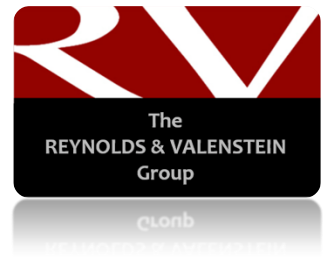


HOME SELLING GUIDE



JOHN REYNOLDS, Associate Broker
SANDY VALENSTEIN, Realtor®

The TEAM



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The REYNOLDS & VALENSTEIN Group

The REYNOLDS & VALENSTEIN Group - John Reynolds and Sandy Valenstein - have been providing excellent service and industry expertise to their clients for over 30 combined years. Now in partnership, **The REYNOLDS & VALENSTEIN Group** is combining their many years of real estate expertise to provide an even higher level of service to previous clients and to a whole new generation of home buyers and sellers.

In addition, **The REYNOLDS & VALENSTEIN Group** has forged relationships with some of the finest and most reputable vendors in the business. From mortgage, to title, to home inspection...and beyond; **The REYNOLDS & VALENSTEIN Group** has a team of real estate professionals ready and able to handle your needs!

The REYNOLDS & VALENSTEIN Group - *agents of change* in a rapidly changing market.

JOHN REYNOLDS

Over 20 years as a residential real estate professional.

Land development, property management, licensed sales, and training.

Managed a multi-property portfolio of over 2100 units in Baltimore City.

Developed and managed the operation of 5 apartment communities for seniors in the Baltimore Metro area.

A former RE/MAX broker who has overseen the business of hundreds of agents.

A real estate educator and trainer.

CEO and Founding Partner of **The REYNOLDS & VALENSTEIN Group**

Board President of the Hunting Hills Swimming Club

Board Member of the Ten Hills Homeowners Association

Board Member of the Episcopal Cathedral of the Incarnation in Baltimore.

Happily married for 23 years

Father of 4 great children

Proud resident of Baltimore City

The 4 Factors

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There are only 4 factors that determine WHEN, WHY, and HOW a home will sell:

1. Price
2. Condition
3. Location
4. Marketing effort

The homes that sell the fastest are those homes that are professionally and aggressively *marketed*, and that are listed at a *price* that is in direct relation to the *condition* and *location* of the home.

Nearly 25% to 35% of all listings do not sell. The market rejects them. In other words, the market did not accept the **Marketing Effort**, the **Price**, the **Condition**, the **Location**, or a combination of these areas—perhaps all four of them!

The good news is that you control two of these areas:

1. **Price**
2. **Condition.**

We control one:

1. **Marketing Effort.**



Factor 1: Price

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Being overpriced is usually the reason a home does not sell; but condition will help determine what the market is willing to pay.

Remember that **YOU** control price and condition.

The wrong price attracts the wrong buyers. It creates a bad reputation for the house in the market place and makes properly priced homes look even better.

Would anyone intentionally put their home on the market to help sell the competition?



Pricing Your Home



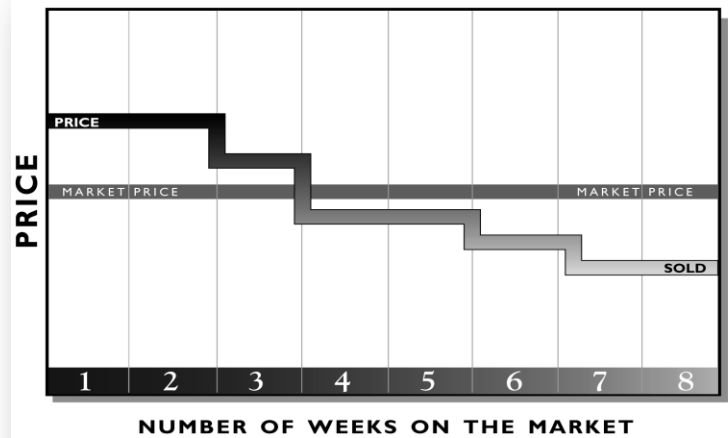
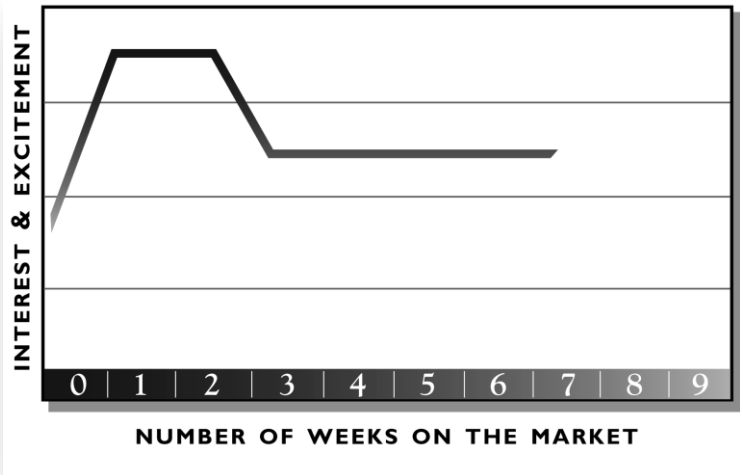
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According to the National Association of Realtors® and research conducted by MRIS, homes receive the highest level of interest during their first 2 weeks on the market.

