

SELLING IN TODAY'S BUYERS' MARKET

Today's Hot Topic: Is now a good time to sell?

Some say **No**. The inventory of new and resale homes on the market today is very high. That means that houses that would have sold in days or weeks a couple of years ago may sit for months without any activity.

I say **Yes, now can be a very good time to sell**. Interest rates are still competitive. Lenders still lend to

qualified buyers. In today's buyer's market, if you are selling and re-buying, anything you lose on a sale could be made up for on the buy. If you are selling because you need to cash out your investment, price it right and it won't sit – it will sell.

Selling is about location, price, condition and marketing – and a real estate professional knows what you need to do to make your sale happen. Just ask. Then listen and decide for yourself.



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

PRICING TO SELL

The first step in pricing to sell—in a buyer's market or any other time—is determining market value.

What is market value? Market value is what a willing buyer will pay for your house. To determine what market value is, your agent will research recent sales prices for properties like yours. The research

will include what houses are currently listed for and how long those houses have been on the market. Research should also include listings that have expired or been cancelled and how those enter into the pricing equation.

Pricing to sell—not to sit—is staying ahead of the curve. Setting your price 10% to 15% below market value signals to

buyers that you are serious about selling and is designed to get up to 90% of prospects in the door. And—trust me on this one—you aren't likely to get a buyer til you get them through the front door!

See graphic on last page for illustration..

Keeping in Step with the SHEW TEAM



Special points of interest:

- Selling in Today's Buyers' Market
- Pricing to Sell
- A Realtor's Fiduciary Duties
- Meet Bob
- The Triangle
- The Shew Team's Value Proposition
- Referrals Wanted!



It Takes a Team

It takes a lot of people to make a real estate transaction happen.

It starts with the client—that could be you. And it includes the Real Estate Consultant—that would be me. It also includes resources—people you may need to make your transaction a reality.

In preparing a house for sale, sellers often look for

help in putting the home's best foot forward. That may require painters, landscapers, carpet and tile experts, house cleaning, trash hauling, plumbers, electricians and staging experience. All that expertise is part of the Shew Team—knowing who to call.

Once the house is ready to market, photos and fliers are necessary. And don't forget the sign and the sign post. Again, part of what

you get with the Shew Team's resources.

A buyer must be qualified before the offer can be considered. That's where a good lender comes in. And once the Buyer brings the Seller an offer, the title company begins the escrow process. You guessed it, - recommending competent, experienced lenders and title companies is part of what you get with the Shew Team.

Once an offer is accepted, the inspection period begins. That means referrals for home inspectors, termite inspectors, etc. And eventually, once closing is over and sellers and buyers are ready to move on — movers. And — for some — a chiropractor!

Call the Shew Team when you're ready for your next real estate transaction.

A Realtor's Fiduciary Duties

Which of the following does a real estate agent owe to a *client*?

- A. Undivided Loyalty
- B. Obedience to all lawful and ethical instructions
- C. Confidentiality
- D. Accounting
- E. Reasonable skill and

- F. Full disclosure of anything pertinent concerning the property or the transaction
- G. All of the above

Correct answer: G

What does a real estate agent owe to a *customer*?

- A. Honesty
- B. Full disclosure
- C. Fair dealing
- D. All of the above

Correct answer: D

A client is the person the agent represents.

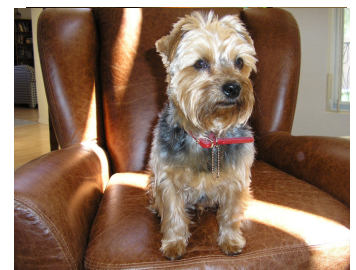
A customer is everyone else in the transaction.

Meet Bob

This is Bob, the newest member of the Shew Team. Bob is a four-year old Yorkshire Terrier who joined the team on April 5. His credentials are impressive: Experience with the ins and outs of the pet door; A skilled hunter of birds foolish enough to walk in-

stead of fly; Fast on his feet, Bob can bolt out the front door faster than his people can say "No!"; Bob's fur and his team leader's hair are the same color; He can twirl in circles on or off the ground and pop off

his leash in fewer than a dozen spins; Bob can leap a pet gate in one jump; He is a gourmand, insisting on lamb and rice and is happy to clean the dish; And perhaps the best credential of all, Bob likes being on the Shew Team.



BOB
Bringer of Business



**Keller Williams Realty
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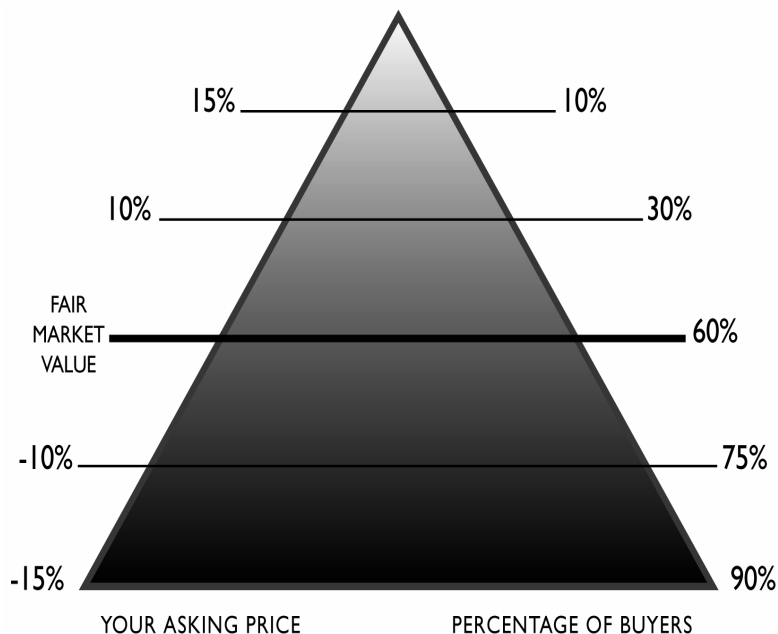
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Serving Your Real Estate Needs

The Shew Team

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The Triangle Asking Price vs. Percentage of Buyers That View the Property



The Shew Team's Value Proposition

I read somewhere not long ago that when people are looking for a realtor, 65% of the time they select the first one they meet. I can't quote the source of that statement — but it sounds like something you could agree with, yes?

And then there's the joke about the policeman who stops a guy for speeding and asks to see his real estate license. The guy says, "How did you know I'm a realtor?" And the policeman says, "Isn't everybody?"

So, why would anyone select Sarah Shew to work on their behalf? I'm one of many thousands of licensed agents in Maricopa County. I'm not the smartest or the most experienced. I'm not driving the best car (okay, a Miata is pretty good, but after hauling around my open house signs, it's actually more of a truck now than a sports car.)

I don't have name recognition like Russell Shaw, and I don't have hair recognition like Linda Booker.

What I do have is determination. I understand commitment, and I know from the inside out what it means to do the right thing, even when it is easier not to.

I listen to my clients, and I dedicate my time and energy to doing the best for them that any realtor can.

It is a tough market today, and you deserve a real estate professional who works hard for you. That would be me.



REFERRALS WANTED!

Do your friends, family and neighbors a favor and refer them to the Shew Team for the hardest working real estate professional in the neighborhood.