

THINGS TO CONSIDER WHEN

SELLING YOUR HOUSE

Spring 2020

NEWMAN TEAM

— Real Estate —

2020 CORONAVIRUS EDITION



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Selling a Home During Coronavirus: What You Need to Know

You were planning to sell your home soon (or perhaps already had your house on the market) when the coronavirus outbreak hit the U.S. and upended life as we know it. You aren't alone. Many soon to be homesellers across the country were gearing up for what was looking like a hot spring housing market, and now aren't sure what to do: Move forward with caution? Give it a year? Wait and see?

Can I still sell my house during the Coronavirus pandemic?

It depends on where you live. Under guidelines from the White House, Americans nationwide are practicing social distancing measures in order to mitigate the crisis and flatten the curve. Until further notice, people are to avoid gatherings of 10 or more people and to perform work and school obligations from home when possible. California is urging people to stay home except to grab necessities using "shelter in place" and "safer at home" directives as a matter of public health. Practically speaking, this adds extra logistical challenges to the selling process and is **important you choose a REALTOR that knows how to safely sell your home in this market.**

If it's feasible to sell my house, does that make it a good idea?

Selling your home now versus in a few months could be advantageous from a pricing perspective. We know that the market was hot before the coronavirus hit and that sellers may be able to still command a value reflective of the economic expansion that preceded this crisis. However, as tens of millions of Americans face losing their jobs, a recession is imminent or already taking shape.

Many sellers are deciding to wait, which makes it even more of a seller's market due to lack of inventory. Despite all the upheaval in the market, there are still buyers looking to buy homes. These are real qualified buyers. In most cases, the houses listed right now are going under contract quickly, therefore showings will be limited.

The best thing you can do is connect with local REALTOR to find out what your options are and how the market's faring in your neck of the woods. Their job is to provide you with the facts so you can determine what's best for you.



Selling a Home During Coronavirus: What You Need to Know

How can I safely list and sell my home?

- Market Effectively: With less people coming through the home since currently open houses are not allowed through the CA Association of Realtors you have to make sure your REALTOR knows how to market effectively.
 - 1) 3-D Virtual Tours (Matterport for example)
 - 2) Eye catching property photos by a professional photographer
 - 3) Full walk-through video by professional videographer
 - 4) LIVE Virtual Open Houses held by your REALTOR
 - 5) Personal property website for the home
 - 6) Social media advertising, target marketing and EDDM marketing
- Selective Showings: If you are occupying the home, you can limit the amount of showings to only the most serious buyers. Once the home is priced correctly, you can choose the best top offers subject to inspection so you can limit the amount of non-serious (Looky-Loos) through your home. Ask for buyers to submit their offer subject to inspection and provide updated financials (Pre-Approval Letter, Credit Scores & Proof of Funds) when they want to show the home. Sellers can also restrict the amount of individuals in the home at one time. For example, 2 buyers and 1 Realtor in the house showing at one time.
- Have The Home Ready To Be Shown Each Time: Make easy access for the buyers and their agents by having all the lights turned on and any important doors or places opened up for buyers and their agent to see. This will help on reducing any touching of light switches, door knobs etc.
- Appropriate Attire: When showing the home buyers can be required to wear face masks, use hand sanitizer or wear gloves or wear shoe booties.
- CA Association of Realtors Addendums: There are addendums put in place that buyers are required to submit prior to showing the home. This addendum helps state the buyers are not infected with the Coronavirus and that they are not currently sick or have a fever. It also states that no one in their family has been sick or infected. This form is submitted each day to the listing REALTOR, for each buyer, when they want to show the home.



Selling a Home During Coronavirus: What You Need to Know

- Spatial Distancing: When it comes time for home inspections and appraisals, we will follow the CDC guidelines for spatial distancing and wearing protective attire.
- Signing Documents Digitally: All documents including listing and purchase agreements, disclosures and escrow instructions can all be signed electronically. The only items that can't be signed electronically are ones requiring a notary signature which can be signed safely using spatial distancing.

How can I show my house virtually?

While buyers are unlikely to purchase a home without ever seeing it in person, virtual tours are a great way to weed out the "Looky-Loos". Here are three options to virtually show a property during COVID-19.

