

# Christensen Real Estate Group

## *Seller's Guide*

### Introduction

*Eric's Mission Statement & Core Values*

*Our Strategy*



### Eric Christensen

*About Eric*

*Why Choose Eric As Your Agent?*

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### Marketing—From Listed to Sold!

*Marketing Your Property*

*Advertising Your Property*

*Pricing Your Property*



### Related Articles & Information

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# *Eric's mission statement & core values*

**My Mission** *Buying or selling a home is the largest financial transaction most people ever make. My mission is to give you exceptional service all the time, drawing from many years of experience to help you in your real estate move.*

**My Vision** *To be the most reliable and trusted professional in your life at this time.*

**My Goal** *To sell your home for the most amount of money, in the time period you need, with the least amount of hassles, stress, or problems.*

**My Values** *God, family, then business  
To do my best always  
To be honest, reliable and deserving of trust  
To be knowledgeable in all areas of the real estate business  
To be as helpful and patient as possible  
To work hard to get the job done correctly  
To negotiate fairly for all parties  
To always do what I say I will do—integrity is important  
To place the clients' interests ahead of my own*



*“You Deserve Exceptional Service”*

# Our strategy

## ***What is a “Real Estate Consultant?”***

### ***What makes us different?***

As your “trusted advisor,” a real estate consultant will offer the guidance and knowledge that you need to take you to the next level (and the next level, and the next, etc.) until you are comfortable with being committed to your real estate decisions.

As your personal real estate consultants, we optimize your experience in the real estate process with personal service tailored to your individual needs.

- **To handle the detail work**, such as mechanical and termite inspections, title work, earnest money, appraisals, mortgage work, and all of the many other details to ensure a successful close.
- **To stay in touch with you** so you will know what is going on every step of the way and where we are in the marketing process. We will always be accessible to you.
- **To help maintain the property** with the names of competent contractors, especially if your property is vacant or you are out of town.
- **To show you consideration** because we know you are living in your home, and it's sometimes difficult to have it ready to show.

***Our commitment to you is to do whatever it takes to make every facet of your transaction as smooth and comfortable as humanely possible.***

***“You Deserve Exceptional Service”***

*We are absentee landowners so we had to depend on the Real Estate experts to help us sell our property in Chico. Eric evaluated the property and informed us on what needed to be done in order to sell it. He got appropriate bids and kept us well informed. We depended upon Eric and he didn't let us down. To say we are grateful would be an understatement. My wife is a licensed Real Estate Broker with 12 years experience, and she feels Eric is one of the best Realtors she has ever encountered.*

*~ Carl & Phyllis Hoffman*

*We liked his easy, no push manner.*

*~ Joe & Jo Sains*

*I appreciate the professional way our sale was handled and Eric's willingness to walk us through the process and explain things clearly.*

*~ Rob Ryan*

*There were never any questions unanswered. I always felt my questions and concerns were always listened to.*

*~ Barbara Little*

*I was tired, stressed, and often-times cranky, yet Eric always was kind, gentle and, considerate. I admire you for that.*

*~ Tom Hignell*

*How great Eric was to deal with on my first buy. Eric was always prompt, courteous, and professional. I would highly recommend him as a broker, agent, and person.*

*~ R. J. Ballantyne*

***“You Deserve Exceptional Service”***

# About *Eric*



Eric has been serving the greater Chico area since 1988 and is excited to be partnering with Keller Williams Realty to provide clients with the exceptional service they deserve. From 1992-2006 Eric worked with Coldwell Banker DuFour Realty before starting Christensen Real Estate Group (CREG) in 2007. Eric is confident that his ability to serve clients will become even stronger through CREG and his association with Keller Williams Realty. Keller Williams Realty reflects the core values at the heart of Eric's real estate business since its inception. A key piece of this is their Values Statement which simply says, "God, Family, and then Business." Very few companies these days are able and willing to state clearly the importance of putting God and family before career. Eric knows that as he honors God and his family, his business will excel.

Eric has always had a strong commitment to education and with the unique and comprehensive educational resources offered by Keller Williams University, he and his team will be able to stay on top of the details of the ever changing real estate market so you don't have to.

Eric is also a licensed General Contractor and a real estate investor, having owned many types of properties. With these related experiences, he can assist you in the buying and selling of real estate and assure you that you will obtain the best deal possible.

Honored by clients and peers alike, Eric has the experience and integrity that will make buying or selling your home a memorable experience. Eric's service has been summed up by one satisfied customer, Lynne Little, "Many, many thanks for helping me buy my new home, sell my old one, and all of the special advice and concern you have shown me. You have helped make me a very happy person. Your card said '*expect the best*' and I really feel I got it!"

As a testament to his experience and service, Eric has been commended by his peers on numerous occasions year after year. His awards include MRR - Most Referred Realtor Award 1998-2000 and 1996 REALTOR® of the Year Award. Eric has been elected to serve the industry among his peers in the Chico Association of Realtors, holding offices such as Treasurer, Vice President, and most recently, President of the Association. In addition, Eric has consistently been a "Leading Sales Associate" at Coldwell Banker DuFour Realty since 1992 and continues this tradition at Keller Williams Realty. In short, you can trust Eric to provide the advice and service you need for all of your real estate transactions.