That's why its so important for a home to be priced correctly from the beginning. Pricing a home out of the market will prevent it from being shown.

By the time the home is priced correctly, buyer interest has waned and the home will sell for less than market value.

The **REYNOLDS & VALENSTEIN Group** are diligent in researching the current conditions and nuances of the area markets. They will provide you with all the information you need to make a *wise pricing decision*.



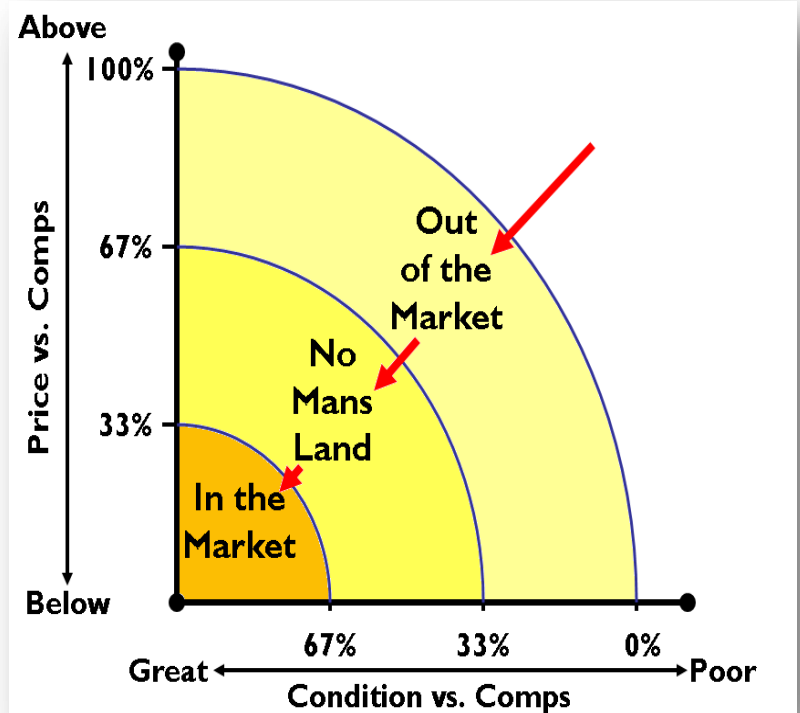
Factor 1: Price

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As the graph illustrates, only about 30% of homes currently on the market are actually **IN** the market. The remaining 70% are incorrectly priced in relation to their condition. Of those, about half are in **NO MANS LAND** – that in-between place for homes that entered the market as overpriced and are now chasing the market through price reductions to get the home sold.

HINT: Price your home correctly from the beginning to get it sold quickly and for top dollar. The REYNOLDS & VALENSTEIN Group are your experts in determining fair market value for your home.

IN the Market or Simply *ON* the Market?



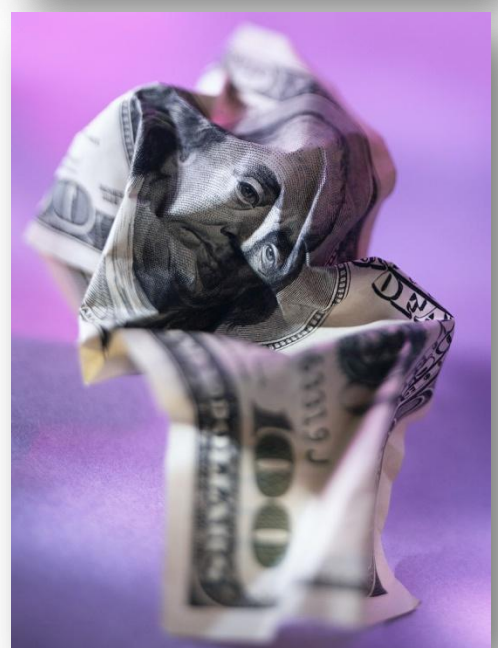
Factor 2: Condition

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Imagine someone approaches you with 2 one hundred dollar bills in their hands. One of the bills is crisp and new, while the other is worn and wrinkled. The person tells you that you can only pick one. Which one will you pick?