- 360-Degree Tours: The most interactive type of virtual showing is likely a 360-degree tour of a property. This option allows prospective buyers to browse the home at their will, progressing through a hallway or entering a room when they're ready.
- Pre-recorded Video Walkthrough: A video walkthrough is a way to provide buyers with an opportunity to quickly and easily bring a home to life and to envision themselves in a home. A walkthrough video is a way for the buyer to feel the flow of the home and make it more realistic and attractive. By including video of the home it will help your home rank higher on search engines when your REALTOR loads it to their YouTube channel. which is also a great way to reach a broader market. And since Google owns YouTube, the videos posted there contribute to higher web page rankings.
- LIVE Video Tour or Virtual Open House: Instead of holding a traditional Open House, this type of video can reach numerous prospective buyers who can view the property all at one time, conduct a live broadcast on YouTube Live, Facebook Live, Instagram Live, or scheduling a video conference on Zoom. This showing would happen at a specific time, be promoted and advertised in advance, and would allow your REALTOR to walk through the property while speaking to a larger audience in one go. The REALTOR is also able to interact with buyers and other agents face to face over video which gives prospective buyers a good sense of the home without having stepped foot inside.

While for many buyers, nothing will replace stepping into a home and doing their due diligence, using virtual tools to start the showing process is a great alternative.



Selling a Home During Coronavirus: What You Need to Know

What else can I do to reduce in-person showings?

Work with your REALTOR to keep showings exclusive to serious, qualified buyers who've already done extensive research of your home using available "Virtual" resources created by your agent. Require that any prospective buyers provide proof of funds or a mortgage pre-approval letter before allowing them to make an appointment to see the home. You can also limit the amount of people coming through your home by allowing showings once the buyers have submitted an offer "Subject To Visual Inspection" this will also help limit the amount of non-serious (Looky-Loos) through your home. By narrowing down only the serious well qualified buyers, you will reduce unqualified buyers and unlikely buyers through your home. Sellers can also restrict the amount of individuals in the home at one time. For example, 2 buyers and 1 Realtor in the house showing at one time, no children, only the decision makers, or whatever you feel comfortable with.

How can I protect my home, health, and safety while selling a home during Coronavirus?

Sellers should follow the World Health Organization's advice for the public, which include:

- Wash your hands often (use an alcohol-based sanitizer if you can't wash your hands).
- Practice social distancing (including from your real estate agent and anyone who comes into your home).
- Avoid touching your face.
- Physical showings should be kept to a minimum and meetings with your agent should be conducted virtually whenever possible using your platform of choice whether it's Google Hangouts, FaceTime, Facebook Messenger, GoToMeeting, Skype, or good old fashioned texting and phone calls.

Talk to your REALTOR about local showings safety procedures, (like mentioned earlier in this guide) such as having buyers and agents drive separately; limiting the number of people per tour; requiring buyers to wear masks, booties or gloves; deep cleaning and disinfecting before and after tours; and established protocols like leaving all interior doors open and all interior lights on to minimize touching of surfaces.

Always make sure your REALTOR is using the CA Association of Realtors' addendums that agents, sellers, and buyers need to sign before entering a home to represent that, to the best of their knowledge, they are not infected with and have not been exposed to the Coronavirus.



Selling a Home During Coronavirus: What You Need to Know

Is it safe to conduct property inspections right now?

There are some precautions that can alleviate fears and minimize cross-contamination. Inspectors should walk through the house by themselves, unaccompanied by buyer, seller, or agent. They should wear gloves when touching anything in the home, and they should probably consider wearing a mask, as well. Some sellers might ask inspectors to use hazardous-materials uniforms to provide a barrier between the inspector and the home. For more guidance consult our guide on overcoming home inspection hurdles right now.

What is an alternative appraisal? How is it different from a regular appraisal?

An alternative appraisal is a home appraisal that does not conform to the standard Fannie Mae 1004 appraisal, usually because there is not an in-person interior inspection of the home. Instead, appraisers use exterior inspections, drive-bys, someone else's inspection (such as a home inspector), or even a video walkthrough hosted by the seller in order to assess the home's quality and condition. Although it is up to the buyer's lender what type of appraisal will be required.