*"You Deserve Exceptional Service"*

# Why Choose Eric *as your agent?*

- Technologically advanced - the latest computer software and hardware
- Over 55% of current business referred by satisfied past clients
- I am personally financially sound
- I know how to respect what is most likely your largest financial asset - your home
- Honest and trustworthy
- I specialize in working with Listings and Sellers
- Christensen Real Estate Group - experienced team to facilitate your sales transaction
- Team includes Buyer's Specialist, Transaction Coordinator, Marketing Specialist
- Other team members - accountants, attorneys, contractors, handyman, designers, bankers
- I will give you exceptional service because you deserve it
- Unlike most Realtors, I will provide you with a Résumé and References to show you I'm the one for the job
- Involved in over 500 successful real estate transactions
- Excellent at problem anticipation and solving
- Proven, skilled negotiator to get you the most money and best terms
- Consult you on how to get your home in market ready condition for top dollar
- Caring
- Chico Association of Realtors - *Realtor of the Year*
- I listen to your needs
- Chico Association of Realtors - 1999 President, 1998 Vice President
- Licensed Full-time Broker, not just a sales agent
- I stay in touch with you so you always know what's happening
- Reliable
- I am a hard worker
- Chairman of Chico Association of Realtors Computer Committee, 1995-1999
- Because of my reputation, I stay busy even in slow real estate markets
- I exist in business to help you achieve your real estate goals

*“You Deserve Exceptional Service”*

# *for many reasons...*

- Experience since 1982—over 25 years—knowledgeable in all aspects of a transaction
- Extensive computer training
- Internet advertising of all listings on several sites
- Personally a student of Robert Bruss, syndicate columnist and author
- Fully automated agent: digital camera, fax, voice mail, e-mail, PDA, satellite phone
- Current on tax laws and real estate related events
- Familiar with IRC 1031 exchanges, Installment Sales, Resident Replacement rules
- Extensive construction background - Licensed General Contractor
- I can oversee and supervise all repairs and inspections regardless of how complicated
- Consistently "Leading Sales Associate" both at Coldwell Banker and now at Keller Williams
- Member of Chico Association of Realtors since 1989
- Chico Association of Realtors' Board of Directors, 1995-2005
- North Valley Property Owner's Association Board of Directors, 1997-1998
- Real Estate Investor - have owned and managed many types of property
- Intimately familiar with Tenant eviction process and Landlord/Tenant issues
- Unique marketing strategies
- Been a Seller and a Buyer - I personally know what the experience is like
- Been around longer than most agents - know what you want
- Liked and respected by other agents - they will gladly work with me
- Aggressive enough to make a difference
- Completed SweatHogs - 11 week intensive real estate training program
- Completed Star Power University's Listing Specialization course
- Trained in, as well as taught numerous real estate courses
- Easy Exit Listing Agreement and Personal Guarantee
- Very organized - FranklinCovey Day Planner - Personally a student of founder Hiram Smith

*“You Deserve Exceptional Service”*



## CHRISTENSEN Real Estate Group

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email: [eric@ericssells.com](mailto:eric@ericssells.com)  
website: [www.ericssells.com](http://www.ericssells.com)

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### SUMMARY OF SKILLS

I have worked in the Real Estate Industry since 1982 and have the background knowledge to keep your property sale or purchase as trouble free as it can possibly be. I have run into and solved most of the numerous problem situations that come up in our complex real estate market today. I have also participated in many tax deferred exchanges for various types of properties. I stay current with the newest legal aspects and codes that affect real estate sales. I am a dedicated full-time Real Estate Broker, which sets me apart from the many agents who are inexperienced or work part-time. My experience and professional attitude is what you gain by using me as your Broker for one of your most precious investments.

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### EDUCATION AND LICENSING

Real Estate Broker License	1993
Real Estate Sales License	1989
General Contractor License	1988
B.A. Degree, Geography, Minor in Geology	1978
California State University, Chico	

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### QUALIFICATIONS

#### Real Estate Experience

##### *General Sales*

- Over 20 years representing more than 500 transactions for both buyers and sellers
- Strong Contract writing skills

##### *Commercial Sales and Leases*

- Participation in commercial building sales and numerous leases representing various tenants and building owners

##### *Investments*

- I own and have owned many single family as well as multi-family rental properties. I have managed these myself and have a thorough understanding of tenant issues and tax codes for personal and investment real estate. Because of this I have great expertise in assisting my clients with their investment property purchases and sales

#### Construction Experience

- Personally worked, supervised and managed numerous multi-million dollar commercial and multi-family residential construction projects
- Actively participated in several major additions and remodels of exclusive San Francisco Bay Area homes as well as remodels of homes in Chico
- Provided inspection services for new and existing construction sites

*“You Deserve Exceptional Service”*



# Résumé

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## EMPLOYMENT

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<i>Christensen Real Estate Group, Keller Williams Realty</i>	<i>Present</i>
<i>Coldwell Banker DuFour Realty, Chico, CA</i>	<i>1992-2006</i>
<ul style="list-style-type: none"><li>• Annually ranked in Top 10 Sales Associates</li><li>• Coldwell Banker International President's Circle 1997-2006</li><li>• Coldwell Banker International Sterling Society 1996</li><li>• Coldwell Banker International Diamond Society 1995</li></ul>	
<i>Hignell &amp; Hignell, Inc., Chico, CA</i>	<i>1989-1992</i>
<ul style="list-style-type: none"><li>• Real Estate Associate</li></ul>	
<i>Cordes/Christensen Inv., Menlo Park and Chico, CA</i>	<i>1986-1989</i>
<ul style="list-style-type: none"><li>• General Contractor – Major home remodels and restoration</li></ul>	
<i>Herman Christensen &amp; Sons, San Carlos, CA</i>	<i>1970-1986</i>
<ul style="list-style-type: none"><li>• General Contractor for large apartment and condominium complexes; commercial concrete tilt-up, structural steel and high rise buildings; major and minor tenant improvements, and remodels of lease space.</li><li>• Project Manager/Estimator</li><li>• Assistant Field Superintendent</li><li>• General Laborer/Journeyman Carpenter</li></ul>	