Both of the bills serve the same function and are equal in value, but most people will always choose the nice, clean, crisp one over a dirty wrinkled one.

How does your house look to others? This is the crucial important difference between Showing condition and Living condition.

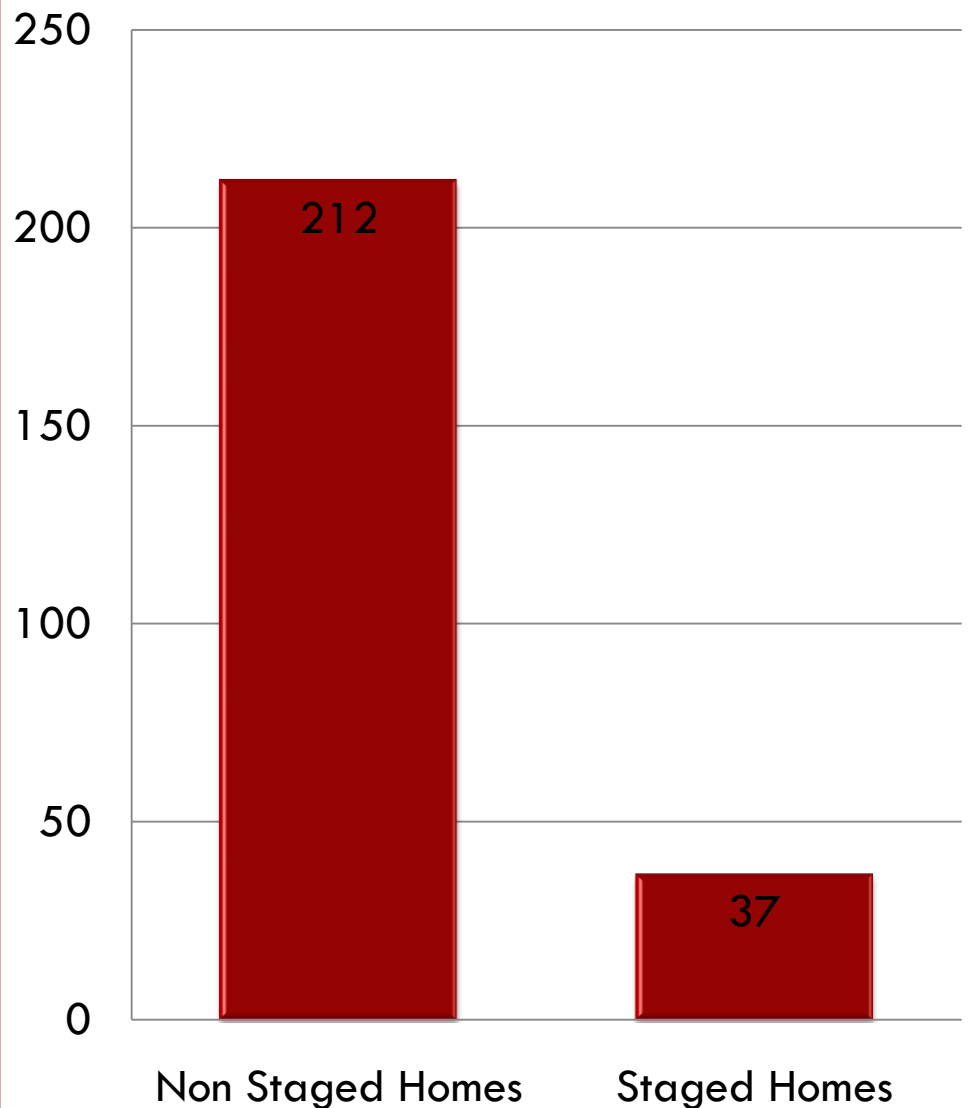


Factor 2: Condition

According to the National Association of Realtors®, homes that are well-staged will sell faster and at a higher price. In fact, a recent survey of professionally staged homes illustrates just this point – 212 average days on the market versus 37 average days for homes that were professionally staged.

The REYNOLDS & VALENSTEIN Group prides itself on its ability to present your home in the BEST possible light, ensuring that it will attract the attention of prospective buyers

Days on Market Before Sale



Factor 3: Location

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Other than the example shown in the picture below, there really isn't much that can be done about location except to accent the positives and minimize the negatives...and price your home accordingly



Factor 4: Marketing

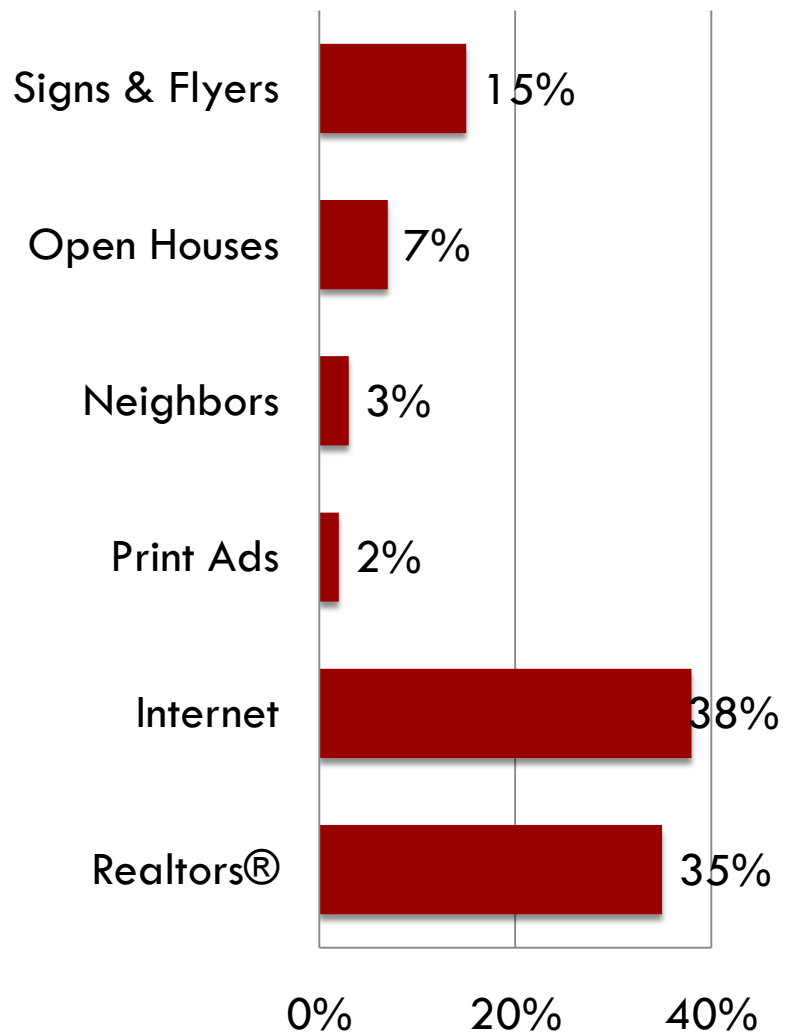
Most agents will put a sign in your yard and enter your property on the MLS...then wait for the buyers to come. Our philosophy is different. Yes, we will put a sign in your yard; and yes, we will enter your home on the MLS...but we take it a bit further.

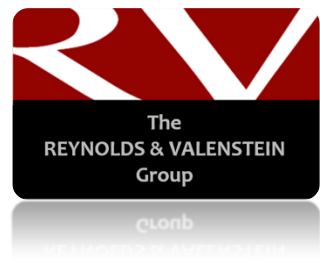
The REYNOLDS & VALENSTEIN Group believes that in order to sell your home on time and at the highest price the market will allow, we need to take your home to the buyers...not the other way around. Why wait for buyers to see your property when we have the ability to show it to them where they are?

According to the National Association of Realtors (2009), 38% of buyers are looking for homes on line. In fact, 87% of all consumers are online searching, learning or interacting with something pertaining to real estate.

No one markets more homes online than the **REYNOLDS & VALENSTEIN Group** and Keller Williams

Where Do Buyers Come From?

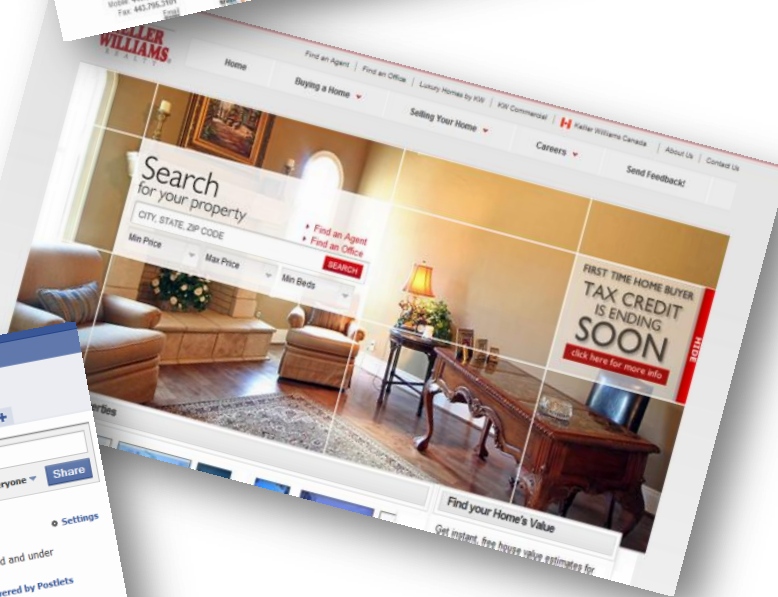




Factor 4: Marketing

Technology has brought us the ability to communicate and interact with more people on a daily basis than ever before. **The REYNOLDS & VALENSTEIN Group** leverages technology to bring your home to the attention of the world!

By featuring your home on the **Keller Williams Realty** corporate website, our office website, and our individual team websites, you can be assured that your home will attract the attention of the home-buying consumer.



Factor 4: Marketing

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In order to reach an even larger group of potential buyers, your home will be displayed prominently on our Facebook, Twitter, LinkedIn, and Craigslist pages.

In addition, as a result of our good relationships with other real estate professionals, your home will be brought to the attention of the **top 2,100+ Realtors® in the region**. Not only will our friends in the industry learn of your home through the MLS and websites, they will receive personalized greetings on a regular basis, delivered directly to their inbox, announcing that your home is on the market and reminding them of your home's availability, open houses, changes to the listing, etc. You reap the benefits of the relationship we've spent years building with other real estate agents!

Finally, through the use of our exclusive and proprietary listing solution – **The RVY Listing System (RVYLS)** – your home will be featured on nearly 200 of the top real estate search sites in the world!



Factor 4: Marketing

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The REYNOLDS & VALENSTEIN Listing System - RVLS

When you list a home with **The REYNOLDS & VALENSTEIN Group**, your home is automatically syndicated to the top real estate search engines in the world.

No one advertises homes online more than **The REYNOLDS & VALENSTEIN Group** and Keller Williams!





Factor 4: Marketing

	REYNOLDS & VALENSTEIN Group	Other Typical Agents
Realtor.com	✓	✓
Corporate website	✓	✓
Agent/Team website	✓	✓
Facebook	✓	
Twitter	✓	
LinkedIn	✓	
Property website	✓	
Google	✓	
Trulia	✓	
Redfin	✓	
Email campaign to top 2100+ area agents	✓	
RVYLS	✓	
Our competitors websites	✓	
The top 200 real estate search engines in the world!	✓	



Factor 4: Marketing

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- **12-Point Marketing Program**
 - Staging and Pricing Strategies
 - For Sale Signs, Rider Signs, Directional Signs
 - Box with Flyers and Distribution of Flyers in Neighborhood
 - Social Networking
 - RYVLS – The RYV Listing Service
 - Flyers in House/Comment Cards
 - Multiple Listing Service
 - Web Listings with Virtual Tour
 - Open House Program
 - Track Showings/Collect Feedback
 - Weekly Seller Updates
 - Broker's Open House
 - and more!

6 Selling Myths Uncovered



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Myth #1: You should always 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. There are more important things to be done.

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.

6 Selling Myths Uncovered



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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: Your home must be every home buyer's dream home.

Truth: If you get carried away with repairs and replacements to your home, you may end up over-improving the house.

There is a point where improving your home doesn't pay off. The key is to consider what competing properties feature and look like. A highly-motivated real estate agent will consult with you on what competing properties have to offer – he/she can even show you competing properties so that you can make sound home improvement decisions.