The Federal Housing Finance Agency has permitted alternative appraisals to be used in lieu of a full appraisal through May 17, 2020, as a result of the Coronavirus; these alternative appraisals help maintain social distancing while still obtaining a reliable valuation for both the buyer and seller.

What happens if there are unforeseen delays or someone involved in the transaction starts to feel sick?

Typically, a real estate purchase agreement includes milestone deadlines for steps like the property inspection and appraisal, as well as agreed-upon closing and move-out dates. However, depending on local regulations, it may not be feasible to perform a home inspection on time, complete a title search, or for buyers and sellers to even move as planned.

Given the amount of uncertainty right now, some buyers are adding a special Coronavirus addendum to new and existing contracts to provide some breathing room for delays in this fast-changing environment. They're also relying on new language and forms for listing agreements and property showings. If the buyer or seller, or any of their family members, were to fall ill, these types of clauses would also allow move-out dates to be extended without penalty. All these terms can be negotiated with any offer presented to the seller.



Selling a Home During Coronavirus: What You Need to Know

What if I really don't want anyone coming into my home?

Many buyers are going to want to see a home in-person before making an offer, even if it's just once. However, it's your house, and you can show it on your terms. One option is to talk to your REALTOR about listing your home with out any showings or being advertised on the MLS. You can take the time getting your home ready to be on the market until the CDC considers it is safe again. This would allow your REALTOR to pre-market the home during that time.

If you need to sell your home right now and don't want to run the risk of showing it amidst this health crisis, you can reach out to the **Newman Real Estate Team** or got directly to www.SellSafeForCashNow.com to get an offer this week from our network of cash buyers without any need for home showings.

Are there any other go-to resources for home-sellers during this crisis?

Your best sources of information this time include:

Your local agent, **Blair Newman REALTOR**

Berkshire Hathaway **Call/Text 562.822.6532** DRE#01459316 www.newmanteam.com

Guidance from the CDC: www.CDC.gov

Guidance from the WHO: www.who.int

*Some information provided from Caroline Feeney Editor homelight.com



Why This Spring Is a Great Time to Sell

With more buyers coming to market this spring, here are the **top three reasons** you may want to consider selling your house and making a move this season.

1. First-Time Homebuyer Demand Is High

In the latest *Housing Trends Report*, the *National Association of Home Builders* (NAHB) measured the share of adults planning to buy a home over the next 12 months. The report indicates the percentage of all buyers who will be first-time buyers looking to purchase a home grew from 53% in Q4 2018 to 63% in Q4 2019.

The results reveal:

“Millennials are the most likely generation to be making plans to purchase a home within a year (19%), followed by Gen Z (13%) and Gen X (12%)...Geographically, 12% of respondents in the South and West are prospective home buyers, slightly ahead of the Northeast (10%) and Midwest (9%).”

With a high demand from first-time homebuyers and a shortage of inventory in the current housing market, especially at the entry level, selling your house this year might be your best move. Why? Because when homebuyers begin their search, they're not all looking for new construction. Many are eager to find a little charm and character in a place to call home – *possibly yours*.

In fact, according to the same study, there's a significant demand for existing homes:

"In terms of the type of home these prospective home buyers are interested in, 40% are looking to buy an existing home and 19% a newly-built home. The remaining 41% would buy either a new or existing home."

With showing activity up among buyers and more new construction coming to market, as a homeowner, you can sell your house now and move up into a new one or downsize into a home that better fits your current and ever-changing needs.

2. Mortgage Interest Rates Are Low

The *Primary Mortgage Market Survey* from *Freddie Mac* indicates that interest rates for a 30-year mortgage have fallen since November 2018 when they reached 4.94%. In February of 2020, they hit the lowest level in three years (3.45%). In their latest forecast, *Freddie Mac* also notes how mortgage rates are expected to remain low, leveling out to an average of 3.8% this year.

If you're worried about losing a great rate you may already have on your current mortgage, don't sweat it. Locking in at today's low rate may allow you to get more for your money on your next home, whether you choose to move up or downsize.