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## PERSONAL

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### *Family*

I have been married since 1980 to my wife Liane, who is an accomplished interior designer. We have four wonderful children, Megan, Julie, Wesley, and William

### *Current and Past Affiliations*

- Chico Association of Realtors MLS Committee – 1994 - Present
- Neighborhood Church of Chico – Leadership 1998 – 2007
- Chico Association of Realtors – Realtor of the Year 1996
- Chico Association of Realtors Computer Committee Chairman 1995-1999
- Chico Association of Realtors Board of Directors 1995-2002
- Chico Association of Realtors President 1999; Vice President 1998
- North Valley Property Owners Association Board of Directors 1997 and 1998
- Coach – Chico Youth Soccer League
- California Association of Realtors
- Chico Area Flyfishers
- California Wild Turkey Federation
- Ducks Unlimited

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*Wanted to say thanks for your excellent service getting our Casa Del Lago closed. It's these small deals that are sometimes very difficult for us to close. You did a super job and it's much appreciated.*

*~ Kelly Mayashita, The Archon Group*

*You consistently went out of your way in resolving all the problems that came up in a friendly and helpful manner.*

*~ Mary Mills*

*Eric went way beyond what we expected, much more than any other Realtor we had ever worked with.*

*~ Howard & Jill Brown*

*It was very difficult to sell my mother's home, and you made it easier.*

*~ Mary Ann Wright*

*We enjoyed and appreciated the professionalism and the amount of money we received for the house.*

*~ Ron & Melody Pike*

*Just keep up the good work—they're doing a wonderful job!*

*~ Va Lee & Toua Thao*

***“You Deserve Exceptional Service”***

# Awards & honors

## #1 Agent in Closed Volume for August 2007

This certificate is awarded to  
Christensen R.E. Group

In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader Ginny Pitt Date 9/17/07  
Juan Ruel Date 9/17/07  
MCA

## #3 Agent in Written Volume for August 2007

This certificate is awarded to  
Christensen R.E. Group

In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader Ginny Pitt Date 9/17/07  
Juan Ruel Date 9/17/07  
MCA

## #1 Agent in Written Volume for May 2007

This certificate is awarded to  
Christensen RE Group

In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader Red Walle Date 6/4/07  
Juan Ruel Date 6/4/07  
MCA

## #1 Agent in Listing Volume for May 2007

This certificate is awarded to  
Christensen RE Group

In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader R. Walle Date 6-4-07  
Juan Ruel Date 6/4/07  
MCA

## #1 Agent in Written Volume for June 2007

This certificate is awarded to  
Christensen RE Group

In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader Ginny Pitt Date 7/2/07  
Juan Ruel Date 7/2/07  
MCA

## #1 Agent in Closed Volume for June 2007

This certificate is awarded to  
Christensen RE Group

In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader Ginny Pitt Date 7/2/07  
Juan Ruel Date 7/2/07  
MCA

