

This Month in Real Estate

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12 Steps in Selling Your Home

Newsletter



An Educated Seller is My Best Client!

1. Choose Andi Levine as your Realtor!

2. Select your Agency Alternatives

We will review the listing contract which contains the terms and conditions of our agreement to sell your home including your agency alternatives and representations that are available to you and to potential buyers. These include seller agency, buyer agency, and dual agency. At this time you will inform me of what items will be excluded from the sale. This representation of your interests, and my role as your agent for the different options, will be thoroughly presented to you.

3. Create a Marketing Action Plan

I will present to you a custom Marketing Action Plan for your home; this will include scheduling and preparing for a photo shoot, a showing strategy and advertising campaign. Since I will be promoting your property to other reputable, professional brokers in the area through MLSLI (Multiple Listing Service of Long Island), we will discuss an open house schedule for both agents and consumers. I will provide you with a market activity report on a regular basis to keep you informed of competitive market conditions and buyer activity.

4. Pre-Qualify for a mortgage

In order to get the mortgage, home sellers are facing much more scrutiny from lenders who are looking to make sure the property that secures their Loan is free and clear of encumbrances and has all municipal approvals. Navigating through the complexities and bureaucracy of the local municipalities can delay approval for a mortgage for more than 6 months. I will be doing a preliminary investigation of these items in order to advise you how to proceed.

5. Decide Fair Market Value

I will provide you with a current Competitive Market Analysis to determine the most effective asking price for your property. This will include recent home sales in the past 6 months along with the particular features, both positive and negative, as well as current homes on the market in your neighborhood and price range.

6. Prepare for Showings

You can't make a first impression twice. Next to "the right price," which plays a vital role, "move-in condition" is appealing to many buyers who don't want to do renovations. Staging your home is crucial. De-clutter as much as possible, clean top to bottom, and refurbish where needed. Create spaciousness in every room including entry halls and closets. The garage is for your car, so throw out your junk.

7. Market Your Property

The more buyers you appeal to, the greater your chances of selling faster. I will prepare a customized brochure describing all the attributes of your home and neighborhood, and supply any vital information. We will exchange feedback on how to keep your home at its maximum marketability. In addition to a personal website for your home, your property will appear on the internet on over 350 websites, 24/7, and be advertised in local newspapers as well as ethnic publications.

8. Buyer's thought Process

All buyers approach the purchase of a home differently based upon how long they have been searching for their purchase. A first time home buyer will most likely have to be educated in order for their offer to have some basis in reality whereas the seasoned purchaser will most likely be presenting a more realistic offer. NY State real estate law requires that I submit all offers presented which may included a seasoned purchaser looking to low ball or a new purchaser in the midst of their education. Don't be upset by these offers.

9. Time for Showings

Make the house accessible. That means that it should always be ready to show, dirty dishes, unmade beds, untidy bathrooms all are turnoffs! Many agents won't bother showing a home that takes 24 hours notice to get access, during open houses, plan to be away from your home, but let me know how to reach you quickly. Experience has taught us that most buyers feel uncomfortable when the sellers are present. They cannot speak openly and feel they are intruding in your personal space.

10. The Negotiations

Timing is everything. One of the most important moves you can make is to reply immediately to an offer. When buyers make an offer, they are at that moment — in the mood to buy your home. Moods, as you know, change, and you don't want to lose a sale because you took too long to reply. You and the buyer both want the same thing — a closed sale. I will seek buyers who have been pre-approved by reputable lenders. Negotiating can be challenging, Leave most of the discussion of price, terms, possession and other conditions up to me. After all, that's my business.

11. Contract Signing

Once the purchase price has been agreed upon, the seller's attorney prepares the contract (your legal representation should be one with residential home experience – an international patent attorney does not make a good real estate attorney). The contract is typically subject to an engineer's inspection by the purchaser. There are "standard" clauses but there is no such thing as a "standard" contract. Therefore, carefully review all the terms and conditions with your attorney so that you are satisfied.

12. The Closing

I will monitor and inform you of the progress of the transaction, including the satisfaction of all contingencies and conditions. One week prior to the closing, you must contact your utility companies to transfer to the new owner and take final readings. Do not end these contracts before closing or you will not be able to conduct a final walk-through for the buyer, at which time they will inspect the home including testing the appliances, water, heat, etc. If you don't move out of your home when you close, money will probably be held in escrow to assure the purchaser that you will vacate the home and it will be delivered in the condition promised. In addition, you might be paying for the time you will be staying in the home beyond the closing. Check your insurance policies to make sure they don't expire prior to your vacating or need adjustment to protect you as a renter after the closing.



Where We Use Technology To Compliment Our Experience



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