3. Inventory Is Low, Especially at the Entry-Level

Inventory is a hot topic in the market today. According to the *National Association of Realtors* (NAR), *"housing inventories are at the lowest levels for January since 1999."* The good news is, as a homeowner, this shouldn't scare you at all. New construction is starting to ramp up after years of slowing builder activity, and inventory at the upper-end is in a buyer's market, making it a great time for you to move into a new home.

A good rule of thumb is to sell something when there's less of that item for sale and the greatest number of buyers are in the market. That's exactly what's happening today.

Bottom Line

Not all buyers are looking for a newly built home, and your house may be high on an eager buyer's wish list. If you're ready to take advantage of low mortgage rates and a high demand for your house, let's get together to start the process for you and your family.





Expert Insights on the Housing Market

With low mortgage rates alongside home price and wage appreciation, many are wondering about the housing market forecast for the remainder of the year and what it might bring.

Here's what some of the top experts have to say:

Lawrence Yun, Chief Economist for the National Association of Realtors (NAR)

"We saw the year come to a close with the economy churning out 2.3 million jobs, mortgage rates below 4% and housing starts ramp up to 1.6 million on an annual basis. If these factors are sustained in 2020, we will see a notable pickup in home sales in 2020."

David Brickman, CEO of Freddie Mac

"The housing market is strong and, based on our survey, the low mortgage rate environment may inspire both renters and owners to make an educated move this spring."

Frank Martell, President and CEO of CoreLogic

"On a national level, home prices are on an upswing. Price growth is likely to accelerate in 2020. And while demand for homeownership has continued to increase for millennials, particularly those in their 30s, 74% admit they have had to make significant financial sacrifices to afford a home. This could become an even bigger factor as home prices reach new heights during 2020."

Bottom Line

If you're thinking of making your next move, now may be the time. Demand for your house will be strong, particularly while buyers are looking to lock in at low mortgage rates.

Equity Gain Growing in Nearly Every State

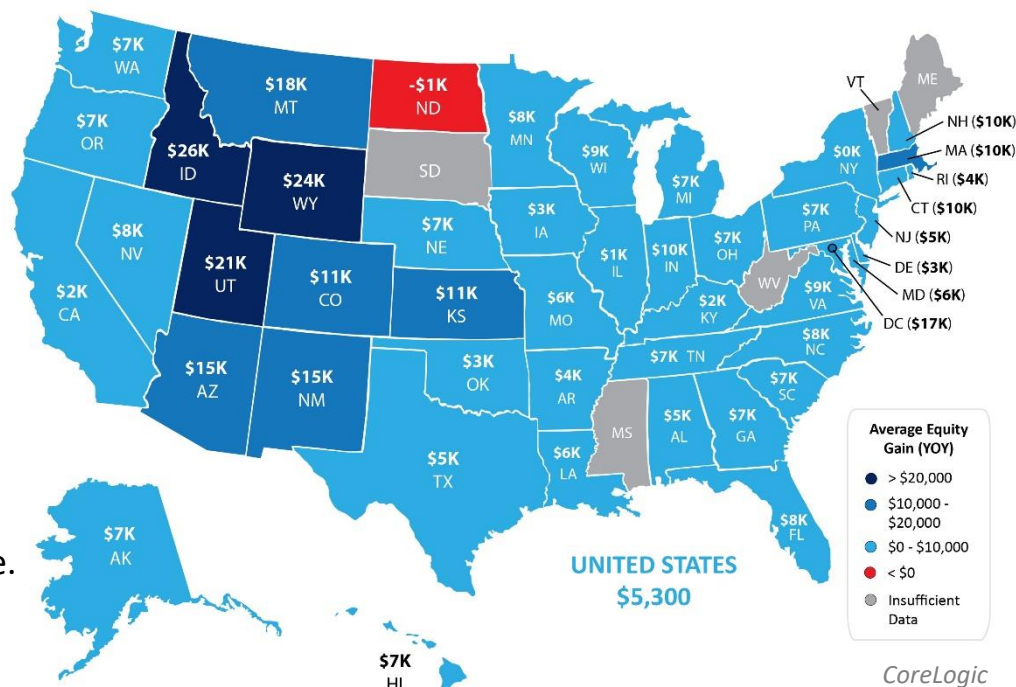
Rising home prices have been in the news a lot lately, and much of the focus is on whether home prices are accelerating too quickly as well as how sustainable the growth in prices really is. One of the often-overlooked benefits of rising prices, however, is the impact they have on a homeowner's equity position.

