

2013

SELLERS

GUIDE

What do I need to do to prepare my home? What is my home worth? How long will it take? Is now the right time to sell? What do we need to repair first? How can we attract the most buyers? What can I expect from offers? What is staging and how does it work? How much will it cost to get my home ready? What steps are involved in selling a home? How do I find out what my home is worth? How long can I expect selling my home to take? **What can I expect?** When will I meet my prospective home buyers? How can I tell if my home is overpriced? How do I improve my chances to sell quickly? Should I have an open house? Should I overprice my home knowing a buyer will try to come down in price? What are comparables? What do I need to do to prepare my home? What is my home worth? How long will it take? Is now the right time to sell? What do we need to repair first? **How can we attract the most buyers?** What can I expect from offers? What is staging and how does it work? How much will it cost to get my home ready? What can I expect? What steps are involved in selling a home? How do I find out what my home is worth? How long can I expect selling my home to take? When will I meet my prospective home buyers? How can I tell if my home is overpriced? How do I improve my chances to sell quickly? Should I have an open house? Should I overprice my home knowing a buyer will try to come down in price? What are comparables? What do I need to do to prepare my home? **Is now the right time to sell?** What is my home worth? **kw** What do we need to repair first? How can we attract the most buyers? What can I expect from offers? What is staging and how does it work? How much will it cost to get my home ready? What can I expect? What steps are involved in selling a home? How do I find out what my home is worth? How long can I expect selling my home to take? When will I meet my prospective home buyers? How can I tell if my home is overpriced? How do I improve my chances to sell quickly? Should I have an open house? Should I overprice my home knowing a buyer will try to come down in price? What are comparables? What do I need to do to prepare my home? What is my home worth?

Sell Your Home

When your needs change, oftentimes the place you call home must change as well. You may move to a new job, a new school district, a larger home to accommodate a growing family or care for elders, or a smaller home after the children have left the nest. Perhaps you've decided to trade a suburban lifestyle for an urban or retirement lifestyle.

At Keller Williams Realty, we are committed to providing guidance to help you with one of the biggest and most important financial transactions you'll make: selling your home. We help make the process smooth and quick, and we strive to get you the most money possible from the sale.

Your local real estate market is affected by the economic climate, employment rates, and general growth of your area. That's why an experienced, professional real estate consultant from Keller Williams Realty is available to advise and assist you during this important transaction.

The insights in this guide are based on studies conducted by KW Research* for your benefit.

Prepare yourself to sell your property by reviewing this guide and consulting with your Keller Williams associate.

*KW Research is a division of Keller Williams Realty, Inc.



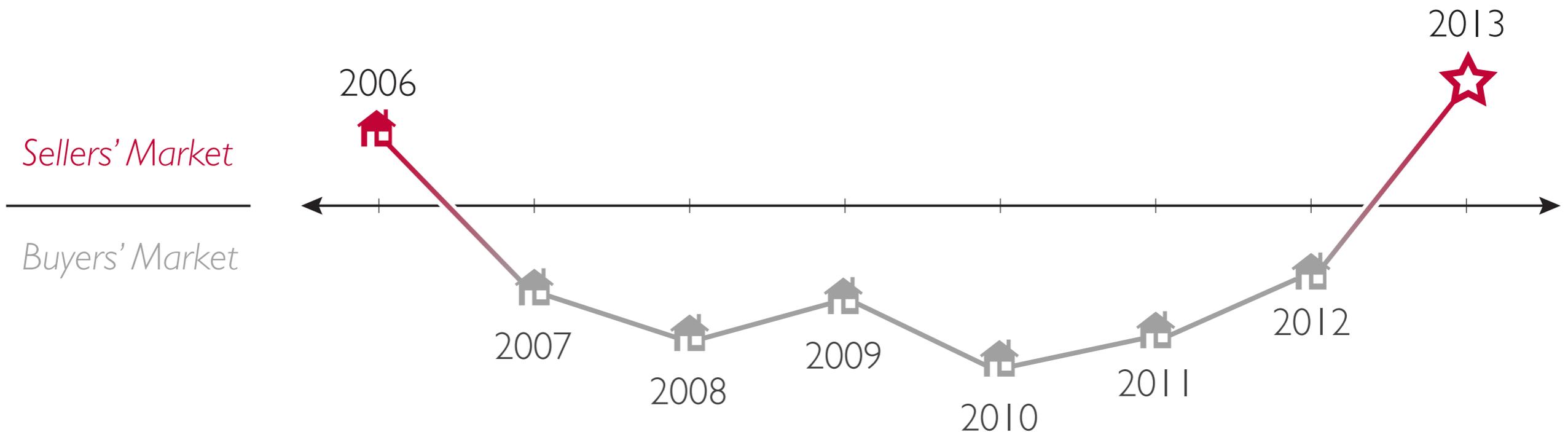
Sellers' Market

For the first time in seven years, the U.S. real estate market favors sellers in most areas.

The demand for well-priced homes in good condition is high. Buyers are plentiful and eager, and are armed with low-interest financing. In addition, affordability is at an all-time high, making it a great time to sell.

What this means for you ...

If you've been on the fence about selling, now's a great time to jump off and get your property sold.



Why Sell Now?

When there's a reason and you're motivated, it's *always* the right time to sell. People sell their property due to financial issues, family changes, a job opportunity, or a need to move up or downsize.

In most parts of the country, there is high demand and low inventory, and properties on the market sell quickly for asking price and even higher. In fact, one of the indicators of a sellers' market is when offers from multiple buyers are made on a property. **This year, multiple offers are double what they were last year.**



What Is Your Motivation to Sell?

KW Research reveals the top three motivations for people choosing to sell.

Is one of these the reason you are selling your property?