6 Selling Myths Uncovered



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Myth #5: 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.

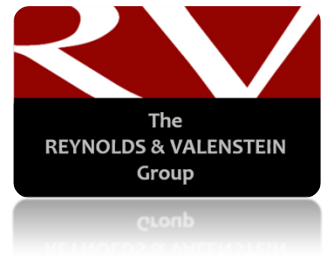
Homeowners who succeed in selling their home by themselves usually net less than if they had a real estate agent working for them. The *National Association of Realtors* surveys consumers every year, including homeowners who succeeded in selling their home without a real estate agent. Over 70% of these homeowners say that they would never do it again.

Myth #6: 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, and you don't want to lose the sale because you have stalled in replying.

Top Selling Condition Checklist

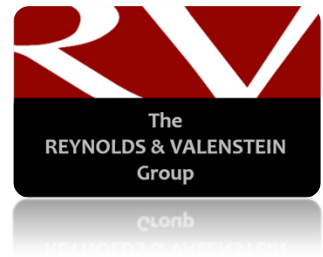


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Curb Appeal

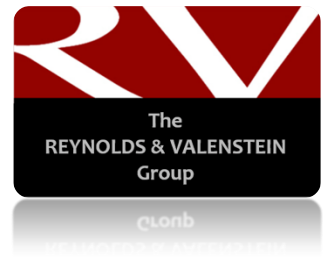
- ❑ Drive up to your home and look at it from afar. Look at it through the eyes of buyers.
- ❑ Check the shingles – repair or replace damaged shingles.
- ❑ Clean and repair the gutters.
- ❑ Clean and repair the HVAC units.
- ❑ Repair broken windows and shutters. Replace torn screens. Make sure frames and seams have solid caulking.
- ❑ Repair or replace door knobs, doorbell and light fixtures if necessary.
- ❑ Remove all toys, equipment and litter.
- ❑ Remove cobwebs and nests.
- ❑ Remove mildew, moss and stains from the side of your home – use bleach. Remove stains from the walkways and driveway – use concrete cleanser and/or kitty litter.
- ❑ Repair and clean patio furniture and deck area. Remove anything that can't be repaired.

Top Selling Condition Checklist



Curb Appeal (continued)

- ❑ Make sure the spa and pool sparkle.
- ❑ Go around and touch up the exterior of your home with putty and paint.
- ❑ Clean or paint the front door and mailbox.
- ❑ Hose off the exterior of your home, especially around entrances. Use siding cleanser.
- ❑ Wash the windows.
- ❑ Wash your garbage can and put it in a place where it's not the first thing potential buyers see when they drive up.
- ❑ Stack the woodpile neatly.
- ❑ Mow the lawn.
- ❑ Trim the trees and shrubs.
- ❑ Weed the gardens.
- ❑ Add colorful plants or foliage to fill in bare spots.
- ❑ Edge the gardens and walkways.
- ❑ Sweep the walkways and driveway.
- ❑ Replace doormats that are worn and torn.
- ❑ Shine brass hardware on the doors and light fixtures. Polish stained wood doors and trim.
- ❑ Drive up to your home again and look at it from the eyes of a potential buyer. Walk into your home as a potential buyer. Determine what kind of impression the walkways and entrances now make.