Home equity is defined as the difference between a home's fair market value and the outstanding balance of all liens on the property. While homeowners pay down their mortgages, the amount of equity they have in their homes climbs each time the value increases.

Today, the number of homeowners that currently have significant equity in their homes is growing. According to the *Census Bureau*, 38% of all homes in the country are mortgage-free. In a home equity study, *ATTOM Data Solutions* revealed that of the 54.5 million homes with a mortgage, 26.7% of them have at least 50% equity. That number has been increasing over the last eight years.

CoreLogic also notes, "...the average homeowner gained approximately \$5,300 in equity during the past year."

The map here shows a breakdown of the increasing equity gain across the country, painting a clear picture that home equity is growing in nearly every state.



Bottom Line

This may be the year to take advantage of your home equity by applying it forward, either as you downsize or as you move up to a new home.



Moving? Equity and Low Mortgage Rates Are on Your Side This Year

Home prices have been increasing for 95 consecutive months, according to the *National Association of Realtors*. If you're a homeowner, whether you're looking to move up or downsize your living space, an increase in value is great news, as you've likely built significant equity in your home.

How to Use Your Home Equity

For move-up buyers, the typical pattern for building financial stability and wealth through homeownership works this way: you buy a house and gain equity over several years of mortgage payments and price appreciation. You then take that equity from the sale of your house to make a down payment on your next home, and then repeat the process.

For homeowners ready to downsize, home equity can work in a slightly different way. What you choose to do depends in part on your goals.

According to *HousingWire.com*, for some, the desire to downsize may be related to retirement plans or children aging out of the home. Others may choose to live in a smaller home to save money or simplify their lifestyle in a space that's easier to clean and declutter. The reasons can vary greatly, and even by generation.

Those who choose to put their equity toward a new home may be able to make a substantial down payment or even buy their next home in cash. This is incredibly valuable if your goal is to have a minimal mortgage payment or none at all.

A local real estate professional can help you evaluate your equity and how to use it wisely. If you're planning to move, keep in mind that the experts are forecasting home price appreciation in 2020, which could influence your choices.

The Impact of Low Mortgage Rates

Mortgage rates are also expected to remain low throughout 2020 at an average of 3.8% for a 30-year fixed-rate loan, making moving into a new home right now very desirable. Low mortgage rates can offset price hikes and increasing appreciation, so locking in while rates are low will be key.

When rates are low and you also have equity to put into your next home, you may be in a better position than you think when it comes to making a move into your dream home. The combination of leveraging your growing equity and capitalizing on low rates could make a big difference in your housing plans this year.

Bottom Line

If you're planning on making a move this year, the twin trends of low mortgage rates and rising home equity can kickstart or boost those plans in the right direction.





Have You Outgrown Your Starter Home?

For many Americans, buying a home is the first taste of achieving part of the American dream. There's a sense of pride that comes along with building your family's wealth through your monthly mortgage payment.

It may seem hard to imagine that the first home you purchased (which made your initial dreams come true) might not be the house that will allow you to achieve the rest of your dreams. The good news is, it's okay to admit your house no longer fits your needs.

According to *CoreLogic*, prices in the starter-home market have appreciated by 5.9% year-over-year. At the same time, inventory in **this specific category** closed 2019 with a 3.4-month supply (*down from 3.9 months in December 2018, which is the most recent data available*).

PRICES



5.9%

year-
over-
year

INVENTORY



3.4

month
supply

These two statistics are directly related to one another. As inventory has **decreased** and demand has **increased**, prices have been driven up.

This is great news if you own a starter home and are looking to move up to a larger home; the equity in your house has likely risen as prices have increased. Even better is the fact that there's a large pool of buyers out there searching for the American dream, and your house may be exactly what they're after.

Bottom Line

If you've outgrown your starter home, let's talk about market conditions in our area so we can make your move-up dreams come to life.



Having a Professional on Your Side Makes All the Difference

In today's fast-paced world where answers are just a Google search away, there are some who may question the benefits of hiring a real estate professional. The truth is that the addition of more information can lead to more confusion.