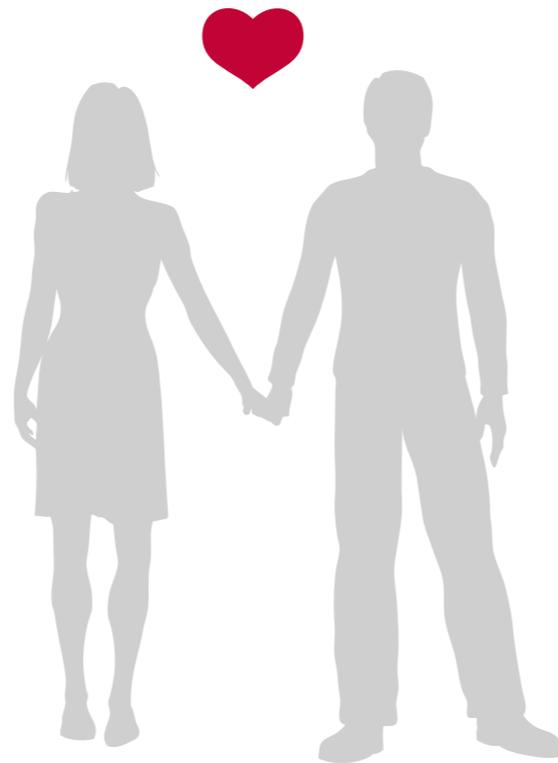
1

Relocation for work
or other (26%)



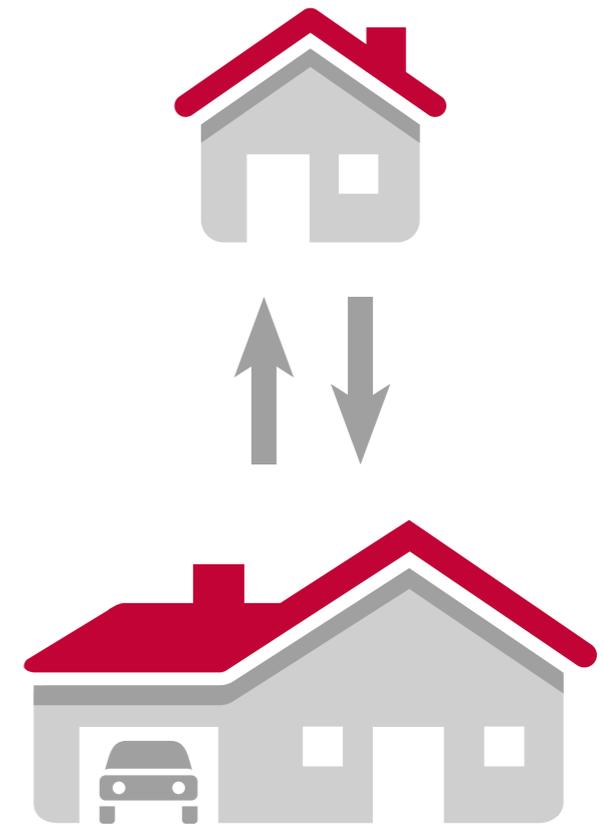
2

Life event such as new baby,
marriage, divorce, etc. (18%)



3

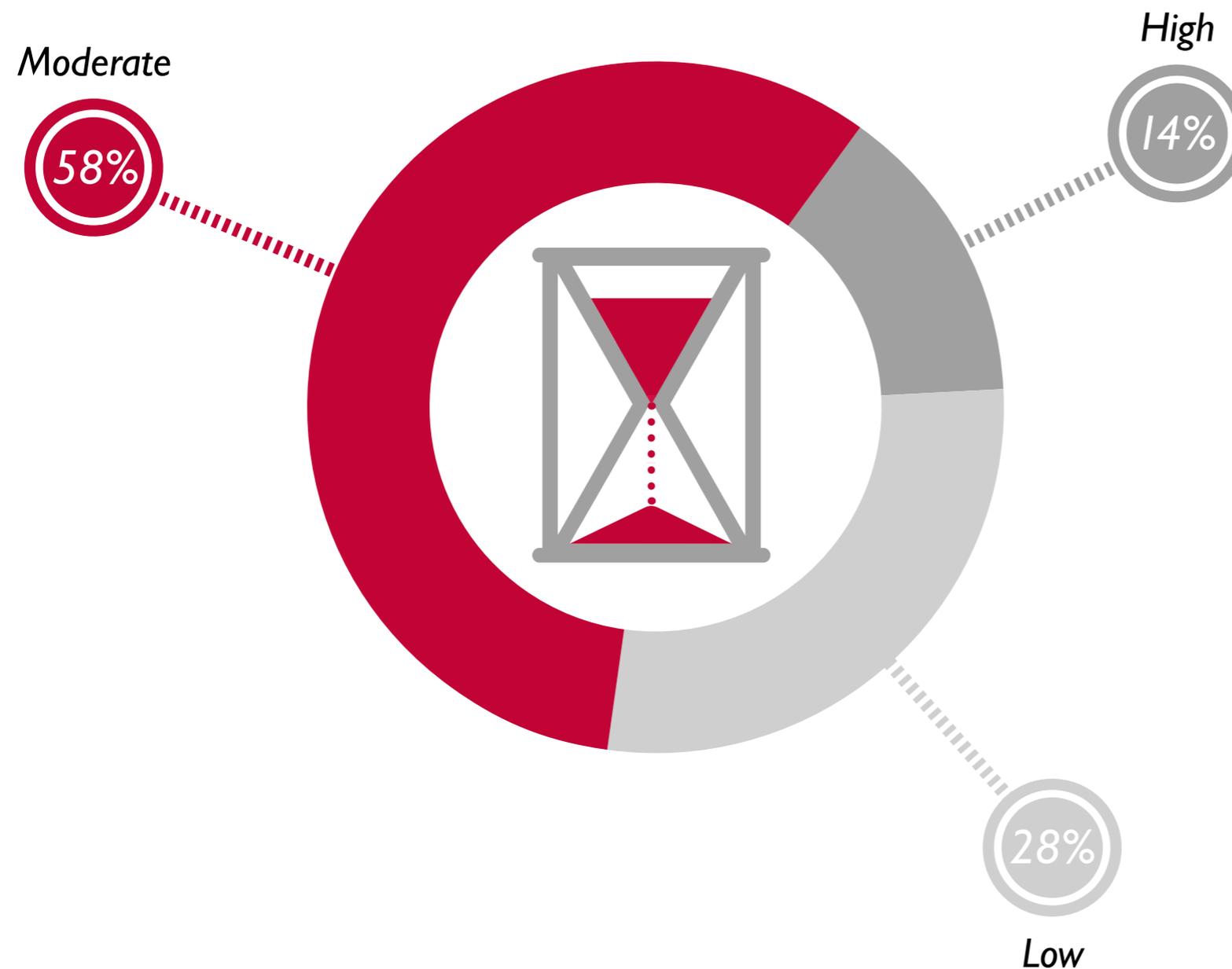
Upsize, downsize, or move
to better location (14%)



How Urgent Are You to Sell?