## #1 Agent in Listed Volume for June 2007

This certificate is awarded to  
Christensen RE Group

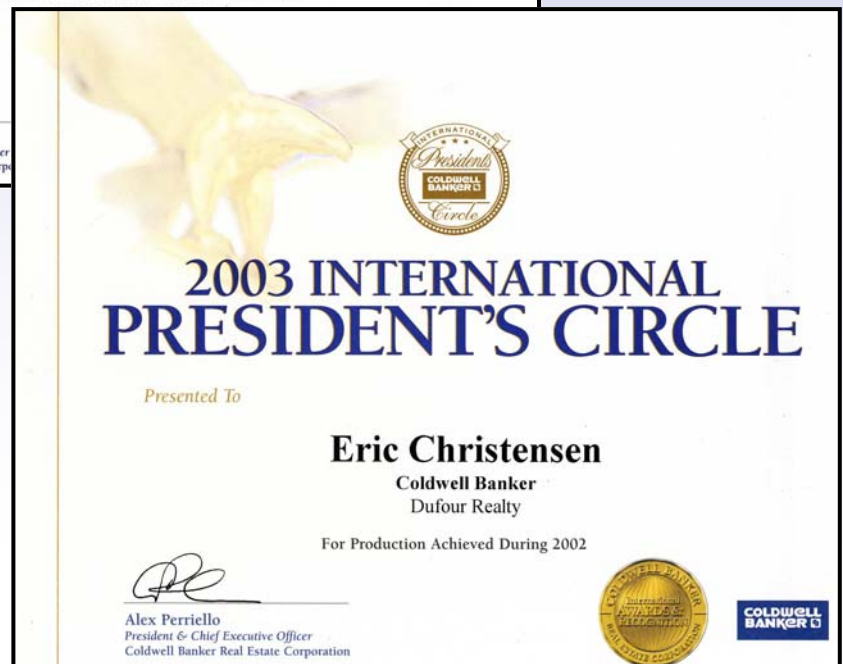
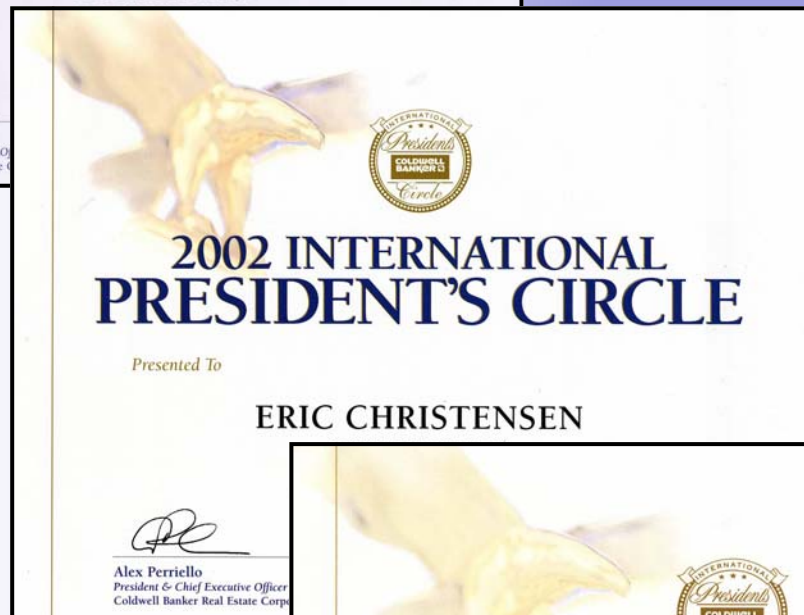
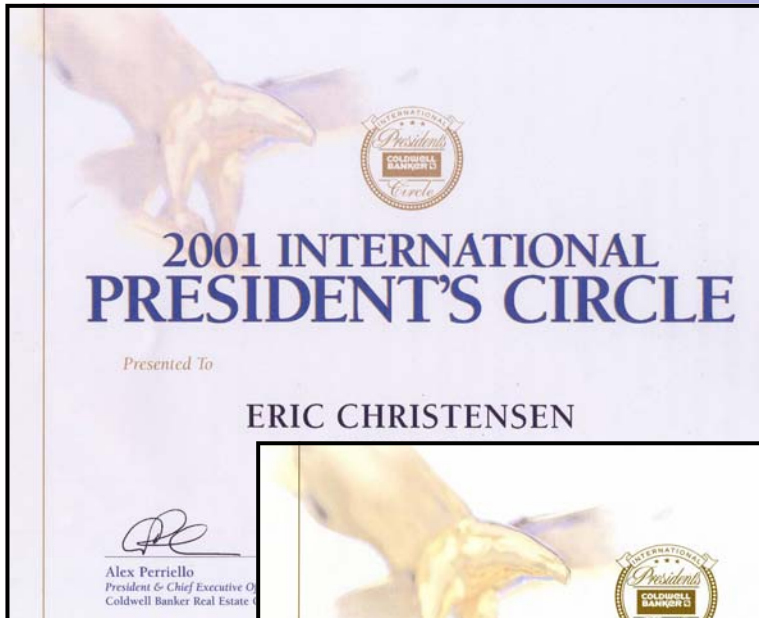
In recognition of valuable contributions to  
the Yuba-Sutter Market Center

**KELLER  
WILLIAMS.**  
Keller Williams Realty Yuba-Sutter

Team Leader Ginny Pitt Date 7/2/07  
Juan Ruel Date 7/2/07  
MCA

*"You Deserve Exceptional Service"*

# Awards & Honors



*“You Deserve Exceptional Service”*



*Efficient, timely service, strong organizational skills, professional manner. I like that he has specialized in the selling aspect of real estate rather than doing both purchasing and selling.*

*~ Bill & Patty Lewan*

*It was very overwhelming and challenging, but Eric did not take his money and leave us hanging. He continued to help us close this deal*

*~ Asa & Cher Curry*

*Eric took care of several problems that I didn't have time (as an out-of-area seller) to handle. He had good advice and also listened to my concerns.*

*~ Carol Edwards*

*Eric's willingness to provide suggestions and general counsel regarding the property and how to present and market it best.*

*~ George & Connie Nicolaus*

*Eric did all that was expected and more. It was the smoothest transaction we have ever had.*

*~ Paul & Andrea Rhodes*

*Use me as a reference anytime—wish he could come to Idaho and sell my house for me!*

*~ Gary Roe*

*Eric's courtesy and frank explanation of the entire process.*

*~ Norma Jones*

***“You Deserve Exceptional Service”***

# Interview Questions *to ask other agents*

*There are hundred of real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several different agents, and they all seem so convincing.*

*There is a way to determine who is the most likely to succeed in getting your price and terms. The key is knowing the right questions to ask. This is particularly important now as homes are selling more slowly.*

*The following list provides you with questions to ask your prospective Realtor. The list will not only help you select the right Realtor, but also get you the very best from the one you choose.*

1. How many total sales have you made in the last year? In your career?
2. How many listings do you have now?
3. How many homes have you listed for sale in the past year?
4. Could you give me a copy of your personal résumé?
5. Do you have other professionals that you can call on to answer technical questions about taxes and legal situations?
6. Do you have a personal assistant or other staff?
7. What have you done to advance the professionalism of the Real Estate industry?
8. How will you protect us in this transaction?
9. Do you have a system to follow up every showing of my house and provide that feedback to me?
10. Do you work as a full-time Realtor, and how long have you been in the real estate sales business?
11. How much of your business is from referrals by past satisfied clients?
12. How can you help me avoid taxes from my sale?
13. How will you assist in my relocation plans?
14. What's your percentage of listings sold and closed to listings taken in the past 12 months?
15. What is your ratio of sales price to listed price?
16. What is the average amount of time it took to sell those listings?
17. Do you have a list of past clients I can call for a reference?
18. If I don't like your performance, may I cancel our listing agreement at any time, no strings attached?
19. Can you give me three good reasons why I should choose you over anyone else?

