

Sellers

Don'ts Every Seller Should Know:

- x Don't overprice your home.
- x Don't be surprised if the first offer you receive is the best offer.
- x Don't let your property sit too long on the market before making a significant change in price.
- x Don't think all real estate companies and agents are equal. Find an agent/company with a great track record and proven home marketing system.
- x Don't list with a real estate agent just because they charge the least or the most. Look for the best value. Consider the company's track record with sellers & buyers.
- x Don't look only at the price the buyer offers. Analyze the total package including buyer qualifications, contingencies, closing dates, etc.
- x Don't forget that buyers will shop around for the best buy. You are in competition with other sellers for your buyer's attention.
- x Don't forget that if real estate agents don't see your property as a good value, they will take their buyers elsewhere.
- x Don't believe those who tell you newspaper ads sell homes. You need a comprehensive marketing plan tailored to your property and your needs.
- x Don't make it difficult for agents and buyers to see your home. Buyers want to look at their convenience.
- x Don't overlook the value of merchandising your home—make it look its best.
- x Don't forget that you control the pricing of your home, how it looks and the overall marketing plan. But it is the buyer who controls value. If buyers won't pay your price, the house remains yours.

Agent Interview Questions:

- How long have you been selling real estate?
- What professional real estate designations do you have?
- Are you actively involved in your local Board of Realtors?
- How many homes have you sold in the past year?
- What is your average listing price?
- What is your average list price to sale price ratio?
- How many homes have you sold in my area?
- What is the average length of time your listings are on the market?
- What specifically will you do to cause my home to sell?
- May I see a copy of your marketing plan?
- What are you willing to spend to market my home?
- What specific procedure will you follow to help establish a price for our home?
- What will you do to keep us informed regarding any changes in the market that may impact our price and terms?
- How often can we expect to hear from you once we have given you the listing on our home?
- May I see your professional service brochure and/or resume?

Rules and Regulations Every Seller Should Be Aware of:

- Seller Disclosure Laws
- Lead Base Paint Disclosure
- Federal Fair Housing Laws
- State and Local Housing Laws
- Laws Regulating Advertising and Marketing
- Real Estate Contract Law
- Zoning and Local Ordinance Laws
- Occupancy Laws
- Building Code Laws
- Environmental Rules and Regulations
- Stigmatized Property Laws
- Governmental Rights and Real Property Laws