Nearly three out of five sellers, or **58%**, have some urgency to sell, while 14% are very or extremely urgent to sell.

Sellers' Sense of Urgency



What this means for you ...

What is motivating you to sell and how urgent are you to do so? As your agent, let me know your urgency level so I can best serve you.

If you don't have an urgency to sell, resist the temptation to "test the waters" by listing your house at a high price.

Why? Because you'll be competing with those motivated to sell quickly, and yours will just make theirs look like a deal.

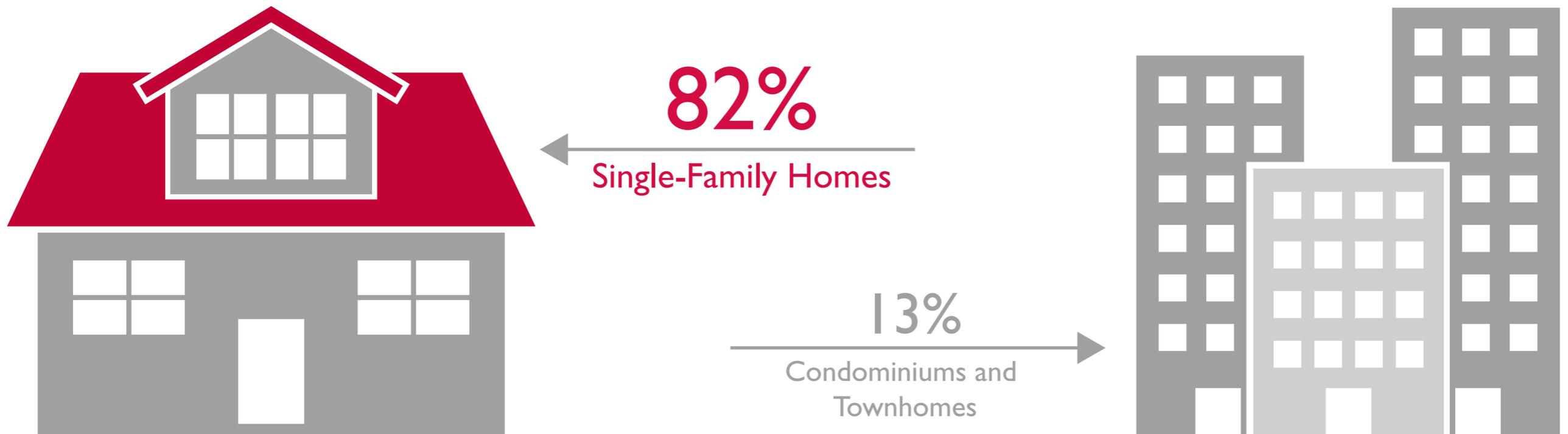
Your Competition – What's Selling?

Don't be caught unaware of your local real estate market and competition!
I will interpret your market and help position your property favorably.

Of the **4.65 million** homes that sold in 2012, **single-family homes** dominated the sales chart at **82%** of all homes sold. **Condominiums and townhomes** made up an additional **13%**.

What this means for you ...

Are you selling a detached, single-family home? If so, you have a higher chance of attracting more buyers, although you may have more competition with the inventory of homes on the market.



Why Hire a Professional Like Me to Sell Your Home?

A professional real estate agent is your ticket to a successful sale. I will advise you on the process of getting your house sold, from appealing to buyers by making simple interior and exterior repairs and improvements to getting the property through the appraisal process, the inspection, the negotiations, and finally to the close.

What this means for you ...

In a sellers' market, any agent can get your property under contract; however, not everyone can get it closed! There are so many things that can go wrong between getting a signed contract and the close of sale. Make sure you're getting good advice from a qualified expert.

My Job Is to Get It Sold

We have the experience and knowledge to get your property sold. We confidentially and professionally represent you to navigate legal aspects and hurdles. We help you set the price and negotiate with buyers and their agents throughout the entire process. We get paid when your property sells, so it is in our interest to achieve the mutual goal of getting it sold.



My Job Is to Negotiate on Your Behalf

Navigating Potential Road Bumps

What this means for you ...

In a sellers' market where prices are rising, the property appraisal may be lower than what a buyer offers. This makes it harder for the buyer to secure a mortgage unless they make up the difference. Your agent will navigate challenges like this for you.