Shows like *Property Brothers*, *Fixer Upper*, and dozens more on HGTV have given many a false sense of what it's like to buy and sell a home.

Now more than ever, you need an expert on your side who's going to guide you toward your dreams and not let anything slip through the cracks. **Buying or selling a home is not something you should DIY (Do It Yourself)!**

Here are just some of the reasons you need a real estate professional in your corner:

There Are Quite a Few Steps to Navigate in the Process

There are over **230 possible steps** that need to take place during every successful real estate transaction. Don't you want someone who has been there before, someone who knows what these actions are, to ensure you have a positive buying and selling process?

You Need a Skilled Negotiator

In today's market, hiring a talented negotiator could save you thousands, perhaps tens of thousands of dollars. Each step of the way – from the buyer submitting an original offer, to the possible renegotiation of that offer after a home inspection, to the potential cancelation of the deal based on a troubled appraisal – you need someone who can keep the deal together until it closes.

You Need to Know What the Home You're Buying or Selling is Worth in Today's Market

There's so much information in the news and on the Internet about home sales, prices, and mortgage rates; how do you know what's going on in your local area? Who do you turn to in order to competitively and correctly price your home at the beginning of the selling process? How do you know what to offer on your dream home without paying too much or offending the seller with a lowball offer?

Dave Ramsey, known as the financial guru, advises:

"When getting help with money, whether it's insurance, real estate or investments, you should always look for someone with the heart of a teacher, not the heart of a salesman."

Hiring a real estate professional who has a finger on the pulse of the market and is eager to help you learn along the way will make your experience an informed and educated one. You need someone who's going to tell you the truth, not just what they think you want to hear.

Bottom Line

Today's real estate market is highly competitive. Having a professional who's been there before to guide you through the process is a simple step that will give you a huge advantage. Let's make it happen together.





Why You Shouldn't "For Sale By Owner"

By now, you're aware of the benefits of working with a real estate professional. However, rising home prices coupled with the current inventory in today's market may cause some homeowners to consider selling their home on their own (known in the industry as a **For Sale By Owner**). Believe it or not, a *FSBO*, as it's candidly called, might not actually be a good idea for most sellers.

Here are the top five reasons not to FSBO:

1. Online Strategy for Prospective Purchasers

Studies have shown that 93% of buyers search online for a home. That's a pretty staggering number! Most real estate agents have an Internet strategy to promote the sale of your home. Do you?

2. Results Come from the Internet

Where did buyers find the homes they actually purchased?

- 52% on the Internet
- 29% from a Real Estate Agent
- 10% Other
- 6% from a Yard Sign
- 3% from Newspapers

The days of selling your house by putting up a sign in your yard or placing an ad in the paper are long gone. Having a strong Internet strategy is crucial.

3. There Are too Many People to Negotiate With

Here's a list of some of the people with whom you must be prepared to negotiate if you *FSBO*:

- The buyer, who wants the best deal possible
- The buyer's agent, who solely represents the best interest of the buyer
- The buyer's attorney (in some parts of the country)
- The home inspection companies, which work for the buyer and will almost always find some problems with the house
- The appraiser, if there is a question of value

4. It Has Become Increasingly Difficult to FSBO

The paperwork involved in buying or selling a home has increased dramatically as more industry disclosures and regulations have become mandatory. This is one of the reasons the percentage of people *FSBOing* has dropped from 19% to 8% over the last 20+ years.

5. You Net More Money When Using an Agent

Many homeowners believe they'll save the real estate commission by selling on their own, but the seller and buyer can't both save the commission.

A report by *Zillow* revealed that *FSBOs* are inclined to do so because they believe it will save money (46% cite this among their top three reasons), but they don't actually save anything, and eventually end up listing with an agent.

The same report revealed that:

"While 36% of sellers that (at first) attempted to sell their homes on their own, only 11 percent of sellers—in other words, less than a third...actually sold without an agent."

It appears working with a real estate professional is the best answer.

Bottom Line

Before you decide to take on the challenges of selling your house on your own, let's get together to discuss your needs.