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# Questions & answers from Eric

Part of my success is due in part to the competent team of professionals I have assembled to help move you smoothly through the sale of your property. My team includes:

- ☐ Title and Escrow Companies
- ☐ Loan Officers
- ☐ Advertising Consultants
- ☐ Tax Deferred Exchange Facilitators
- ☐ Attorneys
- ☐ Inspectors, including termite, roof, septic, well, pool, whole house, and retrofit
- ☐ Accountants
- ☐ Home Fix-up Contractors, including painters, handymen, floor covering experts, roofers, plumbers, janitorial services, landscape maintenance services, carpet cleaners, appliance repairmen, electricians, heating & air conditioner consultants
- ☐ Appraisers
- ☐ Licensed Real Estate Agent/Assistant
- ☐ Executive Assistants



***Do you do it all  
by yourself?***

A well managed escrow is essential for a trouble-free sale. That's why I have assistants to keep my business running smoothly. One of them works full-time just coordinating the escrow paperwork, which is immense. Their hard work to keep on top of issues that arise during the escrow period and my ability to troubleshoot and problem solve usually keeps this critical time going smoothly. Some of my past clients have remarked, *"It went so smoothly. I didn't think that you guys were doing anything."* That's the way we want it to be! But most importantly, we dot all our "i's" and cross all our "t's" because we don't want you to have a problem with the Buyer after the close of escrow when there is hardly anything left to negotiate with in your favor.


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# Questions & answers from Eric

*Please don't select your Real Estate Agent based on pricing of your home and fees alone.*

Why?

An agent should be chosen based on experience, the service provided, contract writing, and negotiating skills. A major factor in any home sale is the escrow period where problem solving is key in holding a sale together and not to have any negative issues come up after close of escrow.

  
*What's the best way to select an agent?*

Many agents will tell you any price they think you want to hear so they will get the listing. So if this price is significantly high, your home could sit on the market for months with no activity. The agent will then, most likely, come back to you for a price reduction to get the home down to where it should have started—thus you have wasted valuable marketing time.

I'm providing questions you should ask when you are interviewing an agent to sell your home. Please review them and compare the questions and comments to the information about me contained in this binder. I am sure you will see that I have an extensive amount of experience. Another key question to ask any agent is, “How many homes have you personally sold in the last 6 to 7 months?” and “How many of these sales are of homes listed versus buyers buying?” This will give you an idea of how active the agent is.

*“You Deserve Exceptional Service”*



# Commission *what is it?*

7%

## **The “Sell It Quick” Plan**

We pay a bonus to the agent who procures a buyer for a total fee of 4%. We charge a 3% fee for marking, negotiating, and shepherding the transaction through the escrow process.

6%

## **The “Industry Standard” Plan**

We pay the agent who procures a buyer a 3% fee and we charge a 3% fee for marketing, negotiating, and shepherding the transaction through the escrow process.

4%

## **The “We Found the Buyer” Plan**

If we find the buyer *and* no other agent is involved, we reduce our fee to 4%.

2.5%

## **The “You Found the Buyer” Plan**

If you find the buyer prior to our listing agreement *and* no other agent is involved, we reduce our fee to 2.5%.

0%

## **The “You Found the Buyer” Plan with no help**

If you find the buyer prior to our listing agreement, *and* no other agent is involved, *and* we haven’t represented you, *and* you take care of your paperwork, we reduce our fee to 0%. (But, you have to take my wife and I out to dinner.)

*“You Deserve Exceptional Service”*

# Easy Exit *listing agreement*

## ***What is the biggest fear when listing your home?***

It's simple.

You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Worry no more.

Christensen Real Estate Group takes the risk out of listing your home through our Easy Exit Listing Agreement:


- *Should Christensen Real Estate Group (CREG) not perform to your expectations, and Eric or CREG cannot resolve the situation within 24 hours after being notified of it, you are entitled to terminate the listing agreement.*
- *Furthermore, if we get through the entire process of selling your home and at closing you are not completely satisfied with the job we did for you, we will refund the portion of the commission that CREG received from the sale.*

## ***What is the purpose behind this Easy Exit Listing Agreement?***

It's simple.

Peace of mind.

*“You Deserve Exceptional Service”*



*Eric was recommended by several friends. We felt we could trust him to be fair and honest and he was! Eric kept us informed each step of the way. We were very pleased with all aspects of the service.*

*~ Vivian McCurdy*

*It's very stressful, but Eric did everything to minimize the stress and to make things go smoothly. We have the highest praise for Eric.*

*~ James & Lilia Crawford*

*The "smoothness" of the transaction given the short time frame.*

*~ Larry & Carol Lane*

*We were acquainted with Eric and were aware of his reputation via word of mouth. Decided that it was wise to work with someone we trusted.*

*~ Don & Heather Rogers*

*Eric kept close contact with us, kept us updated frequently, and was courteous with all our questions. Eric was efficient and assuring, prompt, and helpful. Eric went way beyond what we expected, much more than any other Realtor we have ever worked with.*

*~ Darryl & Patti Johnson*

*I think you went above and beyond in every way. You got bids for us on repair work needed and gave us the benefit of your considerable expertise on contracting matters.*

*~ Bea Bible*

***"You Deserve Exceptional Service"***

# Selling Your Home *my marketing plan*

*My marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: prospective homebuyers, local real estate agents, and investors. Most of the following items in the marketing process happen the first week or two and many others are ongoing. These items are not necessarily in order time wise and some may not apply to your property. I will:*

1. Price your home to be competitive with the current market and current price trends.
2. Stage your home and showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paints, and pleasing curb appeal. Please see "Home Enhancement" articles.
3. Place professional designed Christensen Real Estate Group (CREG)/Keller Williams Realty For Sale sign, complete with property flyers that are accessible to drive-by and showing prospects.
4. Use a professionally narrated interactive Voice Response system to provide free recorded information about your home 24 hours a day, 7 days a week. Each inquiry will be followed-up with a personal phone call.
5. Distribute *Just Listed* postcards to neighbors, encouraging them to tell their family and friends about your home.
6. Optimize your home's Internet presence by posting it on local and global MLS systems with multiple photographs and creative descriptions. Also place on various websites such as Ericsells.com, Realtor.com, KWLS, Cyber Homes, AOL, and the Wall Street Journal for maximum exposure.
7. If applicable, create a 360° virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
8. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.