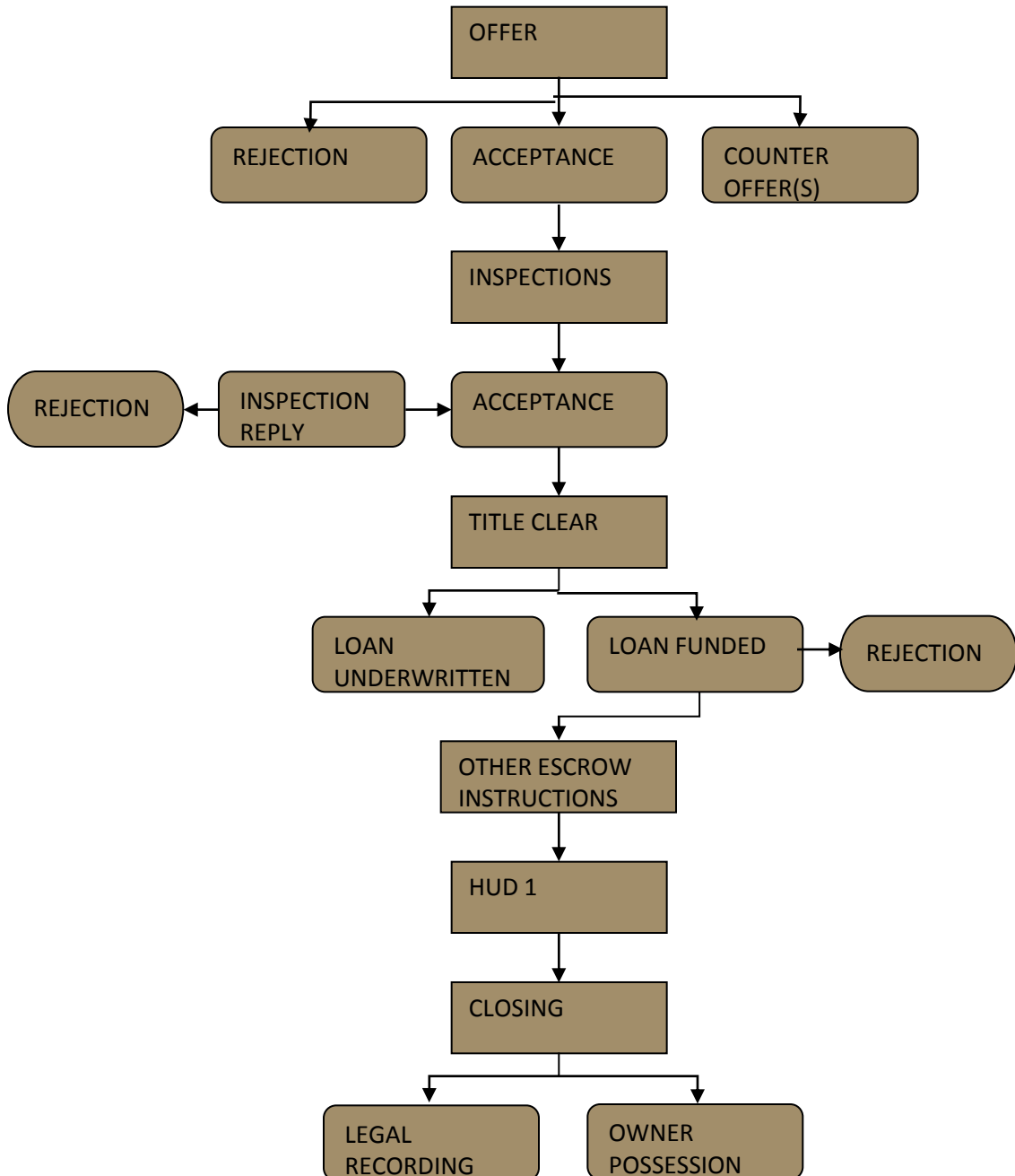
Top Selling Condition Checklist

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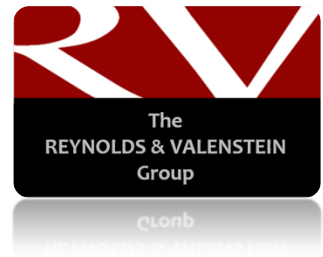
Overall Interior

- Walk through your home. Store, give away, throw, or donate anything that you won't need until after the move; e.g. furniture, knick-knacks, clothing, toys, equipment, appliances, worn rugs, papers, books, cosmetics, jewelry, games, CDs, etc.
- Walk through your home again, this time with some tools. Fix loose door knobs, cracked molding, leaky faucets. Remove cob webs.
- Replace worn or broken door knobs, cabinet fixtures, light fixtures, light switches, outlet plates, faucets and vent covers.
- Clean the fireplace.
- Clean the vents.
- Clean and organize your closets. Add extra space by storing or giving away items.
- Add a fresh coat of paint in light, neutral colors.
- Shampoo the carpet. Replace if necessary. Clean and wax the floors.
- Vacuum the window blinds, shades and drapes. Wash or dry clean curtains. Wash all the windows, frames and sills.
- Add dishes of potpourri.
- Remove all valuables, such as jewelry, artwork, knick-knacks, medications, cash, coin collections and so on.
- Open all the window shades to create a spacious and bright look.
- Put pet supplies and dishes in a place where they are not the first thing potential buyers see or smell when they walk into a room.

From Contract to Closing



Contact Us



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