Tips to Sell Your House Faster

1. Make Buyers Feel at Home

Declutter your house. Pack away personal items like pictures, awards, and sentimental pieces. Make buyers feel like they belong in the house. According to the *2019 Profile of Home Staging* by the *National Association of Realtors (NAR)*, “83% of buyers’ agents said staging a home made it easier for a buyer to visualize the property as a future home.”

Not only will your house spend less time on the market, but the same report mentioned that, “One-quarter of buyers’ agents said that staging a home increased the dollar value offered between 1 – 5%, compared to other similar homes on the market that were not staged.”

2. Keep it Organized

Since you took the time to declutter, keep it organized. Before buyers arrive, pick up toys, make the bed, and put away clean dishes. According to the same report, the kitchen is one of the most important rooms to stage in order to attract more buyers. Put out a scented candle or some cookies fresh from the oven. Buyers will remember the smell of your house.

3. Price it Right

When the competition in your neighborhood heats up, you’ll want to make sure your house is noticed. A key to selling quickly is ensuring your house is *Priced to Sell Immediately (PTSI)*. This means you’ll be driving more traffic to your property and ultimately creating more interest in your listing.

4. Give Buyers Full Access

One of the top four elements when selling your house is access. If your house is available to tour anytime, that creates more opportunities to find a buyer right away. Some buyers, especially those relocating, don’t have much time available. If they cannot get into the house, they will move on to the next one.

Bottom Line

If you want to sell your house in the least amount of time, at the best price, and with as little hassle as possible, let’s make sure it checks the box on each of these key elements.

How to Prepare Your House for a Winning Sale

When listing your house, your top goal will likely be to get the house sold for the best price possible. There are many small projects you can do to make sure your house is ready to make that happen.

10 Tips to Improve the Curb Appeal of Your House

- ❑ **Give your entry a facelift.** Try a fresh coat of paint or a new front door.
- ❑ **Landscape your yard.** A well-groomed lawn shows buyers the house was cared for.
- ❑ **Make sure all exterior lights are working.** Replace outdoor light bulbs.
- ❑ **Wash all windows (inside and out).** Don't let dirty windows take away from a great view!
- ❑ **Clean out your garage.** Consider getting a storage unit to remove any non-essential items you want to keep.
- ❑ **Plant flowers.** Depending on the climate in your area, you may want to add a pop of color around your yard.
- ❑ **Remove any lawn ornaments** you are planning to bring with you to your new home.
- ❑ **Replace a worn-out welcome mat.** Welcome buyers with a fresh step into your house.
- ❑ **Paint or replace the street numbers** on your house. Make them more visible to potential buyers.
- ❑ **Power wash outdoor surfaces.** Give them a 'like new' feeling (ex: siding, sidewalks, driveway).

10 Tips to Make Your House Feel Like Home to Buyers

- ❑ **Clean everything.** A clean house will allow buyers to picture themselves in the space and not be distracted.
- ❑ **Give every room a purpose.** Even if you used it as a bonus room, clear room identity helps buyers visualize.
- ❑ **Let the light in.** Bright rooms feel warm and inviting; dark rooms can feel small and gloomy.
- ❑ **Fix anything that's broken.** Buyers will notice and may offer less for your house if repairs are required.
- ❑ **Declutter your house.** Thinning out your closets and pantry will show how much room is available.
- ❑ **Update paint and carpet.** These are the top things you can update to sell your house faster and for more.
- ❑ **Organize the kitchen.** Pack away any non-essentials or small appliances and clean all the surfaces.
- ❑ **Clean up for each showing.** Empty all trash bins and hide any dirty laundry.
- ❑ **Fix the doors.** Fix any squeaks or creaks on interior and exterior doors.
- ❑ **Replace light bulbs with new ones.** Make sure all the switches work properly in your house.

Whether you need a list of great local contractors or recommendations on what to fix and replace, let's get together to make sure your house is ready for a top-dollar sale.