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# Selling Your Home

## *marketing plan continued*

9. Advertise your home in my real estate newsletter/postcard and direct mail campaigns.
10. Provide an “Open House” if necessary or requested by you.
11. Target my marketing to active buyers and investors in my database that are looking for homes in your price range and area.
12. Provide you with updates detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.
13. Take digital pictures for flyers and Internet placement.
14. Professional narrator to view home for recording.
15. Personally pitch property at the Wednesday MLS meeting.
16. Small brunch or drawing at house on MLS tour day.
17. Information sheets at house on MLS tour day.
18. Listing on “Hot Sheet” for agents to preview.
19. Provide flyers to leave inside home showings for buyers to take with them.
20. Flyers regularly distributed to other agents—as reminders.
21. Follow up on every showing with showing agent.
22. Send the showing feedback to you.
23. Update agents at our Tuesday company meetings.
24. Meet with you in two weeks to discuss progress and pricing if necessary.
25. Input your listing into the MLS system immediately. Some agents wait.
26. Have property information flyers available at Wednesday MLS meetings.

*“You Deserve Exceptional Service”*

# What You Do & Don't Control

## **Seller Controls:**

- **Property Condition**
- **Availability for Showing**
- **Price**
- **Home Warranty**

## **Seller Doesn't Control:**

- **Competition**
- **Buyer's or Seller's Market**
- **Interest Rates**
- **When The Perfect Buyer Walks Thru Door**



## Home Selling Process



*“You Deserve Exceptional Service”*

# Advertising the “For Sale” sign

A CREG “For Sale” sign prominently displayed on your property will generate calls from prospective buyers. These signs have been professional designed to maximize the message and draw attention to your property with their visual appeal and clear display of information. This sign will promote your property 24 hours a day, 7 days a week, rain or shine.



*bright, bold  
colors*

*designed for  
impact*

*promoting your  
property 24/7*

*informative*

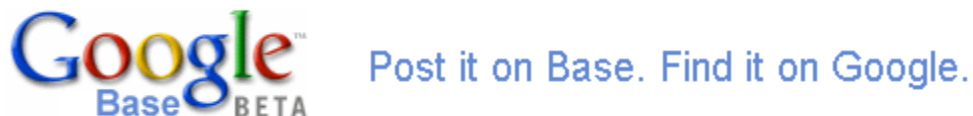
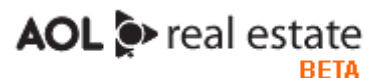
*“You Deserve Exceptional Service”*



# Advertising *internet*



craigslist



*“You Deserve Exceptional Service”*



*Thanks so much for all your assistance with the sell of my mother's home. The process went much quicker than I had anticipated. I appreciate all the time and effort you put into the sell.*

*~ Tarita Moehrke*

*We were very happy dealing with you. We thank you again for all your help. You seemed to either know the answers to all of our many questions or always got them for us quickly.*

*~ Mr. & Mrs. Henson*

*He did an excellent job, and his years of experience are a real asset.*

*~ Art & Julie Suniga*

*Eric knows his business! He kept the owner (me) well informed!*

*~ Smai Lusk*

*Many, many thanks for helping me buy my new home, sell my old one, and all of the special advice and concern you have shown me. You have helped make me a very happy person. Your card said "expect the best," and I really feel I got it!*

*~ Lynne Little*

*He was recommended to me by Norma Jones, and I was impressed by his professional demeanor.*

*~ Judi Schalley*

*Eric's willingness to provide suggestions and general council regarding the property and how to present and market it best.*

*~ George & Connie Nicolas*

***"You Deserve Exceptional Service"***

# Questions & answers

## *What are the risks of overpricing?*

Several things. Overpricing:

**Attracts the Wrong Prospect:** Most respondents will be expecting to see more and will be disappointed when they compare your home to others that are priced right.

**Loses Qualified Buyers:** They are already looking at similar homes that are priced right.

**Helps Sell the Competition:** Your higher price makes competing homes more attractive to qualified buyers.

### **Eliminates Offers**

**Can Lead to Home Loan Rejection:** Even if a bidder is found, a lower appraisal can cause the home loan to be rejected.

### **Reduces Advertising Response**

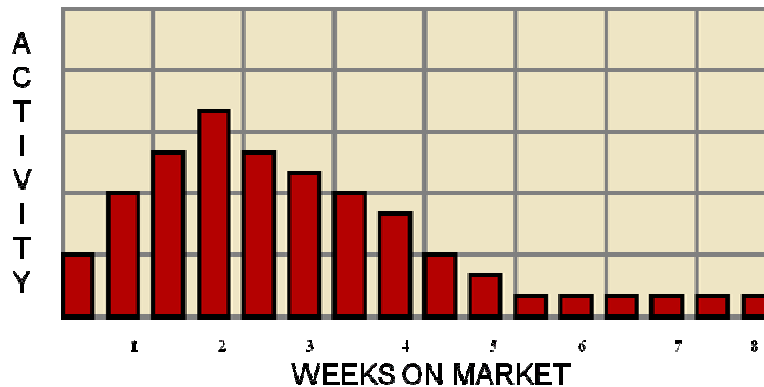
**Reduces Sales Agent Activity:** Other agents know fair market prices and will not waste time on overpriced property.