Contract
Negotiation

1



Inspection

2

Appraisal



3



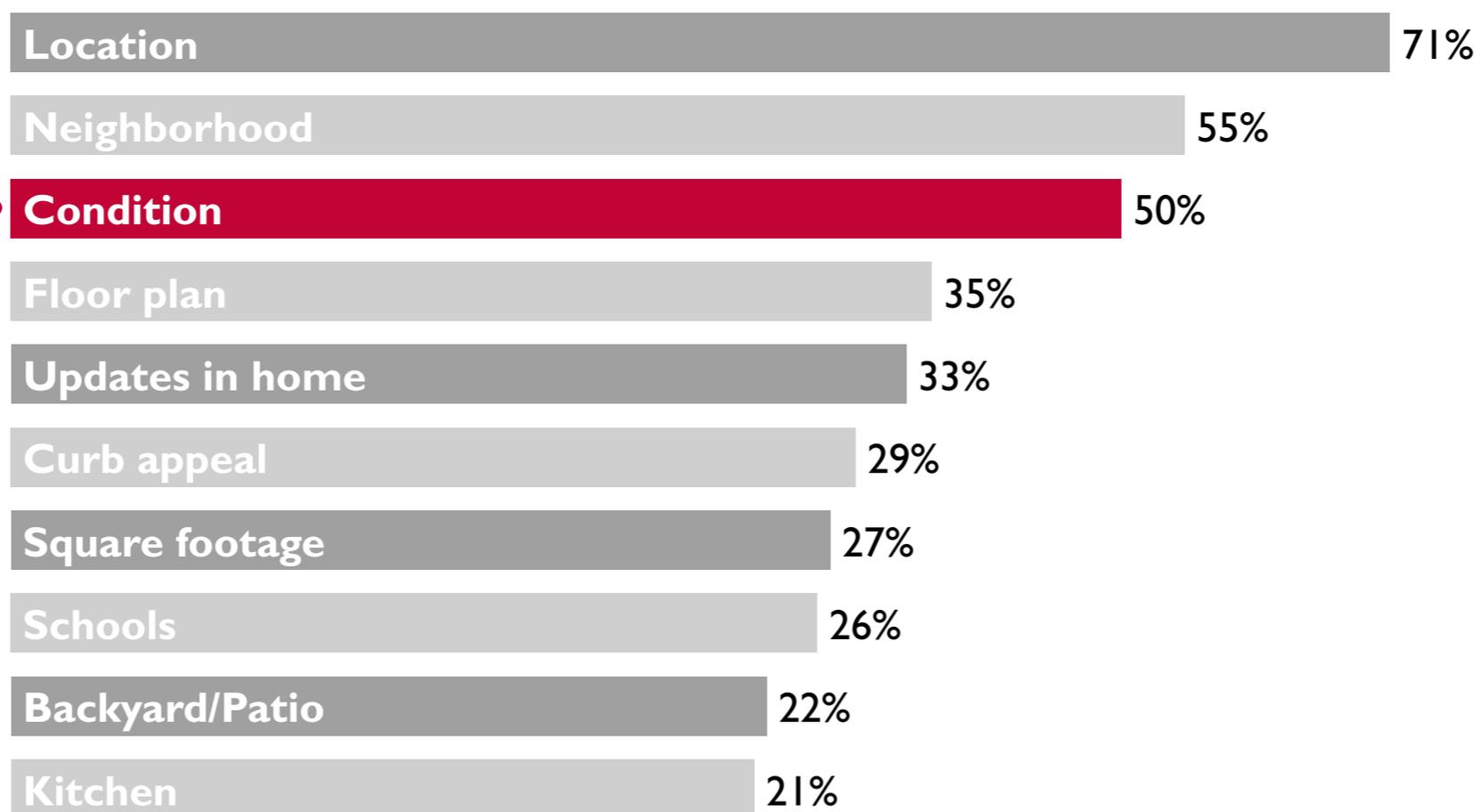
Walk-through

4

My Job Is to Market to Buyers

When you decide to sell your property, it is critical to understand what buyers are looking for. KW Research reveals that in addition to the price of your property, **location** tops the list of features buyers are attracted to, at nearly **71%**. Unfortunately, you cannot change the location of your property. The neighborhood, like location, is important to buyers and is another feature you cannot change.

- The third most popular feature, at **50%**, is the **condition** of the property, and this IS one important aspect of your property that you can alter to make it more appealing to buyers.



Condition Matters

When you want to sell your property quickly for the greatest return, it doesn't matter whether the market favors sellers or buyers. To make the most impact and have an edge over the competition, condition can make all the difference.

84%
*of most recent listings were
in **good to excellent**
condition.*

A house in great condition will attract more solid buyers—that is, serious, motivated, and qualified buyers. Fixer-uppers can attract more risky buyers, those with less secure funding.

When there is only 1 house on the market and 10 buyers, the seller will have a sale in no time, no matter the condition of the property. When there are 8 houses on the market and 10 buyers, buyers have more options to look at and consider before making a decision, therefore the condition of the property truly matters, especially when the seller is looking to make a quick sale.



I am best equipped to advise you on the competition in your area and how you can make the most impact and get your property sold quickly.

Exterior Appeal

Make a great first impression! You don't have to spend a lot of money to make your property appeal to buyers as they pull up to the curb. Cleaning up flower beds, keeping the grass and bushes trimmed, and simply painting the front door can make the difference between a potential buyer driving away or a sale—cha-ching!

Be the house that catches the eye! Remember, nearly 82% of sellers classified their property as having good to excellent curb appeal, while **40% made enhancements to boost curb appeal.**

What this means for you ...

With an unbiased, critical eye, observe the front of your house before putting it on the market. Compare your property to others on your street and neighborhood. How does it compare? Even better, ask an unbiased third party for their opinion. This is where an honest and caring real estate professional can help you out.



