood H.S. with 3 bedrooms, 1.75 bath, 2 car garage, pool. Block wall. 1794 sf. \$241.5K



5024 W Larkspur, Glendale

Near ASU West. 3 bedroom, 1.75 bath, carport. Fenced yard. 10x12 outbuilding. 1709 sf of freshly painted living space. \$225K



5320 W Wood, Glendale

Walking distance to Banner Thunderbird Hospital. Close to ASU West. Ironwood HS and Marshall Ranch Elem. 3 bedrooms, 1.75 baths, 2 car garage, pool. \$295K