**Market Ages the Property:** When the price of the market aged property is eventually lowered, it will be market aged and burdened with a bad reputation.

**Ultimately Will Attract Bargain Hunters:** When the price of a stale, dated property is eventually lowered, it will attract bargain hunters who, hoping for a desperate sale, will come in with even lower bids.

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# Selling Price Vs. Timing



- 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.

## Pricing Misconceptions

It is very important to price your property at competitive market value at the signing of the listing agreement. Historically, your first offer is usually your best offer.



### ***Buyers & Sellers Determine Value***

The value of your property is determined by what a **BUYER** is willing to pay and a **SELLER** is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other property SOLD in your area.

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# Thinking about *selling it yourself?*

***Myth #1: 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 without a real estate agent. Over 70% of these homeowners say that they would never do it again.

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## **Pitfalls Of Agentless Real Estate Sale**

Homeowners face legal paperwork, disclosures

Robert J. Bruss *May 7, 2006*

DEAR BOB: Twelve years ago we successfully sold our home "for sale by owner" and saved the real estate sales commission. Now we are trying to sell our townhouse without an agent and are ***encountering nothing but problems***. The additional legal paperwork and required disclosures are amazing. More important, we discovered that even paying a local Realtor to put our listing into the local multiple listing service (MLS) for a \$795 fee hasn't brought results. The local agents aren't showing our home although it is reasonably priced and we offer a 2 percent broker co-op commission. We had one very serious buyer who came back three times. But she wanted us to reduce our sales price by 6 percent to compensate since we wouldn't have to pay a sales commission. Any suggestions how we can sell our home and save the sales commission? --Norman V.

DEAR NORMAN: No. As longtime readers know, I do not recommend attempting to sell your home alone without a professional real estate agent. Although I am a real estate broker, unless I sell a rental house to my tenant, ***I always list it with a local Realtor***. There are many reasons.

Full-time, professional real estate agents know local market values, whether they are rising or falling. By attempting to sell alone, you could be vastly underpricing your home. Or maybe it is overpriced so prospective buyers will stay away.

Most prospective home buyers shy away from "for sale by owner" newspaper classified ads. They fear the seller is "strange" for not listing with a realty agent. There is a good reason more than 80 percent of home sales are handled by real estate agents.

As a do-it-yourself home seller, although you paid \$795 to put your listing in the local MLS, that doesn't mean it will be actively marketed. The MLS is a very powerful marketing tool, but your home also needs exposure on the Internet, such as [www.Realtor.com](http://www.Realtor.com), and other Web sites, which only a pro-active listing agent can provide.

Offering a mere 2 percent sales commission to a buyer's agent is an insulting joke. Get realistic. In today's competitive home sales market, you should list with a successful, aggressive real estate agent to get your home sold and to comply with today's disclosure requirements to ***prevent future legal problems***.

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## Pre-sale Renovations Well Worth the Cost

**Pamela Reeves • Scripps Howard News Service**

Recently I received a question from a reader that many people face when they get ready to sell a house: Do you really have to spend all that money fixing it up?

The answer from most real estate agents is yes, spend the money. The reason - typical home buyers lack imagination. They can't see beyond the stained carpet, the nicks on the walls, the cracked linoleum and the clutter your kids left on the family room floor.

Almost any real estate agent will advise you to get rid of the clutter in your house - your version of clutter may differ from theirs - and do all the cosmetic fix-ups you can afford.

That means painting the inside of the house, replacing or taking down damaged wallpaper, replacing worn or damaged carpets, polishing scruffy-looking wooden floors and making sure the kitchen is in tip-top shape - everything from tile to appliances. A real estate agent recently told a friend of mine he would even have to replace an aged stove to get his house moving.

And that's just for starters. If the outside of the house doesn't look good, no one will even come in. You may have to spend a lot of money fixing up the yard, the driveway and the front door.

This conventional wisdom is right about most buyers, but here's a little secret. If you're in a market where houses are selling rapidly, you may not have to fix up anything because savvy real estate investors are always on the prowl for houses that don't appeal to the masses.

They're constantly looking for a fixer-upper that's basically in good shape, which they can buy at a below-market price. Then they typically spend several thousand dollars making it look good and resell for a substantial profit.

So if you don't want to spend money on the fix-ups, figure out how much you can lower your price to attract a house-smart buyer. You probably won't come out ahead financially this way, but you could save yourself time and hassle, which for some people is well worth the tradeoff.

In a buyer's market, however, it's riskier to try marketing an unappealing house because when buyers have a lot of choices, sellers generally have to drop their asking prices anyway, so you lose your advantage.

Also, if you're in a hurry to sell the house, you'd better fix it up quickly because a smart buyer may not happen upon your house right away.


In my own experience, I learned that real estate agents are right about the fix-ups. I had a rental house where the tenants were clean, but messy, and agents complained that the potential buyers they had brought to the house couldn't see through the clutter.

I had another tenant who was a slob, and when she moved out I had to replace the carpeting, have all the walls repainted, and spend hours scrubbing the kitchen appliances, shining the battered floor, cleaning the windows and replacing missing parts of the sink and bathtubs. I also added pretty towels and a matching soap dish to the first-floor powder room.

Then I lowered the price below market value since I was in a hurry to sell and there was a glut of similar-looking town houses for sale in the area. A smart young real estate agent without much money noticed the low price in the multiple listing pool and took his wife to see the house. She loved it at first sight.

I'm sure she wouldn't have been able to see its good points the way it looked just a month earlier.

*"You Deserve Exceptional Service"*



*I knew Eric was taking care of things, and I didn't have to worry.*

*~ Floyd & Vera Mae Robinson*

*We were referred from my parent's real estate agent in Palm Springs. He knew that Eric was the "Top Seller" in the Chico area so he gave us his number.*

*~ Tony & Janice Bartholomew*

*Eric obtained an offer fast and with the terms desired.*

*~ Dan & Kathy Herbert*

*Thank you for the outstanding job you did in helping me purchase my home. You and your staff's attention to detail should be commended. As they say, it's the little things that count.*

*~ Daniel F. Hunt*

*It was fast; Eric handled the detail work so I didn't have to.*

*~ Marvin Taylor*

*He sold my house in the timely manner we needed, and we felt confident he would deliver.*

*~ Denise Riley*

*He was referred by friends and, after meeting Eric, he showed a very good knowledge of the market here in Chico.*

*~ Rebecca Hock*

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# Real Estate *terms*

**Acceptance:** the date when both parties, seller and buyer, have agreed to and completed signing and/or initialing the contract.

**Adjustable Rate Mortgage:** a mortgage that permits the lender to adjust the mortgage's interest rate periodically on the basis of changes in a specified index. Interest rates may move up or down, as market conditions change.

**Amortized Loan:** a loan that is paid in equal installments during its term.

**Appraisal:** an estimate of real estate value, usually issued to standards of FHA, VA and FHMA. Recent comparable sales in the neighborhood is the most important factor in determining value

**Appreciation:** an increase in the value of a property due to changes in market conditions or other causes. The opposite of depreciation.

**Assumable Mortgage:** purchaser takes ownership to real estate encumbered by an existing mortgage and assumes responsibility as the guarantor for the unpaid balance of the mortgage.

**Bill of Sale:** document used to transfer title (ownership) of PERSONAL property.

**Cloud on Title:** any condition that affects the clear title to real property.

**Consideration:** anything of value to induce another to enter into a contract, i.e., money, services, a promise.

**Deed:** a written instrument, which when properly executed and delivered, conveys title to real property.

**Discount Points:** a loan fee charged by a lender of FHA, VA or conventional loans to increase the yield on the investment. One point = 1% of the loan amount.

**Easement:** the right to use the land of another.

**Encumbrance:** anything that burdens (limits) the title to property, such as a lien, easement, or restriction of any kind.

**Equity:** the value of real estate over and above the liens against it. It is obtained by subtracting the total liens from the value.

**Escrow Payment:** that portion of a mortgagor's monthly payment held in trust by the lender to pay for taxes, hazard insurance and other items as they become due.

**Fannie Mae:** nickname for *Federal National Mortgage Corporation* (FNMA), a tax-paying corporation created by congress to support the secondary mortgages insured by FHA or guaranteed by VA, as well as conventional loans.

**Federal Housing Administration (FHA):** an agency of the *U.S. Department of Housing and Urban Development* (HUD). Its main activity is the insuring of residential mortgage loans made by private lenders. The FHA sets standards for construction and underwriting but does not lend money or plan or construct housing.

**FHA Insured Mortgage:** a mortgage under which the *Federal Housing Administration* insures loans made, according to its regulations.

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# Real Estate Terms

## *continued*

**Fixed Rate Mortgage:** a loan that fixes the interest rate at a prescribed rate for the duration of the loan.

**Foreclosure:** procedure whereby property pledged as security for a debt is sold to pay the debt in the event of default.

**Freddie Mac:** nickname for *Federal Home Loan Mortgage Corporation* (FHLMC), a federally controlled and operated corporation to support the secondary mortgage market. It purchases and sells residential conventional home mortgages.

**Graduated Payment Mortgage:** any loan where the borrower pays a portion of the interest due each month during the first few years of the loan. The payment increases gradually during the first few years to the amount necessary to fully amortize the loan during its life.

**Lease Purchase Agreement:** buyer makes a deposit for future purchases of a property with the right to lease property in the interim.

**Lease with Option:** a contract, which gives one the right to lease property at a certain sum with the option to purchase at a future date.

**Loan to Value Ratio (LTV):** the ratio of the mortgage loan principal (amount borrowed) to the property's appraised value (selling price). Example – on a \$100,000 home, with a mortgage loan principal of \$80,000 the loan to value ratio is 80%.

**Mortgage:** a legal document that pledges a property to the lender as security for payment of a debt.

**Mortgage Insurance Premium (MIP):** the amount paid by a mortgagor for mortgage insurance. This insurance protects the investor from possible loss in the event of a borrower's default on a loan.

**Note:** a written promise to pay a certain amount of money.

**Origination Fee:** a fee paid to a lender for services provided when granting a loan, usually a percentage of the face amount of the loan.

**Private Mortgage Insurance (PMI):** see *Mortgage Insurance Premium*.

**Second Mortgage / Second Deed of Trust / Junior Mortgage / Junior Lien:** an additional loan imposed on a property with a first mortgage. Generally, a higher interest rate and shorter term than a "first" mortgage.

**Settlement Statement (HUD-1):** a financial statement rendered to the buyer and seller at the time of transfer of ownership, giving an account of all funds received or expended.

**Severalty Ownership:** ownership by one person only. Sole ownership.

**Tenancy In Common:** ownership by two or more persons who hold an undivided interest without right of survivorship. (In event of the death of one owner, his/her share will pass to his/her heirs.

**Title Insurance:** an insurance policy that protects the insured (buyer or lender) against loss arising from defects in the title.

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