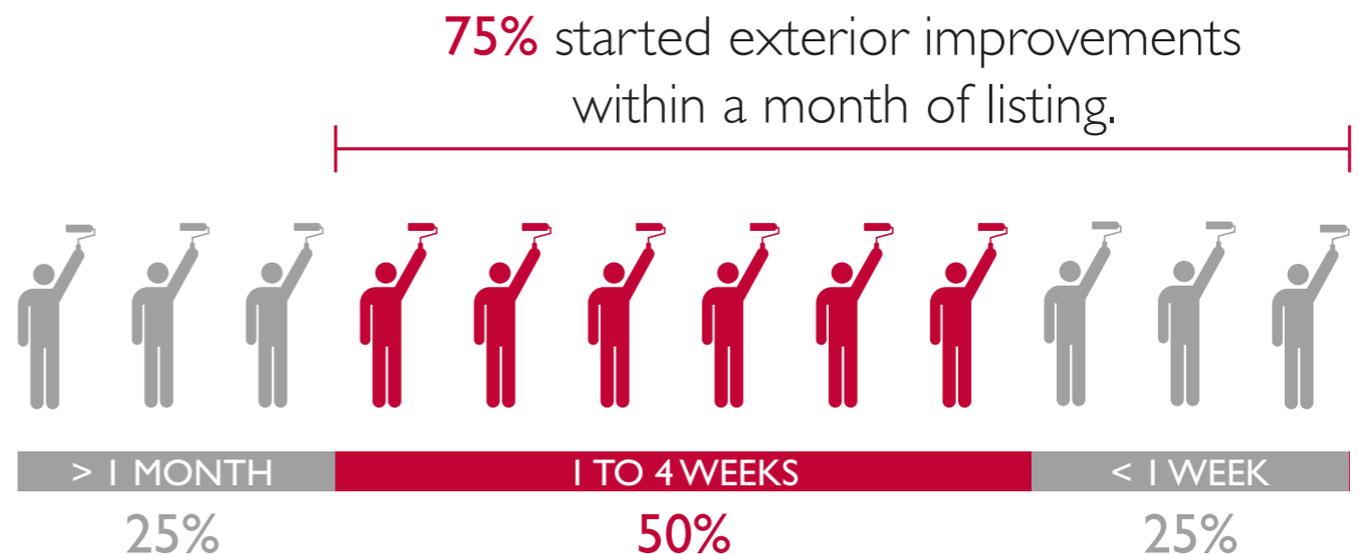
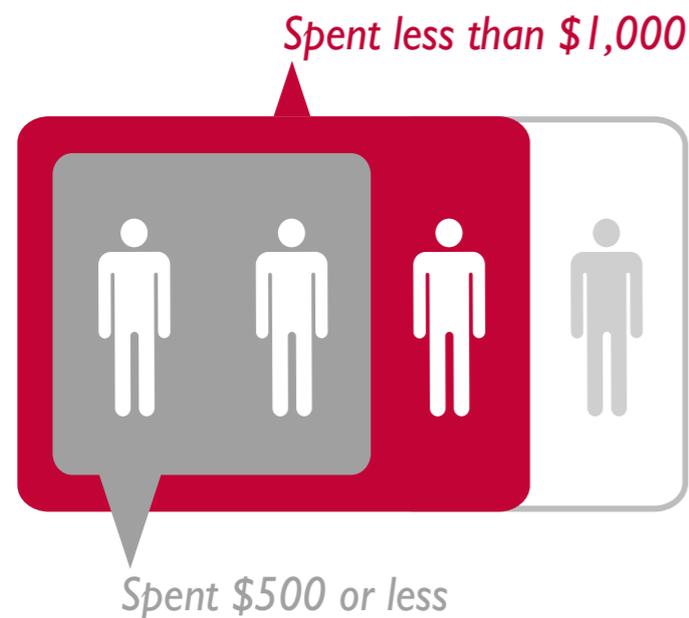
Exterior Improvements

Spend your money wisely when it comes to exterior improvements. A few dollars and your own labor can go a long way to making a big difference in your property's curb appeal. For example, just trimming trees and bushes can make the house a house you can see and it will look more welcoming. And everyone enjoys the look of flower beds with seasonal flowers and fresh mulch.

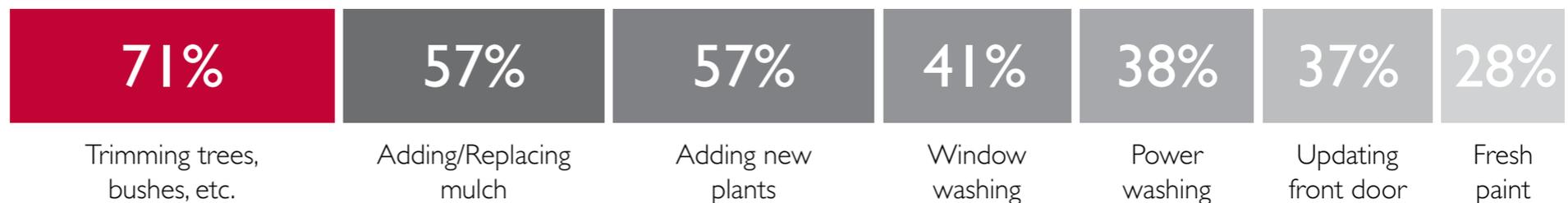
KW Research reveals that two out of four sellers spent \$500 or less, with three out of four sellers spending less than \$1,000.

What this means for you ...

There are easy and inexpensive fixes you can make to the front of your house, like cleaning the windows or a fresh coat of paint. The objective is to make a great first impression with the fresh-and-clean look buyers prefer.



Most Common Exterior Improvements



Interior Appeal

When your house is decluttered and unpersonalized, a buyer can envision themselves there. Put yourself in their shoes—would you want to buy a used car that is covered with crumbs, dog hair, and sticky goo from an old spilled soda? Would you buy a home in similar condition? Of course not.

The answer is **staging**—cleaning up and presenting the property at its best. Nearly one-third of all sellers stage their property to position it well. Another benefit of staging is how much better your marketing photos will look. 9 out of 10 buyers look for homes online, and photos that showcase your property in the best possible way keeps buyers coming through your door.

What this means for you ...

Staging is a quick and inexpensive technique for getting your property sold more quickly and for more money.



Staging Is Effective

Compared to nonstaged houses, on average staged houses ...

1 Had more showings scheduled



2 Spent less time on the market



3 Sold for a higher price



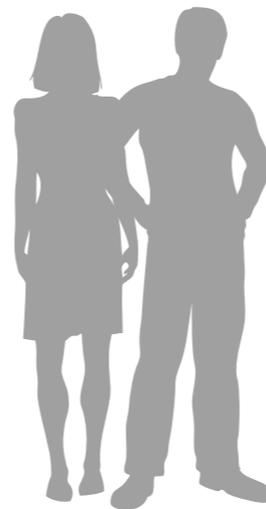
Who Does the Staging?