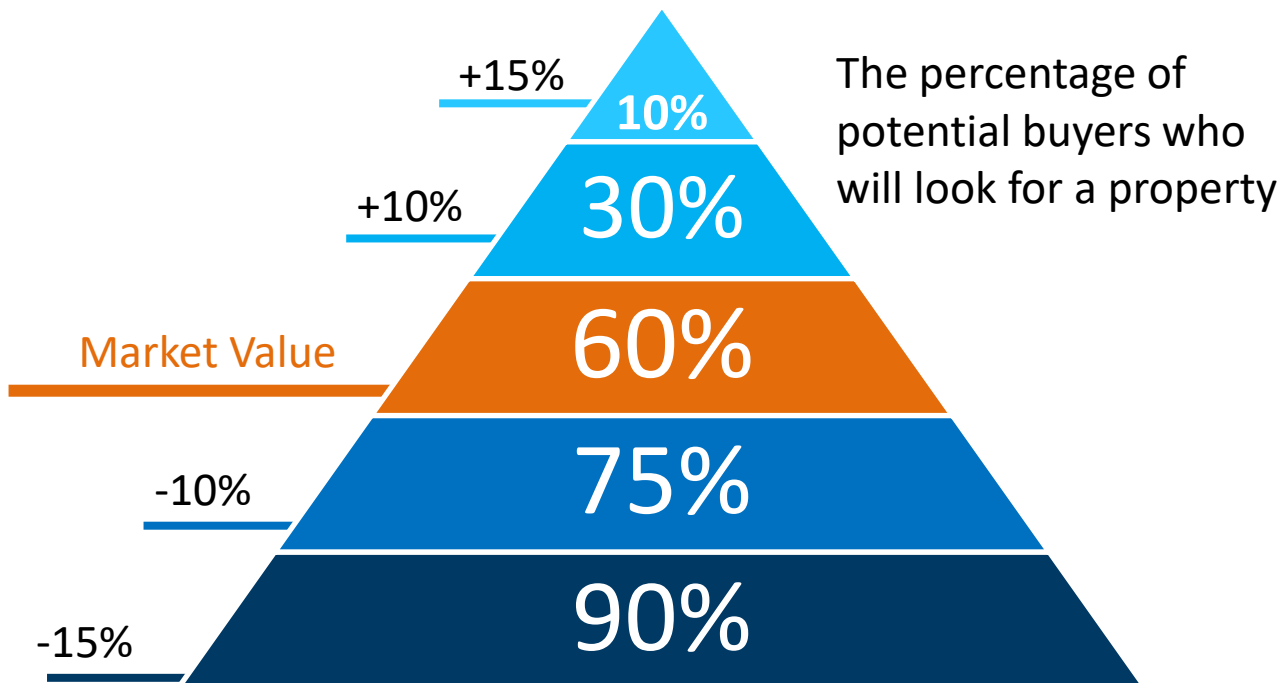
Is Your House Priced to Sell Immediately?

In today's real estate market, setting the right price for your house is one of the most important things you can do.

According to *CoreLogic's* latest *Home Price Index*, home prices nationwide increased year-over-year by 4%. By this time next year, *CoreLogic* predicts home prices will increase by 5.2% on a year-over-year basis.

It's important to realize that pricing your house a little over market value to leave room for negotiation will dramatically decrease the number of buyers who see your listing (*see below*):

Impact of Price on Visibility



Instead of trying to 'win' the negotiation with one buyer, you should price your house so demand for it is maximized. By doing so, you won't be negotiating with one buyer over the price. Instead, you'll have multiple buyers competing for the property.

The secret is making sure your house is *Priced To Sell Immediately (PTSI)*. That way, your house will be seen by the most potential buyers. It will be more likely to sell at a great price before more competition comes to the market.

Bottom Line

If you're thinking about listing your house, let's discuss how to price it appropriately to maximize your exposure and return.



5 Reasons to Hire a Real Estate Professional



Contracts

We help with all disclosures and contracts necessary in today's heavily regulated environment.



Pricing

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase.



Experience

We are well-educated in real estate and experienced with the entire sales process.



Negotiations

We act as a buffer in negotiations with all parties throughout the entire transaction.



Understanding of Current Market Conditions

We simply and effectively explain today's real estate headlines and decipher what they mean to you.

CONTACT ME TO TALK MORE

I'm sure you have questions and concerns about the real estate process.

I'd love to talk with you about what you read here and help you on the path to selling your house. My contact information is below and I look forward to hearing from you.



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Equal Housing Opportunity