45%
Listing Agent



37%
Professional Stager



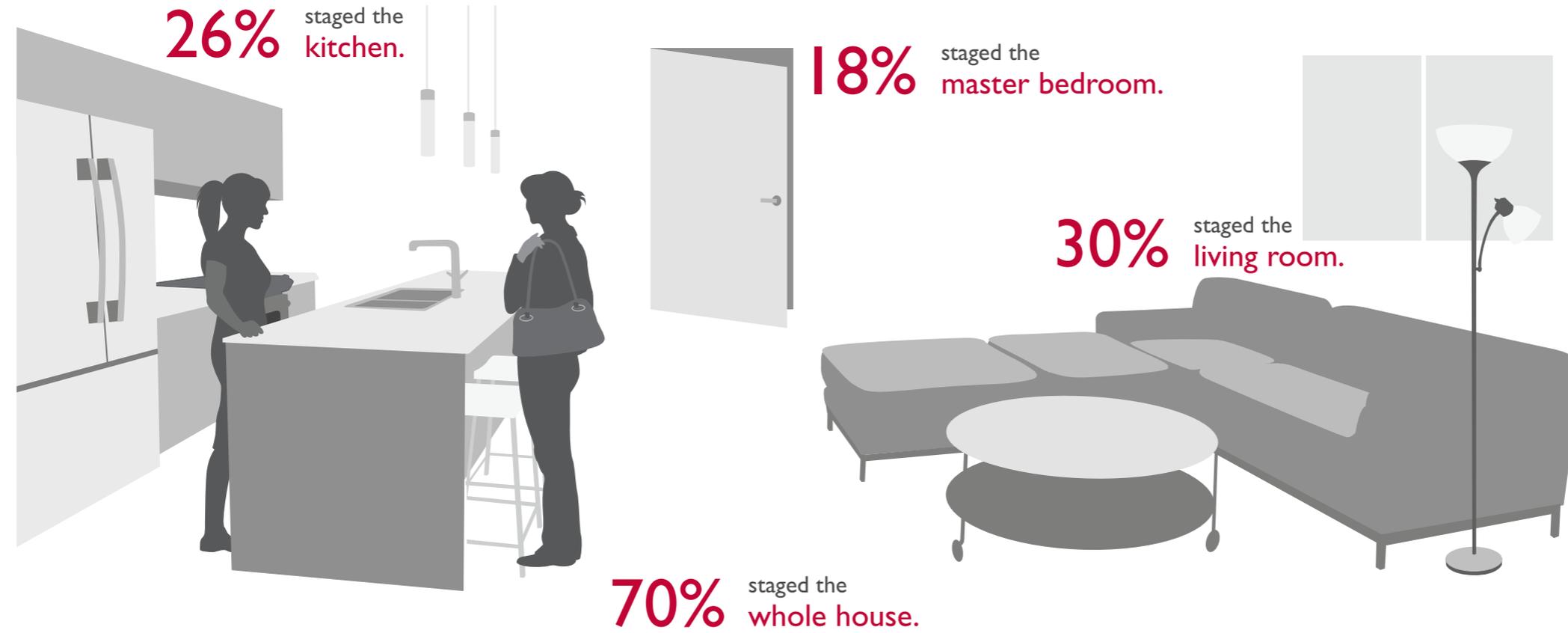
25%
Seller

What this means for you ...

Your house may not need much cleaning or decluttering, and it doesn't hurt to get advice from an unbiased party. Carefully consider who you choose to make staging recommendations. A professional stager, paid for by you, may be a wise investment. Seek advice from a real estate professional like me. Also, visit other houses for sale in your area and seek to make your house stand out from the crowd!

Rooms to Stage

Use staging to highlight the most lived-in rooms of the house. The living room, kitchen, and master bedroom are where buyers will spend most of their time, so make those impressions count.



Cost of Staging

Staging need not be hard, time consuming, or costly. While the average cost of staging is \$644, **50% of those who staged spent \$300 or less.** At a minimum, staging may consist of boxes for all the extra “stuff” and rearranging what you already own.



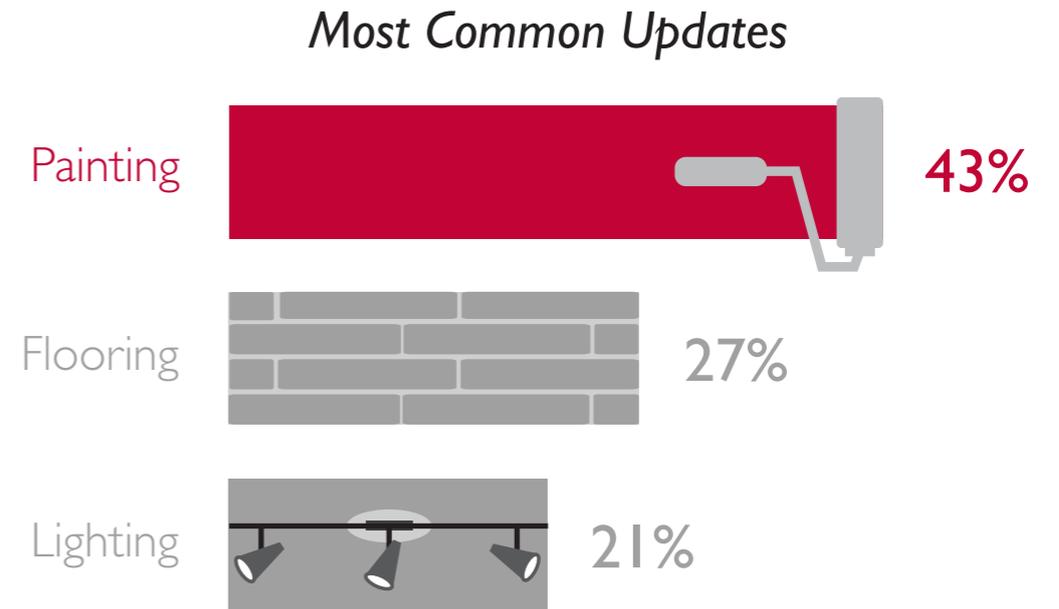
What this means for you ...

Spend your dollars wisely when it comes to improving your home's interior to appeal to buyers. Stage the most popular rooms first and keep costs down by doing simple rearranging, cleaning, and decluttering. If you haven't touched it in 30 days, pack it up and remove it.

Updates/Repairs

Updates

A fresh coat of paint can completely change the feel of any space from “eh” to “aah.” There are a few high-impact updates that might be worth considering for your home depending on its condition, price point, and competition. I can help you determine if any of these popular updates are right for your property.



Repairs

One in three sellers knows there’s a problem that is bound to come up under the inspection, such as a leaky faucet, stuck window, or worn shingles. It can be a good idea to make these kinds of repairs before putting the house on the market.

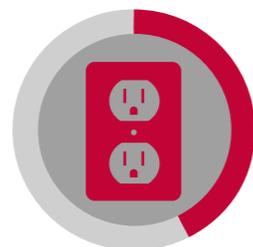


32% of sellers made repairs to prepare the property for sale.



3 out of 4 spent **\$3,500 or less** on repairs.

Top Three Repairs



Electrical **42%**

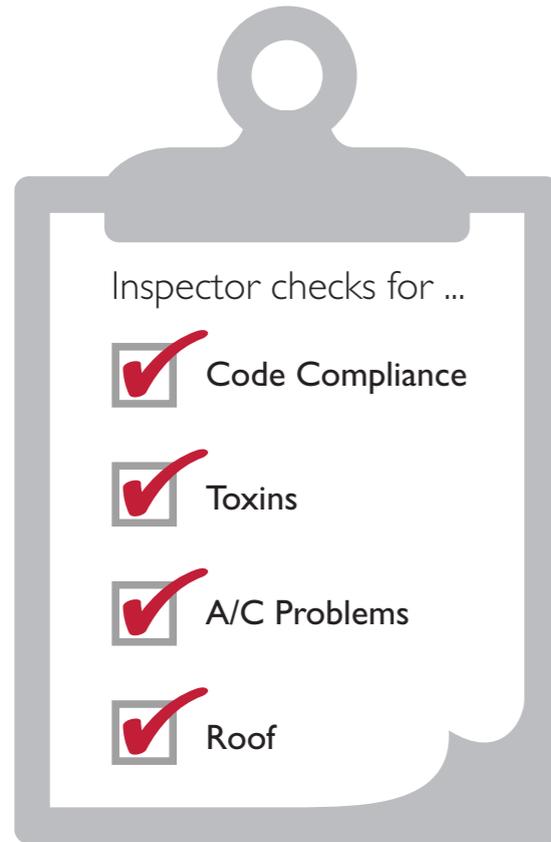


Plumbing **34%**



Roof **33%**

Should You Have Your Property Inspected for Condition?



What this means for you ...

It's smart to have your house inspected before you list it with an agent. You will know exactly what action to take to get the house in great condition.

Ask me about getting your house "precertified" and pre-appraised. This assures you and your buyers that there will be no surprises on those items.

Price Matters

Have you ever sold a car and consulted a website such as Kelley Blue Book to determine its value? The software tracks recent sales of cars of the same make and model and then provides a range of values based on relative condition. This makes it very easy for you to price your car so it sells.



*Kelley Blue Book
helps identify value.*



*Real estate agent
helps identify value.*

Similarly, I study the real estate market every day and am able to provide you with a range of values for your home that will ensure it sells. This is referred to as the market price, that is, the price the market will bear. To determine the market price, I will study similar homes in the same or close neighborhoods that have sold recently to determine an accurate range. These are referred to as “comps” or comparables, homes that are comparable to yours.*



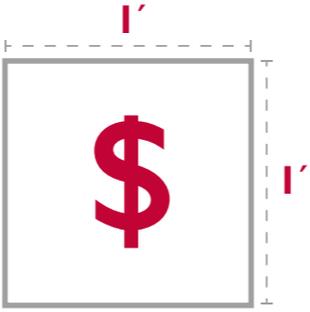
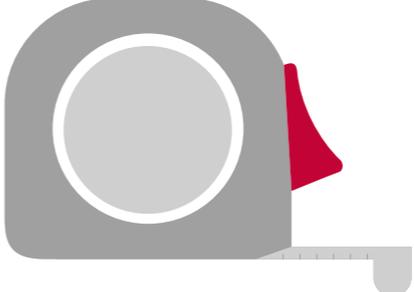
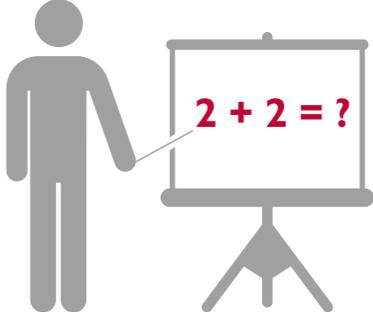
However, do not be fooled by the listing price of other properties currently for sale near yours as this is not an accurate reflection of what buyers are actually agreeing to pay. Heed the advice of your agent when you make the final decision on pricing your home.

When you choose to price your property above market price, there is a strong chance that your house will take longer to sell. In fact, research tells us that **for every percentage point above the suggested list price, the house will spend approximately 5 more days on the market.** I will have the local market expertise to understand how your market differs from national stats.

*Cars have a limited number of makes, models, and options, so valuing via technology is relatively straightforward. Homes are far more complex and nuanced and need a local expert and human brain to ensure they are properly valued.

Top Pricing Considerations

I will consider the following factors when determining the market price:

Price/Sale of Comparables	Updates/Upgrades	Price per Square Foot	Size of Lot	School District
				

What this means for you ...

The market determines the price and I will advise you on a suggested listing price point. Avoid the temptation to price it high just to see if you get any takers.

On the other hand, be prepared for the possibility of a lower price based on market conditions and shifts. The longer it stays on the market, the more likely the final sales price will be lower. Price it to sell from the start.

Price It Right the First Time

Approximately **22%** of sellers had to reduce their price. Why? Because it wasn't competitive with similar properties for sale.



The typical seller reduced their price **within one month** of putting it on the market.

However, **25%** lowered the price **two months or later.**



Most reductions were between **2%–5% of the list price.**

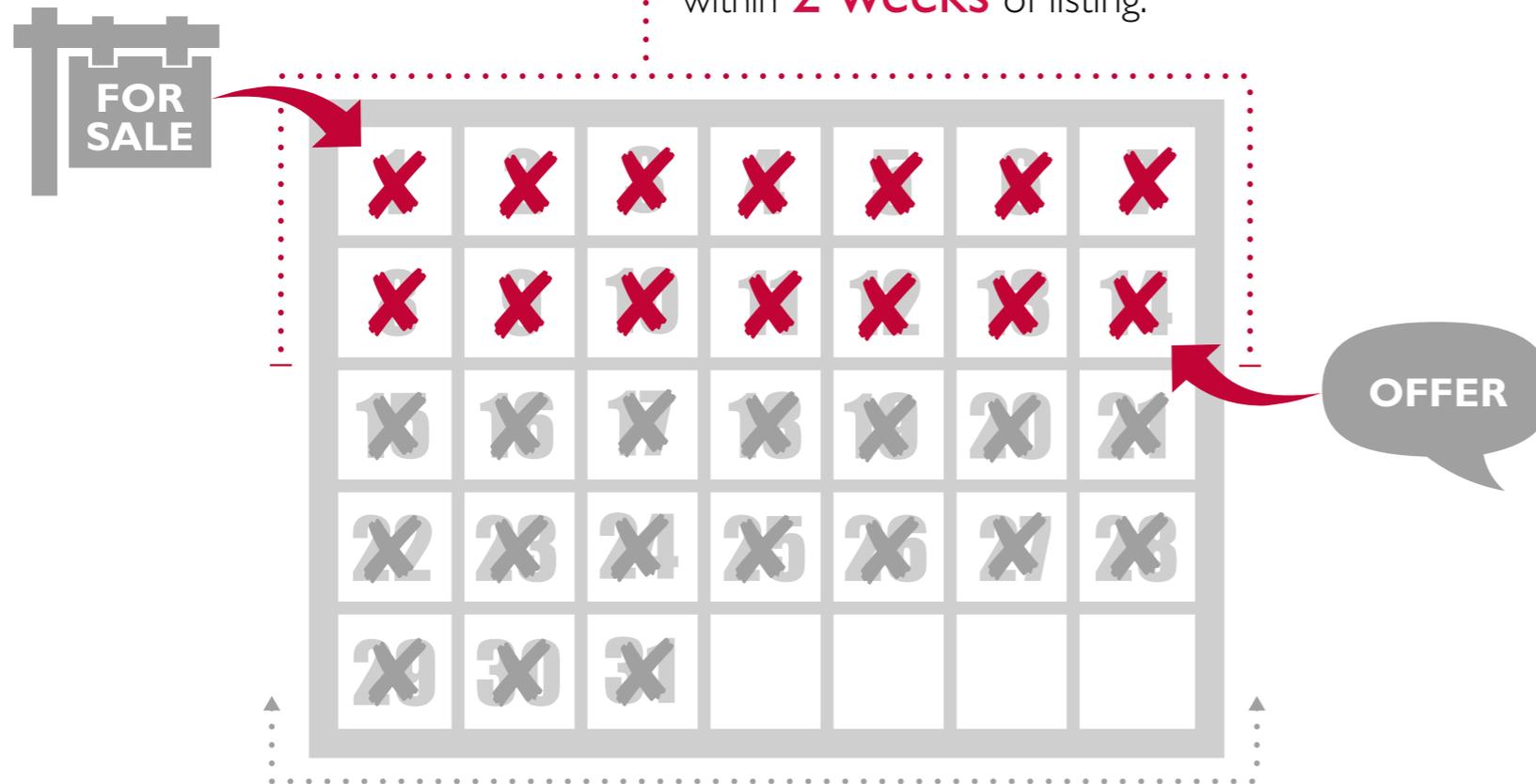
Offers, Options, and Negotiations

I represent you along your entire journey and earn my pay when it comes to offers made, options requested, and other sticky negotiation points. Their experience and knowledge is critical to not only getting your property sold, but getting it closed!

Offers

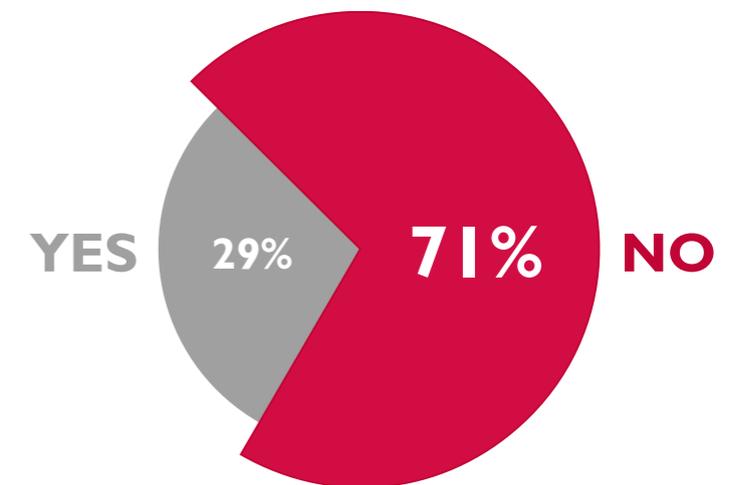
When your property is in great condition at a great price, you can expect that you'll get offers.

- **50%** of sellers received an offer within **2 weeks** of listing.



- **Most sellers** received an offer within **a month** of listing.

Multiple Offer Situation?



What this means for you ...

When you do not receive any offers, and especially if there are no showings, this is a strong indication that your property is priced too high.

Options

Don't be surprised when buyers ask for certain concessions or incentives. Be prepared by knowing the common things buyers ask for in the negotiation process.

Over one-third of buyers ask the seller to reduce the price, and nearly one-third ask for help on closing costs. In fact, when sellers agreed to pay closing costs, **more than 75% of sellers pay up to \$5,000 in closing costs.**

Buyer Incentives	
	37% Reduce price
	30% Pay a portion of buyer's closing costs
	28% Purchase home warranty plan
	25% No concessions or incentives
	12% Leave appliances, furniture, etc.
	10% Provide repair allowance
	9% Consent to set closing date

What this means for you ...

Be prepared by knowing the common things buyers ask for in the negotiation process. Know your options and consider if you are willing to reduce the price or help pay the buyer's closing costs.

Negotiations

Your ultimate goal is to get your house sold quickly for the most money and least hassle possible, and I will assist you in getting there.

Most agents are negotiating on behalf of their sellers to get slightly less than what the property was listed for, **99%**.



And 75% of properties are on the market for on average 76 days. However, in a sellers' market, a property may be on the market for only one day! Again, condition and price will determine how quickly your property sells in any market.

What this means for you ...

Ask me what you can expect in terms of how long your property will be on the market and at what price it will actually sell, as well as what concessions you may need to make to get it sold.

Out the Door!

Congratulations, you've done the right thing! You've hired a professional real estate agent who has helped you price your property, advised you on making it appealing to buyers, navigated the rough waters of several negotiation points, and brought you to this successful close.

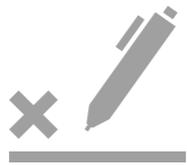
It's time to turn over the keys, close that door, and open the next door to your future!



In Our Market



Interest Rates:



Home Sales:



Home Price:



Inventory:



Days on Market: