

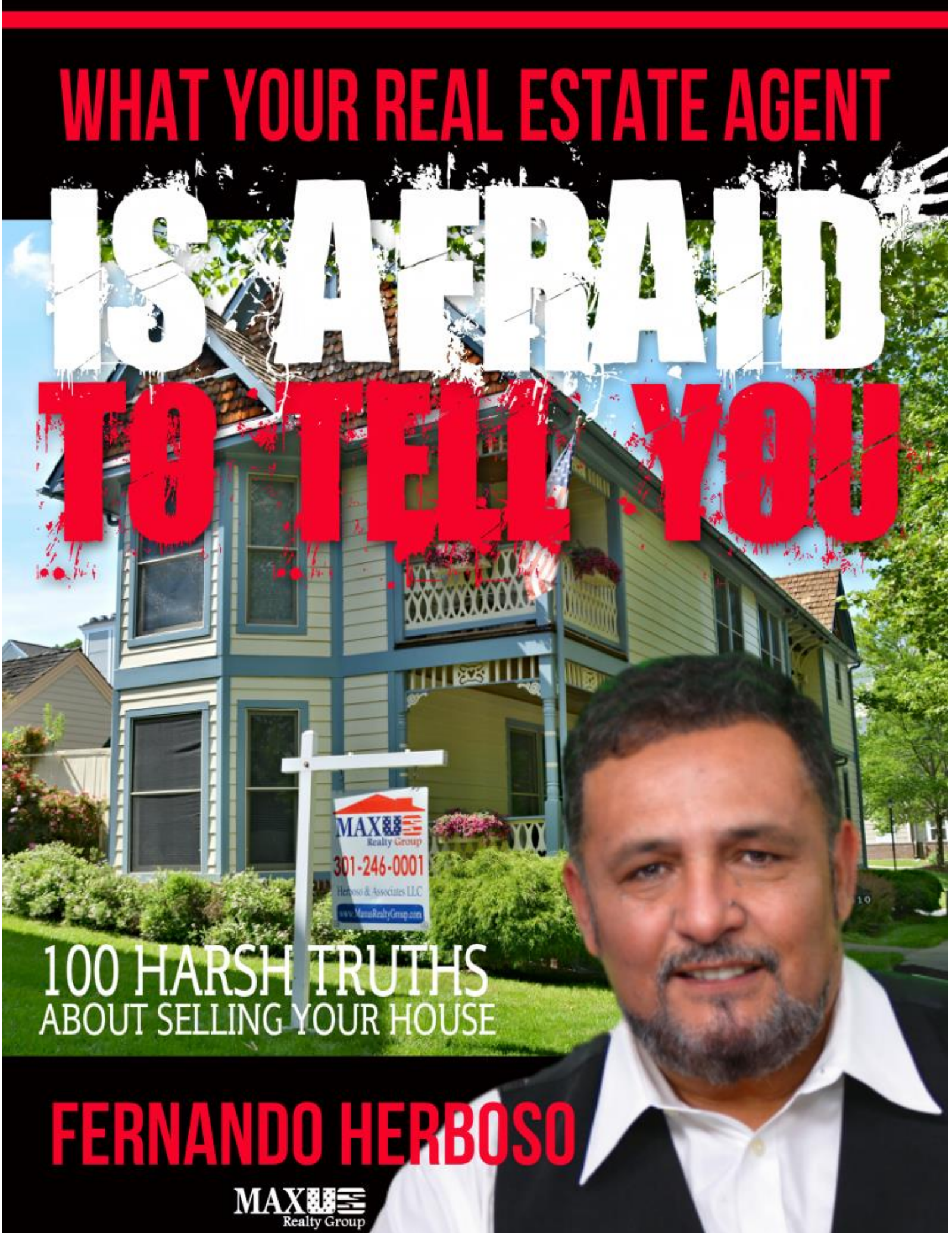
WHAT YOUR REAL ESTATE AGENT

IS AFRAID

TO TELL YOU

100 HARSH TRUTHS
ABOUT SELLING YOUR HOUSE

FERNANDO HERBOSO



Acknowledgements:

I would like to express my sincere gratitude to the most important person that made this book possible, without whom this book would have never come out. My son Eric Herboso for his continuing support and guidance to make it possible. I'm so proud of the person he has become as an adult and I love him more than he can even imagine.

I would like to also thank my family to whom this project would never have been possible. Their constant source of love, concern, support and strength during those long hours late at night has taught me the sacrifices are always necessary and their love makes it all worthy.

To my wife Susan and her devotion to my success and the source of my happiness, I love her passion for our family and her support during the "dry" seasons of real estate, never doubting me, always encouraging me to be the best father, husband and real estate broker out there. She is an amazing woman and I'm so lucky that she is my life.

I would also like to express my thanks to Carlos Herboso, my brother who has always played a key role in encouraging and coordinating this whole project by keeping me abreast of what is happening every day in the "real" world of real estate from the buyer's point of view. His insight and understanding of what is happening on the trenches was very valuable during the writing of this book.

Finally, I appreciate the support from all my clients and colleagues that somehow were instrumental and participated voluntarily or involuntarily in some way to make this book possible.

Notes from the Author:

Selling houses can be so complicated and hard. .but it really doesn't have to be. Selling houses puts a lot of pressure on real estate agents because it is such an important event on someone's life. The wrong person spearheading the sale of a house can sabotage the goals of an unsuspecting homeowner.

But selling houses can also be fun and rewarding in many ways. It is a mutually beneficial event for the homeowner and for the real estate agent who makes it happen.

I've been selling houses and teaching agents for over a decade now and during this time, I learned as many tricks and tips I could find to help me get an edge over other real estate agents. I discovered that mindset is the one thing that determines if you are a good listing agent or not.

You have to believe on yourself first and then your strategy should be above par if you want outstanding results for your clients.

I wrote this book to help others sell houses, to avoid the mistakes, trips and falls and most importantly to help agents change their mindset and become conscious of the intricate details of the process when they assume the responsibility of selling someone's home to start a new life.

I love marketing because it brings my creative mind on turbo to connect with people with the use of old or new technology. The moment of discovery when something has worked is as pleasurable as winning at the roulette in Las Vegas. The creative aspect of marketing for me has brought the best of me in many ways. I'm fascinate with the connection that good marketing creates between two parties. It is that connection and the results that determines if you are good or bad.

Unfortunately, when I encounter homes that do not sell in a daily basis, what we call in our industry “Expired Listings” I know that there is only one reason what a house did not sell...

The Agent

The Agent in charge of selling has one major duty, it is the one that educates the seller about the process and advices about the most likely steps to take. When a listing agents fails their duty to be the consultant and leader that sellers desperately need, the faith of a listing is very predictable.

The Listing Agent is like the Captain of a ship...you steer it with your experience, knowledge and professionalism, The second you relinquish the steering and the direction of your “ship” to someone else. . .(specially the homeowner) you’ll hit the iceberg and go down with your misery, lost opportunity and financial chaos.

If you are a “For Sale by Owner” (FSBO trying to bypass professional help in appearance to save money. My advice is to think twice. The money you are trying to save is not an expense, but rather a necessary investment, if you hire the right person for the job.

My hope for the reader is that they acquire just one single idea from this book that will help them sell a house. This could be worth thousands of dollars to the seller and/or thousands of dollars to the listing agent.

In that case, the cost of this book is not really an expense... but an investment that will pay handsome results to the ones that dare...

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Foreword:

I've been selling real estate, personally or in a professional level... It seems all my life. From a 30 unit+ apartment building that was owned by me long time ago, aptly named "Spanish Trace Apartments" to million dollar properties in Potomac MD and \$12,000 listings in Baltimore.

I had a number of successes plus my share of failures.

Nothing could prepare me for the collapse in real estate around 2005/2007. A number of my dear clients were calling me for help to sell their homes because they could no longer afford them.

Short sales were the normal in those days and it was my duty to help them. I became a sort of the go to guy when it comes to short sales as some months we were carrying and negotiating upwards of 40+ listings at any given time. We lost some, we sold some, but my most memorable was a dear client of mine that reflects the desperation my clients suffered during these hard times.

My client's daughter found us on the Internet nothing wrong with that, most of our clients find us first on the Internet because of our vast educational presence with videos. I had the call one day and I sensed the familiar desperation in the other line... .

"My mother can no longer afford to pay her mortgage, can you please help her?"

A few days later, as my client was signing the listing agreement, she was so grateful that I took the time to come and see her..

"Fernando, most Realtors do not take \$60,000 Short Sale Listings!"

She tried finding help before and no one was really paying her attention,

That's what she was afraid of when I first met her...her house was not worthy to be a listing for real estate agents that did not want to tackle the problems of a long short sale negotiation with an unappreciative bank...and a low commission check "if" completed.

I had an instant connection with my client and I re-assure her. .as long as she is willing to help us help her. . I promised her that I would do everything on my power to end her nightmare.

She was ready for me. .and I took the listing.

For those who don't know, the usual short sale process goes like this:

1. Obtaining all supporting documents from the seller
2. Submitting a short sale request to the corresponding lender (s)
3. Applying for the HAFA PROGRAM and ANY other programs that our client qualifies for
4. Putting the property on the market
5. Obtaining an offer
6. Accepting an offer
7. Getting an approval from the first Lender
8. Getting an approval form the second Lender
9. Satisfying any other liens against the house
10. Closing the deal

With lots of headaches in between.

I walked away determined to help her and start the process

My team and I started the process as normal and very soon we got her under the HAFA Short Sale Program. This assured us that there will be no deficiency judgment against her. .and the best news, a \$3,000 Relocation Assistance Payment at closing for the seller.

My dear client needed that for sure. She was on her seventies, taking care of her grandkids while their parents went to work. It wasn't fair to be in her position. After working all her life, buying her dream home, she will end up with \$3,000 in an apartment building somewhere.

We found a buyer and the contract was presented to the lender(s) for their approval.

Weeks later, we had an approval and advised my client that it was time to move.

Days before the closing, I asked her how her new apartment was.

"It's horrible Fernando, horrible!"

I was concerned and I asked why it was horrible

"The elevator does not work half the time, I'm on the top floor and yesterday I had to carry groceries all the way up the stairs...two times!"

"Everything is old, noisy, cold and small..."

She started crying.

I was sad for her, trying to find words and console her. ..It wasn't fair.

As we continue working the short sale and the final closing of the sale, unbeknownst to my client, we found that she qualified to receive an additional \$20,000 on top of the \$3,000 from the HAFA Program.

Of course, I was a little reluctant to tell her this news. . After all, we were selling her house for only \$60,000 and the lender will pay her \$23,000?

Something had to be wrong?

It would not be the last time that a bank made a mistake in one of my short sales and I will have a severe disappointed client and lots of explaining to do ...at closing. . .

I told my staff, that I will not to tell our client until I was 100% sure she was getting the money. That was the day of the closing.

The final HUD-1 gets approved and we are clear to close. .

We are at the closing table.

The attorney, the buyers of the property, all the agents, my client's daughter and my brother

Carlos were present. I've asked Carlos to come by and video tape surprising my dear client with the news...she was going to get \$23,000 not just \$3,000 as she expected it.

It's time to tell my dear client the good news. .

“You can move to a better apartment building...The ones with working elevators. You are walking away today with a check for \$23,000!!!!”

Of course she very happy, both she and her daughter were first surprised and then they started crying..

We all cried, I was so happy for her..

It was like doing something for my own mother..

This is the most satisfying event in my career. . so far

Unfortunately she did not use that money to move to another apartment, as we all thought. Her daughter called me 60 days later to tell me that she passed away

The money was utilized to pay for her own funeral.

Real Estate is an emotional business and it could affect you either way.

I elected this experience to affect me in a positive way and I smile every time I watch the YouTube video as a reminder of my role in all my client's lives.

You can watch the video if you would like..

Just Google, “Surprising my client with \$23,000 check”

You'll find it there.

Introduction:

"What Your Real Estate Agent Is
Afraid To Tell You"

100 – HARSH TRUTHS ABOUT THE SELLING OF YOUR HOME

The sale of your home isn't quite as simple as sticking up a 'for sale' sign and waiting for the buyers to come to you. Here is an overview of 100 things of the various steps involved in selling a property. You can use this list as a guide when selling a house or call a professional listing broker to take care of it for you.

I've included various marketing tips along the way, but first we have to 100% decide if selling your home now is exactly what you want to do.

The first step in the home selling process is making the decision to sell. This is a very emotional decision for some people, and as such, you must be fully prepared going forward.

Facing the Challenge:

There are many and using this book as a guide/ checklist will help you minimize the actions you must take going forward.



#1 The First Impression Counts! –

From the moment the prospective buyers drive up to your property, they are judging your home. I've seen personally when buyers don't even bother to come inside because they have already made up their mind at a first glance. Your front yard, your entrance and every single room or space in a home **should be a “wow” of some sort**, providing something that is beyond what's expected to the prospective buyer. First impressions apply to each and every single room or space in a home as well.

#2 Appeal to everyone –

Try to appeal to everyone who might come through your property by using neutral designs throughout your house.. from the colors of the walls to furniture, even statues and paintings on the wall. You must **remain neutral** and not force a strong conviction that would only appeal to a smaller percentage of your visitors.

#3 You are selling a lifestyle. Not a house –

From all my years of experience and talking to perhaps thousands of people about homes and real estate. I ascertained this concept which I found it to be true and factual over and over again. Most buyers are **shopping for a new lifestyle**...not a house. All your marketing materials should refer to this fact.

#4 Don't Take it Personal –

As soon as a house is in the market, it **becomes a product** and is all business from there. You can't avoid the emotional aspects of selling a home...but you better hide them well if you want to sell it for the most money at a timing that fit your plans.

#5 Be Committed To Getting Your Home Sold –

Selling a home with a "just testing the water" attitude will not lead you to a positive outcome. Especially when it comes to the pricing of the property. **Every house has a reputation** and you need to protect it. As you accumulate "Days on Market" your chances of getting your home sold for the highest amount it can bear is almost impossible. You will end up attracting only low-ball offers looking for a bargain as your home sits unsold with the appearance that "there must be something wrong with that property being in the market so loooong!". **Commit to sell** or wait until you are...

#6 Hiring the Right Professional –

You need guidance, advice and direction from an experienced professional if you want to sell it for the most money. Know the difference when a commission is an EXPENSE versus when a commission is an INVESTMENT for you. Every single location, town or place in the USA is littered with discounted services that have only ONE VALUE TO OFFER: Their low commissions! **A commission should never be an expenditure** ...rather it should be an investment to help you get the most money for your house at a timing that fits your plans

#7 Pricing Your Home to Sell –

Know the facts and study it carefully. The pricing of your home should not be set on hope, automatic computerized CMA's and/or false **homeowner illusions**. The price of your home should be set by square foot comparisons, current local market conditions, major improvements or lack of, pending sales, sold comps and the number of similar active listings in the area. You need guidance, advice and direction from an experienced professional to set the right price to sell, follow their advice and don't look back.

#8 When To Sell and When to Fold –

If timing is unimportant to you, selling it on the "right season" could bring you better results. In general, spring marks the beginning of the busiest home-selling and home-buying season in most areas, followed by the summer, fall and winter. If you are selling your home, finding the "optimal time to sell" should be considered, if you want to sell it for the most money. Beware that there are also other major factors involved on this. Competition numbers, local market conditions and local impact changes like a new plant or factory nearby...all or some may affect the timing when to put your home for sale. Your agent should advise you if you don't have any preferences, as they have their pulse in the local market and put your home **for sale during the most optimal time**.



5 EASY WAY TO INCREASE YOUR HOME VALUE BEFORE YOUR SELL

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CLICK HERE

Preparation Outside:

#9 Curb Appeal Sells –

Potential home buyers form their first impression of a home from its curb appeal. Ideally you will want to get started cleaning up your yard a few weeks before you plan on showing your house. Plants and flowers need a little time to get them ready and give a good impression. **You can't do this the day before your home comes in the market....really!**

#10 Pressure Washing –

The siding, the deck, sidewalks and even the driveway should be done carefully without damaging their surfaces and surrounding plants. **Rent a power washer for a weekend** and wash away!

#11 Paint Front Porch & Front Door –

Even if you don't have a front porch, at least you have a front door. Potential buyers congregate around this area while waiting for their agent to open the door. A "**good feel fresh impression**" in this area will put your house at the top of their list. Peeling paint and rotted wood?...that will certainly put you at the bottom of that list.



#12 Pools, Hot Tubs and Garbage Cans –

If you have a pool, you need to stage it for fun and **not stage it for endless work** to the future buyer. Stage the pool area with clear water, lounge chairs and margarita glasses and NOT with vacuum hoses, nets and pool brushes thrown all around. Hide them all away! . If you purchased a Hot Tub for \$5,000. . .NO you may NOT add \$5,000 to the price of your house. .finally hide all garbage cans from view, they are not helping you if they are displayed all around the backyard. You are going for the "WOW" feeling...not the "YUCK" feeling.

#13 Impress Them With Easy To Read House Numbers –

Nice brand new polished brilliant numbers are around five bucks each at Home Depot. Not only your house will be easy to spot from outside but, you will be above 90% of your competition with your new house numbers looking spiffy and ready to attract buyers. I saw many beautiful houses before with broken or rusted numbers that were too hard to read. Avoid the urge to paint them over and finish the job in 5 minutes with the **“amateur painting frame effect”** around the numbers.

#14 Impress Them with a New Mailbox –

Mailboxes are so overlooked by many home sellers. Another simple and inexpensive way to make a good first impression. Old beat up rusted, mailboxes with broken hinges gives only one initial buyer sentiment, **“the homeowner does not care . . . wait to see what’s inside!”**

#15 Fresh Mulch and Grass Seeds –

This is more of sweat equity rather than monetary cost. One weekend of **sweat labor could make a world of difference**, Fresh mulch always is good advice when it comes to landscaping. Drop some

grass seeds to those bald areas around your lawn and pull the weeds from your garden(s)

#16 Your Neighbor - Friend or Foe? –

What if your neighbor still has Christmas lights hanging in the middle of July? or the grass gets cut only when one of their pets goes missing?. Curb appeal applies to your house and the houses around you, if you can control it...you or your agent must act upon it. Offer them to pay for handyman services and get it done or ignore it and **risk losing thousands of dollars at the closing table** when you finally sell...Your agent should be the one approaching them with this script: " I'm selling the house next door and I have in my budget money allocated to prepare the house to sell. ...By selling our listing for the most money, your equity will benefit tremendously as well. I have some money left over to clean the common areas and I would like to include your yard to this ...would it be OK to take care of it... at no cost to you?"

#17 Don't Ignore Your Roof –

If your house is 20 /25 years old and the roof was never changed, you may have to **offer a concession for a new roof despite** its condition. Asphalt shingle/composition roofs last an average of 20 to 30 years. You better off facing that fact prior to selling it rather than later after a home inspection surprises the homebuyer. This is how we can control a negative aspect in a house and turn it around as a positive thing. Potential buyers will always appreciate honesty and candor.

#18 A New Welcoming Mat at the Front Door –

Placed at your home's entrance, a door mat is very inexpensive but critical when you want to **make a great first impression**. Avoid strong colors or funny slogans or designs. Stay as neutral as possible. You want it fresh, welcoming and new.

#19 Paint or Repaint Exterior Wood Trim –

This is another chance to make a good first impression. A fresh coat of paint and some caulking is the best and quickest way to make your house look better.

#20 Your Fence Tells a Story –

Don't let the fence tell a false story of how you have maintained the property during your ownership. Fix it, paint it and use it as a statement that you kept the house in good condition. A broken dilapidated and unpainted fence says a lot about the seller and that is not going to help you **get the most money for your house** when you sell it.



#21 Rotted Wood - Rotten Results –

This is another area I see many sellers fail. Rotted wood at the base of an outside door tells also the same story as the fence. Wood rot looks unsightly to all buyers and cause them to wonder. . What else might be in disrepair?

#22 Have all Windows Cleaned Inside and Out –

Buyers need a clear view and vision before making the commitment to buy. Help them with a bottle of Windex.

#23 The Front Door Knob and Key Lock –

Perhaps, you have use it thousands of times. If your door knob looks scratchy, old and you have to wiggle the key to the right or to the left to make it work. . Perhaps it's time to update it!



5 EASY WAY TO INCREASE YOUR HOME VALUE BEFORE YOUR SELL

Preparation Inside:

#24 “If Smells . . . It Won’t Sell” –

Buyers can be turned off or offended by smells emanating from pets, smoking, heavy cooking and other sources. The human sense of smell could trigger powerful emotions to a potential buyer. Ask a neighbor or a friend to come in to your house and perform a "smell test". You don't count if you live in the house, because time develops immunity to certain smells....better yet, ask your agent to be honest about this...and fix it.

#25 Go for the "WOW" at the Entrance

Many homes are sold at this point. If buyers are expecting 7, go for 10 or more. This is the area where the lifestyle buyers are seeking for is clearly defined and finally bought.

#26 Clean like Your Mother-in-law is coming to Stay –

A complete general cleaning of the house, even the tiniest detail. Pay special attention to highest usage areas like, light switches, door knobs, and other areas where is often touched and used all the time. Consider hiring a cleaning service.



#27 The Kitchen is the Most Influential Room to the Sale –

The heart of every house is the kitchen. **Any appearances of discomfort found by buyers will cost you thousands of dollars.** Your number one priority in preparing a house to sell should be to make the kitchen shine and if you can afford it and needs it.... change to new appliances, change old counters, cabinets, door cabinets and install a new splash wall before selling. The money you invest in modernizing your kitchen, will be returned handsomely at the closing table.

#28 The Bathroom(s) is next . . . –

Perhaps no other scenario could make this point as strong as it should be. If you are a parent, and your child "must" use a dirty, moldy, with broken tiles gas station bathroom...you hold your breath, you instruct your child to avoid touching anything and you are out of there as quickly as possible . . . that's the silent litmus test the MOM of the buyers performs when looking for a new home to buy... as she imagines her loved ones using the bathrooms of their new house. No black spots, no soap scum, no USW's * and missing caulking.
. (*USW's) "**Unidentified Spots on the Walls**" - Clean it 3 times!

#29 Clear Out the Clutter –

You want buyers to focus on how awesome your house is, not how messy it looks. The attention should be directed to the house...and not to your valuable collections or your wonderful family photos. Get rid of unneeded items, donate them, sell them or put all the extra stuff in storage. **Less is best** when it comes to furniture, items inside your closets, pictures on walls and items on top of your kitchen / bathroom counters. Give them a view of the house....not your stuff.

#30 Remove the Dead Deer Head from the Wall Please –

As proud as you must be, getting a shot in the midst of danger and killing a deer, avoid the tendency of displaying it proudly to potential buyers. (This includes tigers and lions as well)...You are NOT selling

yourself . . . remove any “offensive artwork” before selling a house. You want to appeal to 100% of all buyers....not just a few.

#31 Remove the Confederate Flag from the Wall Please –

Your beliefs, political affiliations and favorite team(s), will appeal to perhaps only 50% of the potential buyers coming to your house....you may want to shoot for 100% here.

#32 Clear Fridge of All Magnets –

Depersonalizing your house is important before selling. Your family may love all those magnet memories all over your fridge's door...but the potential buyer for your house may be so distracted that will forget what your house looks like once they leave.

#33 Stage Your Refrigerator? –

Yes! A potential buyer opens up your fridge and imagines the joy of ownership as they we were already there... You control what they see. **Avoid the temptation of staging it with leftover pizza**, cans of soda and spilled food all over the surface rather than going for the clean look of a spotless refrigerator. While selling, keep it organized from top to bottom packed with fresh fruits and vegetables and plenty of room for more...

#34 Cabinets and Drawers –

Old outdated cabinet doors and drawers in some cases could be transformed with a creamy antique white paint to freshen it up and modernizing it as well. In some other cases when you have wood cabinets, a deep clean, lite sand and a coat of clear varnish could also make a world of difference.



#35 Change Your Cabinet Hardware –

From pulls, handles and hinges, this is an inexpensive way to also transform your kitchen. Just replacing old and outdated brass knobs with more modern pewter or ceramic looks... could be the small difference that will end up selling the house.

#36 Replace Light Bulbs –

This is not the time to save a few bucks on your monthly electric bill. Replace light bulbs to a higher wattage to bring more light, especially to those dark rooms that need showcasing. Keep them on during showing times.

#37 Update Outlet and Switches Wall Plates –

Replace them with the same color of the outlets to match. Avoid the temptation to mix them for a ‘cooler - look” trust me, keep them the same color. Cost: in most cases under \$20 and it makes a world of difference the way you showcase your home.

#38 Stage Your Closets –

A potential buyer opens up your closet and imagines the joy of ownership as they were already there.. You control what they see. This is even more important in your master bedroom. Your closets need to give the appearance of being roomy and very clean...not stuffed with clothes and boxes that could potentially harm an unexpected buyer with a concussion from your grandmother’s shoes. Just because they opened your closet door, the “normal way”

#39 Small Necessary Repairs, Don't Ignore them! –

A leaky faucet, a broken cabinet door, a broken door knob, broken windows, broken hinges, door stops, fixtures...etc. If it is broken...fix it!

#40 Your Carpet is like The Floor Mats in Your Car –

You are selling your car and while cleaning it, you observe the floor mats are all worn and dirty. You replace them and instantly change the look of the interior to help you possibly get more money for your car. **The same concept applies to your house.** Pretend the carpet in your house are the floor mats of your car before selling it.... If worn, discolored, dirty and looks all used up...change it! - If they are still in good shape, have them professionally cleaned.

#41 Paint over Scuffs and Wall Imperfections –

A potential buyer sees your house as a blank canvas for them to paint a new life on....make sure you give them that white canvas and not divert their attention to little areas that one stroke of a paint brush would have fixed it. Take a sample of the paint (a paint chip would do) to Home Depot and they will mix the exact color paint for you.

#42 Strong Colors Are Recommended but, Not On the Walls! –

Not on the walls, but the fresh colorful flowers on the table, the small decorating items that contrast neutral areas. Just having the right

item(s) in the right places can brighten an entire room at first glance...just don't overdo it.

#43 Remove Your Collections –

At least while you are selling your home. You want to appeal to the broadest number of potential buyers. Do not paint yourself in the corner, sitting with an unsold home months later while mulling over your Burmese Python collection... that nobody seems to appreciate.

#43 Forget Your Lifestyle and Origins—

Keep it to a bare minimum and resist the urge to tell all the potential buyers all about your origin and culture. This includes religious items, statues and worship altar candles. Try to keep it at a bare minimum. As much as this means to you and your family, you need to balance the feel of the house to be as neutral as possible, Try to remove or hide any areas of distraction or personal beliefs.

#44 Turn Your Bathroom into a Spa –

A few dollars spent in staging your bathroom will go a long way. Remember, they are looking for change in their lifestyle...give it to them with a few scented candles, colored soaps, body lotions and fresh soft towels.

#45 Hide Your Money –

This is the time to take the necessary steps and secure all your valuables and **remove any temptation from the strangers** who'll be looking around your closets, drawers, and cabinets in your house. This includes jewelry, credit cards, pre-approved credit card offers and cash money.



#46 Hide Your Guns –

This is the time to take the necessary steps and secure/lock all your guns and **remove any temptation from the strangers** who'll be looking around your closets, drawers, and cabinets in your house. Besides, leaving guns out in the open is not safe for you and/or any other person in the house.

#47 Hide All of Your Prescription Drugs –

This is the time to take the necessary steps and hide all your prescription drugs from all the potential buyers who will be roaming

your house. Prescription drugs, especially painkillers are sought after by unscrupulous pretend buyers working with unaware helpful Real Estate Agents. Remove the temptation and hide them all away.

#48 Hide Your Pets –

Preferably, you would want to relocate your pet(s) during the time of selling your house. I know how difficult that can be for so many people, but you still need to relocate them to a special room or place in the house. It's only fair to warn potential buyers before stepping foot inside a property that a pet resides inside the house. Most of my clients lock their pets in a little-used room during showings or move them to the backyard or basement when a showing occurs.



5 EASY WAY TO INCREASE YOUR HOMES VALUE BEFORE YOU SELL.

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“Ready Set andWait!”

#49 Check Your Price One More Time

Before you make your house available to the public, check and review one more time your pricing strategy. During the period of time it took to prepare your home to sell, things may have changed. Ask your Real Estate Agent to perform another detailed CMA to evaluate the current market conditions. I always preview the competition I'm facing before my listing goes on the market.

#50 Pricing Strategy with Zeroes –

Do you know most people search for homes on the Internet by the 100's and 150's (round numbers) Your pricing should also be in round numbers. Let's say you determine your home is worth around \$400K, based on this pricing strategy, you should price it at \$400K and not at \$399,999.00Buyers looking for homes between \$400K to \$450K will miss your listing altogether. If a buyer is looking for a \$400K house and you have one to sell...don't hide it by pricing it @ \$399,999.00.

#51 Photography As Important As Ever –

We live in a fast media heavy, internet driven world. There was a time when incredibly high quality photos were reserved only for luxury million dollar homes. Well, this is no longer the case.

A great listing photo could sell your house. Your home is just like every other house on the market right now. Most potential buyers will give your home one look, and that look will be online. Every detail you show in your photos is one more reason that buyers will use to differentiate between your house vs your competition. You want attention when selling a home and photos are a great way to achieve it.

#52 Videos –

Just like photos, videos are an extra edge I use vs my competition. Before I put a house in the market, I download a video to YouTube with the address of the house as the title for the video. A few days later, when you put your house in the market and your listing is picked by all the aggregators like Zillow, Trulia, Realtor.com...Etc. Your video will compete strongly on 1st page of Google **because it came first.** You want to control what buyers are seeing about your listing and not just to be one of thousands out there with the same canned message.

#53 Your Brochure –

You want to control what buyers are seeing about your listing and not just to be one of thousands out there with the same canned message. This is why I developed an eBrochure for my listings. I want to give them reasons why they should choose to buy my house over others. Marketing is about conveying a message and amplifying your selling points better than your competition...and eBrochure will give you both. See a sample eBrochure I use for my listings [click here*](#)

#54 “Coming Soon Listing” –

Our local “Multiple Listing Service” now makes it convenient to manage our pre-market listings through the “Coming Soon” status. This is a great way to market your home prior to making it available to the public. It creates urgency and attention to your listing even days before is available. In our market, we can create a “coming soon” listing at least 21 days before it actually is ready for sale. During this time, you don’t have to show it, but buyers now know what is coming soon...



#55 Best Day of the Week to Put Your House for Sale –

I believe Tuesday Mornings are the best times for a seller to put a property on the MLS. You need to wait at least 72 hours for 3rd party sites to pick it up and have it available all over the Internet. This is perfect for the coming weekend where most buyers are very active seeking for properties. In addition, Tuesdays are generally the day where agents have office meetings as they discuss any new listings in the area. Does it matter what day of the week your listing should go on? Probably not, but being strategic about the first weekend could be just the right timing that causes your house to sell.

#56 Hide The Reasons Why You Are Selling. –

The reason(s) you are selling your home may affect the way you negotiate its sale. By keeping this between yourself and your agent will not impact the negotiation process when selling your house. Why provide ammunition to your prospective buyer(s) when you don't have to. Some buyers are sneaky and if provided with the right opportunity they will ask personal questions to learn of this fact. All questions, should be forwarded to your agent and if you must provide a reason, all you have to say is: **“your housing needs have changed”** and leave it at that.

#57 You Can't Buy What You Can't See –

Keep your house ready for showings as much as possible. Buyers will not buy what they can't see. Make it easier and not harder to show your house and accommodate buyers as much as possible. Putting rules not to show your house at certain times and days will not be smart. Is better to be inconvenient for a few days than the inconvenience to have a house that does not sell for months! Whenever possible, make it easier (not harder) to show your house. I have seen it numerous times, the best homes may not get sold simply because they weren't available at the buyer's convenience. By appointment only? Are you sure?

#58 Disclose, Disclose, Disclose –

Every time we take a listing I make sure my sellers are proactive in disclosing all known defects to their buyers in writing. This can reduce liability for the both of us and prevent law suits later on. This is another reason why you should be working with a professional that will advise you specifically about any disclosure issues for your house before selling it.

#59 Don't Move...Yet –

It has been proven that it's more difficult to sell a home for top dollar when is vacant ...simply because buyers start getting the message

that perhaps you have a another home and you are probably very motivated to sell now. This could **cost you thousands of dollars** when selling a home. If possible, sell your home while occupied to get the most money for your house.



5 EASY WAY TO INCREASE YOUR HOME VALUE BEFORE YOUR SELL

5 EASY WAY TO INCREASE YOUR HOME VALUE BEFORE YOUR SELL

CLICK HERE

“Ready Set and Go - Let’s Sell It Now!”

#60 Offering a Competitive Buyer’s Agent Incentives –

Understanding that human nature is one side of the equation and ethical behavior is the other. While every agent will boldly state they will show all listings which a client wants to see, my advice to all my clients is not to take any chances. I always suggest that the selling buyer agent commission be consistent with what other similar homes are being offered for in your area.

Don't miss a sale just because an unethical agent decides to hide your house from their buyers just because....they believe they are not making enough money.

#61 Don't Interact and Help Sell –

Let the home buyers need feel as comfortable as possible when looking at your home for sale. It's a big investment, and they should feel welcome to be at ease and open closets, look in cabinets, open refrigerators and lift carpets. A serious buyer of a property needs to do whatever they can to learn about the home on their own. **DO NOT HELP SELL** your own property while your home is being shown. In actuality, people seldom really sell homes...homes sell homes. Sellers most often tend to talk too much and the wrong word and it could cost them several thousands of dollars at closing. Of course there are exceptions to this rule. In most cases, I always ask my seller not to interfere and let me do all the selling and negotiations for them.

#62 Use a Lockbox –

A real estate lock box helps prevent unwanted intruders, yet leaves a property conveniently accessible to licensed agents. But when it comes to combination combo lockboxes that are easily accessible by anyone, there is a chance that the wrong person could have access to your house just because they found the combo number to be 1-2-3-4 . Always insist on high-tech lock boxes only accessible by Real Estate Agents. They are designed to work within a specific regional real estate market, at a convenient time for you and most importantly, It can only be opened by licensed professional real estate agents and we know exactly who opened?, what time? and how long they stayed at the house?

#63 Feedback is Important –

Everyone agrees that obtaining buyer feedback is an essential part of successfully selling homes. Yet, not all showing agents will be participating by sharing the feedback of their clients with listing agents. The role of a good listing agent is to extract any information that could be relevant to the strategy of selling a home. Sometimes, a problem could be averted very early in the process simply by listening what potential buyers and their agents are saying. We have developed a system that requires agents to give us feedback in all our listings after being shown.

#64 Doing Open Houses the Right Way –

It used to be that selling houses was all about open houses, newspaper ads, yard signs -black & white flyers advertising and you have the home sold. . . Actually, it still kind of is, but things have gotten a lot more sophisticated and challenging lately when you consider the Internet and the high demand for instant information. Any house now can have an open house 24-7. My policy is to have one traditional open house to “INTRODUCE” the house to the neighbors and concentrate in real marketing techniques that helps sell homes. Do not allow a real estate agent to use your house as a buyer's bait. while your house remains unsold. Serious approved buyers, do not need an open house to access your home.



#65 Keeping Your Home Show Ready

—

My clients have often asked me this question: How do you keep a house ready to show at any time while my family still living in it? Simple, avoid using rooms that are not necessary to everyday living, stay on top of the laundry, make the beds first thing in the morning, keep the dishes clean and cook as little as possible.

#66 How Many Showings before a Contract? —

Normally, it's not quantity of showings...its quality of showings what sells homes. There is no rule of thumb about this because there are many variables; but if you house does not produce an offer between 10-12 showings, something needs adjusting.

#67 Facebook Groups, Craigslist - Forums –

By using any means necessary to spread your message, you can only amplify your chances in selling your house. Facebook groups, Craigslist are such a place, eBay Classifieds, Oodle, Adoos, Hoobly and any local forums where your neighbors congregate to discuss about many issues. All you need to do is write a quality description with all of the most important information about your house and a link to the eBrochure that I strongly recommend for you to write. Put a few “exceptional” photos of the most important rooms or features in your home and relist your ad every other day if possible on each service you utilize.

This is free and it only requires a few minutes of your time when selling a home.

#68 Facebook Ads and Groups –

Facebook has become a major marketing tool for all kinds of businesses across the nation, and real estate is no exception. However, it's important you have a direct plan of action and invest your marketing dollars to the best of your advantage. Facebook, will let you pick your audience by setting the right demographic and geo target areas to connect with potential buyers based on their income, needs, location, age and other assorted choices that can help you pinpoint the right buyer(s). Let's put it this way; if you have a house to sell across a hospital XYZ, Facebook will allow you to put your listing for all medical personnel in the area...as their timeline on Facebook will contain a beautiful picture of your house and the question: Are you looking to buy a home across XYZ Hospital in (City Name)? Click here! and let your eBrochure do its work.

#69 Neighbors Know People... –

In most cases, this is the only reason why I do an open house in a listing; I want to introduce the house to all the neighbors. Your neighbors may have a friend or relative that wants to move to the area. You need to enlist this person as your advocate. That maybe the only reason why you sell your house may sell promptly. Postcards, knocking on doors to invite them before your open house is considered one of the oldest methods of selling 101.

#70 Don't Forget the Renters in the Vicinity –

Renters will always be around us. There are many types from never having owned a home to losing their former residence in foreclosure. You need to include them into your marketing. They lived around you and some may be ready to make the transition into homeownership. Why market to nearby renters? You are making it easy for them. They already like the area, most likely their children are in the same school district and your house may be the perfect place for them. They are very easy to find, just target nearby apartment buildings and all absentee homeowners in your neighborhood. (Any agent should know how to get this list) Send them a postcard highlighting the average monthly payment for an average credit score to buy your house...so they can compare to their monthly rental payments. They'll take the hint.

#71 Military, Investors and Your Property's Location for Jobs –

The military community are the largest group of relocating families in the US. If you live near a base or military installation, you should not ignore them. Investors are also a huge pool of buyers that may be interested in your home. You must find a good reason before you start marketing to them. Look for the largest employers near your area, they are also a good source of buyers for your house.

Where to reach directly to them? The easiest way I found is Facebook. You can target direct your advertising directly to these groups by reaching them where they are.

#72 Networking with Top Agents –

It is amazing that most real estate agents do not pay particular attention to networking with other agents. Not understanding how important networking is in the real estate business will keep agents average and with very little business. The buyer of your house is most likely working with an agent right now....you need to reach that agent and your house could be SOLD! . Here are some of the best practices I've gathered over the years to reach to buyer agents in my area to market my listings to. I print out a sales report for the last 12 months around a one mile perimeter where my listing is located, I separated the agents that sold more than one property and I target them with a eBrochure or a letter stroking their ego. "The reason you are getting this package is because you are one of the "TOP AGENTS" and I would like to invite you to preview this house"

These are the same agents I invite to an "Open Broker House" if the situation warrants it.

#73 Broker Open House –

A Broker Open House is an event designed to showcase a home you have for sale to other real estate agents. Broker's open houses are different from standard open house events. They are designed strictly for real estate agents and not for the general public. This is how we can target and showcase a home directly to those agents working with buyers. You can take advantage of the fact that it is very important for real estate agents to visit and preview homes through a Broker Open House. . they may just have the buyer for you. This is another opportunity to target the most active real estate agents in the area. Once you identified them, a CALL is very important here...to invite them, directly to your Broker Open House...don't forget to stroke their ego. "The reason, I'm inviting you personally is because you are a TOP agent in this neighborhood.."

#74 Finding Highly Motivated Buyers –

The goal of marketing is to originate buyer interest through many direct marketing efforts. Your marketing must connect highly motivated house buyers that match your house as their criteria. Here I share one of the best sources I've gathered over the years to reach highly motivated buyers and market my listings to. **These are the sellers that just signed up a contract to sell their homes.** You know, the ones that had their houses for sale and now...they are showing as "Under Contract" because they have already found a buyer and they have 30 to 45 days to complete the sale of their house. These sellers are highly motivated buyers, since most of them need to buy another house to live and time is running out. Any agent could easily target those homes that went under contract with a

eBrochure or a postcard about your home. Most people move up (? up) after selling their homes, meaning that if a seller had their home under contract at \$300,000, they are looking for \$400,000 + homes. If your house is in that price range, you just found a great source of highly motivated buyers.

Negotiating a Contract:

#75 Dealing with Low Ball Offers and Turn It Around –

What is a Low Ball Offer in real estate? When a buyer thinks that your house is overpriced and they figure you can't sell it. . This is when they appear most often. Should you dismiss a low ball offer altogether? Should you as the seller get angry or insulted? A low ball offer doesn't necessarily mean the buyers aren't serious. They are just misguided and misinformed. Here's a way how to deal with them.

I can assure you that low ball offers are better than no offers at all. There is a right way and a wrong way to handle them. The wrong way is to be all emotional about it and dismiss it altogether. The right way is to counter just slightly below your list price, conceding by perhaps \$1,000 below... to let them know, you are willing to negotiate but, you are not ready to give your home away. In many cases, this open up a long term negotiation that eventually sells a house.



#76 Price Negotiation Techniques –

As a seller, you need to be prepared to accept, counter or reject a potential buyer's initial bid on your home. Understand that buyers usually expect a back-and-forth negotiation, so most likely, their initial offer will be lower than what they are actually willing to pay. You and your agent need to know this and it's very important for you to understand it (that is if you want to maximize the sale price of your house) Negotiating back-and-forth- between a potential buyer and a seller is like juggling knives, one mistake and you lose the game. This is why you should let a professional do this for you. They know when to push for more money and they know when to stop and advice you to accept it. It is a skill that takes years to develop...the tone of their voice, what they say, what they don't say, key questions asked, in many cases buyers are willing to pay a higher price if you counter with a plan that will cost them less money at closing. In this case, you are amplifying the bottom line so the buyers can be willing to accept a higher price. Just remember, that if buyers aren't excited about the property you're offering, they will be quickly turned off by hardball tactics and simply walk away. **KNOW YOUR PRODUCT and KNOW WHEN TO PUSH!**

#77 Home Inspection Pitfalls –

The Home Inspection is another area where negotiation takes place. This is critical on the seller side of the transaction because it could cost them thousands of dollars. Some aggressive buyer agents may advise their clients to demand hefty price reductions from the seller for relatively minor repairs that are discovered during the Buyer's home inspection. You or your agent need to be prepared for this and there are ways how to do it without losing your shirt.

Doing a Home Inspection before putting your home for sale is advisable when your home's condition warrants it and may be used by unscrupulous agents as a tool to force you into lowering your price. Negotiate this at the beginning of the contract as a way to give them a discount on the house but they waive their home inspection in return. Being proactive is always a good plan. If you know you have a problem in the house, deal with it right from the start and don't ignore it.

#78 Qualifying the Buyer, the Loan Officer and Their Real Estate Agent –

One of the most important steps when selling a home is to find out whether the buyers have good credit, earn adequate income, and have enough money in the bank to purchase your home. You have to rely on given information, you are not actually reviewing their pay stubs and tax returns; understanding that an unqualified buyer can cost you precious time and money if they end up being unable to acquire financing and you proceed with the sale. A bad buyer...and you can potentially lose several weeks of hoping for a sale that would never come.

Since you have to rely on given information about the buyer for your house, it is important that you review the qualifications of the loan officer and the buyer's real estate agent. I have experienced the worst and the best during my years in real estate. Asking the right questions will put you in control of the situation. Ask if they have verified funds? pay stubs? tax records? Is the buyer's loan locked and will have no surprises? An experienced buyer's agent is supposed to do all of this for you...but is your house, your sale and your plans...don't rely on them.

#79 Accepting a Home Selling Contingency –

Sometimes, buyers start wrong and they find themselves with the perfect house but, they have to sell their house in order to buy it. You may see an offer with a contingency that the buyer will perform provided they sell their home before buying yours....

This is not a good situation for you but, you must consider your current situation and the details of the offer before turning them down.

For example, there is a big difference in a contingency offer when the buyers already have the house they need to sell under contract (just not closed) OR they want to buy your home and now they are ready to put their home in the market. If that is the case then you are essentially giving all control to sell your house to someone else. What if that house is overpriced? What if the condition is below average? The house may never sell and you are stuck removing your house off the market while they try.

Market conditions, the condition of your house and your current situation should also play a big role in your decision. Your agent should be able to advise you whether is a good deal for you or not.

#80 Ensure the Contract and All Disclosures Are Complete –

Selling a house is not a simple process, it can become quickly very complicated and expensive if someone did not take the time; dot the i's and cross the t's before completely accepting a contract. There are some unscrupulous buyers out there that they will deliberately forget initialing or signing parts of the document to give themselves a reason to get out. There are other instances where the buyer may be giving themselves the right to sell your house to another party and switching their position as buyers with them...after a handsome profit of course!. You remain obligated to the contract simply because you missed reading a checked box on page 29.

You need to review the contract with the help of an experienced person. Your agent, or your attorney if you selling your house on your own. Do you own due diligence...

#81 Negotiating the Timing of the Sale to Your Benefit –

Make sure that you or your real estate agent negotiate the day of closing before you ratify the final contract. This is another area where you can control the sale of your house and pick the date where it will benefit you as the seller the most. Your agent should advise you about the timing and how it affects your last mortgage payment, any taxes that are due. What's the best day to move to save hundreds of dollars from moving company charges? (Weekdays, not weekends). You need to control this as well...everything you can to fit your plans and

benefit your bottom line. **To squeeze every last penny from your mortgage.**

#82 “Win - Win” is a Myth Don’t Fall for it! –

Most people will tell you that negotiating effectively is about making everyone feel like they got a win. . But the **reason we negotiate is to get the best for you and not the other party!**. As long as you are ethical and truthful during your negotiations...my job as a broker representing my seller is to make the other party pay as high as possible and still consummate the sale. A lot of real estate agents confuse this and behave passive and too open to give your money away. If you sell it for more, I make more money on commissions...this is why I always say...is a win-win for my seller and my company...not for the seller and buyer; as the buyers have their own representation.

#83 No Move-In Prior To Closing Period –

This instance is actually pretty rare, and quite risky. Allowing a buyer to take possession prior to closing. I have never allowed this to happen in my years of practice and my reason are very simple. Anything can happen with their loan or finances... it could be a nightmare to remove and evict them. Another horrible thought is that the buyer is now complaining about all the little things that they did not noticed before. Now, they wanted fixed! This could equate to a long list of demands and they know you have no choice but to fix them...since they are already moved in. Avoid this at all costs, in some

cases this maybe a solution to save a deal...but, make the right decision by consulting with your real estate agent and your home insurance agent.



5 EASY WAY TO INCREASE YOUR HOME VALUE BEFORE YOUR SELL

5 EASY WAY TO INCREASE YOUR HOME VALUE BEFORE YOUR SELL

CLICK HERE

The Finishing Touches

#84 Negotiating During the Home Inspection Is Critical and Costly—

Check your contract and check with your real estate agent. In some cases you may not be obligated to repair the issues the buyer found during the home inspection. Preparation is your best move here. By being upfront and honest when you first offer your home for sale and through the course of the sale itself. I've seen many sales fall apart during the home inspection. When the buyer does ask you to help resolve the issues, be fair and understanding and try to either fix them or give them credit at closing.

In many cases, it is preferable to give the buyer credit and not fix it yourself. Oftentimes when a repair is being conducted, it leads to

other more costly repairs that were not noticed before...why take the chance when a fair credit at closing would suffice.

My goal when selling a home is to achieve results with minimum drama. This will depend at my ability to convey a message for compromise to my seller when home inspections issues arise.

#85 Can the Appraisal Be Influenced? –

Many agents have misinformation that we should never contact the appraiser or risk the chance of losing our licenses. This is so far from the true, in many markets; we agents may have valuable information that appraisers can't find on our local MLS. If this information affects the value of your client's property, why keep it to yourself? My job as a listing broker is to amplify the value of my client's home during the sale of the property...I'm not going to stop this until we close the sale.

#86 Plan Your Moving Date Carefully –

Before you make your move...be certain that the buyer is ready to perform on time and nothing is left to chance. When a contract is accepted, there is normally a financing contingency that must be removed from the contract to complete the sale. Removing this financing contingency will put pressure on the buyer (s) and the loan officer to perform as the contract specifies....or they risk the chance on losing their deposit. Not a good position to be when your sale does not happen and you are already out of the house.

#87 Finding another Home –

If you are relocating to another area/city/state, don't feel pressure to go ahead and buy a home. Most often, it is advisable to experience life in a new location before you make a permanent move. Remember, you are choosing a house based on your own experiences in a city you are moving away...there is always other important criteria and facts you should consider before committing to buy your home somewhere else outside of your city or area. Temporary rentals are available everywhere...it may cost you a little more money and cause you to move twice. But you will be assured that you found the right neighborhood to raise your family.

If you are moving up and staying in the same area, your best bet is to ask your listing agent to also help you secure a new home. It takes careful planning to have a simultaneous closing where you sell and buy your home at the same time. Your agent must perform under the gun for you and take responsibility that this happens as planned.

#88 Moving Techniques –

Before moving day arrives, make sure you have a written plan and direct yourself with a step by step checking list. This technique I found it to be very successful for many of my clients over the years. Your checklist must be separated by periods of time. Eight weeks before, six weeks, four weeks, two weeks and finally the day before of your moving. Each time period should have the all the steps necessary to make your moving experience a fun experience. . The more detailed your plan is , the less chances of something going wrong.

#89 Closing Data Verification –

RESPA requires that the title company provides you with the HUD-1 (CD- Closing Disclosure) prior to the closing. This rule is frequently violated by title companies. You must insist and ask in a very nice way. Sometimes we get the CD days before closing so we can have the time to check all the figures and prorated amounts for accuracy.



#90 Loan Officer's Time to Shine –

Knowing what questions to ask, what to expect and communicating with all parties involved in the sale of the house are key to a successful closing. The loan officer holds an important role. **The funding of the loan so they buyers can buy your house.** This is why you need to hold the loan officer accountable to all the steps necessary to get the sale completed. I've seen loan officers that wait until the last minute because they don't have an assistant or they are just risk takers and not "too detail oriented". The final approval has to come from the loan's underwriter and they can't do this until they have all the completed documents from the loan officer. No lender funds or closes on a loan without the approval of an underwriter.

Closing Day - Closing Escrow

#91 Review all Documents at the Table –

Right before the closing, the buyers and sellers will need to be sure that everything is in order before the keys are given. Important things that needs reviewing are:

The title

The seller's deed;

Proof that encumbrances have been removed

The survey showing the exact boundaries of the property.

All the credits and deposits verified.

Any warranties as per the contract.

All the results of any inspections, repairs, or alterations.

If the house is rented, any leases that pertain to the property.

Any "extra" fees that may have been added on the HUD-1 (CD) by the title company.

All commissions, as specified in your listing agreement.

The seller's net checked for accuracy

#92 Warranties, Keys, Alarms and Miscellaneous (BE KIND) –

Warranties are negotiated prior to accepting a contract. Make sure you pick the warranty company as a seller and not accept the one they insert on the final day by the buyer that could cost you several hundreds of dollars more. All the keys, alarms and garage door openers should exchange hands at the table as soon as the signatures are completed. Be kind and surprise the buyers with a token of appreciation by leaving something that they may need for an easy transition. Extra filters, extra keys, extra paint, extra tiles or

matching wood floors pieces..etc. This goes a long way and its most likely that you will receive the same treatment on the new house you are buying.

#93 All Utilities Transfers & Post Office—

You would think this is pretty straight forward and simple. However, when it comes time to preparing yourself for closing, a seller needs to be on top of switching your utilities to avoid extra charges later on. Any mistakes here and the seller pays while the buyers enjoy some “free utilities” days. Bring your water meter reading to closing to avoid confusion or unnecessary assumptions.

#94 Don't Be Bullied At the Closing Table –

What happens when the final walk-through is a disaster and the buyers are dissatisfied? This is when the experience and quality of the representing agents pays the most. I've seen not-so-ethical weak agents using this opportunity to “prove “ to their buyers that they were worth the money they made on the sale and make outrageous demands at the closing table by threatening to walk out if they are not met by the sellers. I usually ask to have a separate conference room and have a one and one chat with the buyer's agent. I first remind them of our purpose and roles, that we want a solution and not create a problem. Oftentimes, I make an effort to unmask them in private by letting them know that the proof of a good real estate agent is not who

yells the loudest. But who presents solutions that is are amiable to both parties.

#95 Bring ID's and Receipts –

Before you head off to your closing, make sure you are bringing everything you need to consummate the deal.

Copies of all of the keys to the house and any extras

Garage door openers

Codes for keyless entry to the house or alarm system

Postal codes/keys and location and number of mailbox if multiples.

Certified or cashier's check made payable to the title or closing company, if you owe more to the bank that your final net.

Each seller needs a government issued photo I.D., such as a driver's license or a passport.

#96 Getting Paid Wire Transfer or Check? –

Your money is available the day you sell your house at the closing table. In some states you may have to wait until the deed is recorded with the appropriate county records. . .usually this takes a few days. If you are receiving funds at closing, you may want to ask for wire transfer of proceeds directly to your account before electing to have a check. You will get to your money quicker that way.

#97 What Happens If the House You Are Buying Is Not Ready Yet? –

A post settlement occupancy agreement allows a seller to continue to live in his home after settlement. Both buyers and sellers must agree to this days before closing ...and not at the closing table. Under a post occupancy agreement, the seller is essentially renting the home back from the new purchaser for a number of days...

This type of arrangement can be a life-saver for you as the seller if your next house is not ready. Remember, this action could affect a lot of people including the buyers, and the new occupants of the buyers home....this is the reason it must be discussed as early as possible.

#98 What Happens If Buyers Do Not Perform? –

Everyone needs to follow the contract to the letter; If the buyer breaches the day of close by not signing, this is when you need to seek legal advice. Your real estate agent is not authorized to give it to you except by saying that.. “You should seek legal advice”
“An ounce of prevention is worth a pound of cure” Benjamin Franklin wrote those wise words back in 1735 and all parties that participate in the sale and purchase of a home should follow it to prevent surprises. A buyer not showing up to the closing table should NOT be a surprise to a good real estate agent...there are telltale signs prior of this occurrence and it should be confronted as early as possible.

#99 What Happens If the House Gets Damaged Before Closing Day? –

Under the standard real estate agreement used accepting the purchase and sale of a home, the buyer accepts the condition of the property on the date that they sign the agreement, consequently if there is damage to the house prior to closing, after signing a contract of sale...the insurance company should take over the repairs but sellers may still be liable if the repairs or deductibles are not up to par. If the damage is substantial, seeking legal advice should be your next step...and remember your real estate agent cannot give you legal advice.

#100 S O L D!!!! Congratulations! –

Settlement day is an exciting day for all parties, provided that everything went according to plan. Once you relinquish the keys and legal rights to your property in exchange for money, there is only one thing to do...**CELEBRATE - CONGRATULATIONS....you have sold your home!**

BONUS SECTION:

**Selling Strategies
Used by Top Agents**

The “Neighborhood Letter”

This is one of my favorite selling strategies: Let your neighbors choose their neighbors.

There is a chance that the person who will be purchasing the house knows one of the neighbors already. You want to enlist those neighbors to help you sell your house.

So, while you are preparing your house to sell, you can go ahead and do some pre-marketing directly to your neighbors.

All you need to do is write a "Neighbor Letter" announcing your intentions of selling your home and send it to the whole neighborhood

Important: The person who lives in the house must write the letter for that personal touch. A Real Estate Agent should not be involved on this.

You may very well be a better writer than me. With this in mind, I don't want to dictate the way you should compose this letter.

The Basic layout of the "Neighbor Letter" should be as follows:

Introduce Yourself - Your name, reference to something that makes your house different from others and the house number where you live.

Explain Your Intentions - You are announcing the selling of your home, saying goodbye, being sad for leaving such a great neighborhood, thanking them for being your neighbor and finally seeking for their help to help you sell it

Explain the Reason Why You Are Leaving – To keep it personal and create an instant connection, you may want to reveal about moving because of your job, health reasons...etc.

Property Information - Give them details about the house

Explain Why They Should Help You - **You are giving them the power to choose their own neighbors**

Explain How They Can Help You - Tell your friends, family and co-workers

Lay Out the Benefits for their Friends - They can save a lot of money if they buy it before putting the listing on the MLS - Offer them a private tour

Call to Action (Give Them Your Contact Info)

Don't Give Out The Price Yet - You want them to contact you directly for this. Then you may ask, "Do you have someone in mind? With your permission, can I call them and send them more information directly?"

Hire an Army to Help You Sell Your Home

There's No Such Thing as Luck in Real Estate, you sell it on your own marketing efforts and persistence, or you watch the listing become an expired months later. There is a little know marketing secret I utilize to sell my listings. **I HIRE AN ARMY TO HELP ME SELL** ...more accurately, I use all the real estate agents in my area and enlist them to help me find a buyer.

It is a fact that 88 percent of all homes in the United States are sold by real estate agents. So, whether you sell your home on your own, or through a professional, you must be able to attract the real estate agents community to your home. I mean, 88 percent are really great odds, wouldn't you agree? This is the reason why I think that a huge part of the marketing that you do to sell a home should be focused towards this community because they have most of the buyers. I see many For Sale by Owners making this mistake. Don't shun these agents. On the contrary, you need to embrace them because they are the ones who are working the trenches and looking for buyers to help sell your house.

Q: How do you enlist this army of real estate agents to focus in helping you sell your home?

A: Easy, You motivate them by the commission you pay. Their job is to help you find a qualified buyer with an approval on hand, a person that is willing to pay a reasonable price for your property. It takes a lot of effort from their part and sometime even months of preparation... For that reason, I think all real estate agents should be commended and be compensated accordingly.

You can do it alone.

Dating the Buyer

Purchasing Decisions Are Emotional and Not Logical

You must understand that purchasing decisions are made because of emotional reasons, not logical ones. People never buy homes because of logical reasons. They must fall in love with the product first. There must be something in there that calls them, and then the logical reason usually comes much later in the process of purchase.

Understand that there are many sellers who, when selling homes are trying to become logical about their price; they're trying to become logical about the market, they're trying to be logical about the minutia of value as compared to the "other" homes and they are trying to validate the sale of their home logically.....Instead they should be finding ways to appeal to their buyer's emotions first.

“So, how do I do that?”

Just know this, a house for sale is not going to be evaluated as a “house”, it will be evaluated for its potential to become their “HOME”.

Your preparation and marketing objective is very simple. The buyers want to fall in love with your house, so it can be their home, so most of your advertisements have to appeal this to the buyer.

You are selling a home, not a house...

Find reasons why someone could fall in love with your house? All your advertisement should be geared towards this angle. How would they feel living in the neighborhood is more important to them than the shelving in your garage. The feeling about the convenience of the area is more important to them than extra bathroom in the basement. Is what they can do...and not what they can get what becomes more important.

Help them visualize the good life by staging the house with that message.

Your deck staged with a small table, a couple wine glasses and a bottle of Merlot in between appeals to the buyer's imagination much more than just saying, "I have a 1/2 bath in the basement"

That's how you should stage your house, with that emotional angle of peace, comfort, safety, tranquility and a good life.

This is how your house will sell

Your buyer has to fall in love first and you may have to help them if you want to sell...

Sell The Sizzle Not The Steak!

The selling of your house all comes down to the simple fact that people “Buy on Emotion and Justify Their Purchases Using Facts“. As the person in charge of your marketing, you have got to work very hard at knowing when to sell the sizzle and when to sell the steak...meaning that you want to sell the benefits and NOT the features.

The big mistake I see a lot of sellers make is that, they believe people care how much you've invested in your house, how long you have struggled to fix it, how much money you have invested in repairs, or how many years of your life it took to bring your house to this condition and now you are selling it.

Save your breath, don't waste your buyer's valuable attention time by trying to sell them on these things. Ask yourself one thing and one thing only. From your buyer's point of view – “What is in it for ME? “

For example,

What your buyer is interested in is how much it's going to cost them on a monthly basis to buy your house. They should not be paying attention to your \$500,000 tag price, which is a huge amount of money. You should "help" them direct their attention to the monthly payment of \$2,500 per month!

"House for Sale \$500,000"

VS.

"House for Sale - Only \$2,500 per month!"

What message should you choose?

The house, technically is not worth \$500,000

The house is worth (possibly) 5 years of ownership (60 monthly mortgage payments of \$2,500 each)

This is why, when you are doing the advertising in an effort to bring buyers to your property, concentrate on what the monthly payment would be vs. what the total price of the house is.

Just enlist the services of a friendly loan officer who is able to break down the mortgage information on different types of loans and ask them to give you an estimated monthly payment amount.

The \$2500 is the sizzle...and the \$500,000 is the steak.

Where to find Desperate Motivated Buyers

Over the years, I have tested my marketing ideas many times. I do this over and over again.

Finding motivated buyer is really what my full-time job is. I've come up with this idea one day when I was in trouble, I really needed a buyer for one of my listings, desperately and by sheer luck, I stumble on one of my biggest finds and secrets that I use when I need to find a desperate buyer yesterday...

I found the perfect place where these buyers breed, where they come from and I know exactly how to find them.

Not many realtors even know this secret source, but I will reveal it to you. These buyers are begging, screaming, crying, pacing the floor, and pulling their hair out. They're lying awake at night because they're nervous about "NOT" finding a home. They just want a home to buy, and they already qualified and have the ability to buy a home right away.

First, I will define what a desperate buyer is?

Desperate buyers are people who are in a position to buy today. They don't have much time to find the perfect home. They are desperate to find something right away. The clock is ticking for them, and it's almost running out.

So, where are they? Are you ready?

I found them by accident, the day when I needed the most. I needed to find a buyer for one of my listings, pondering where to find them and the answer was staring me right in the face.

One of my clients became a desperate buyer right in front of me. You see, it was my own listing client. I just presented them with an offer on their house and they were pleasantly surprised at the offer amount. The buyers were fully qualified and they were giving my sellers basically everything they asked for. They signed the contract, and the listing was accepted and ratified.

"Now, it's time to find you a home right away" I added while they were finalizing the signing of the contract.

"How long have we got?? My sellers asked nervously

"45 days, maybe 60, if I can get the buyers to wait...but don't worry, we have a contingency and if you can't find a home, then we can't sell it" I assured them.

"Then, what happen to the buyers? They both asked worriedly

"They walk away and find another to house to buy" I responded immediately

"That's not good...we have to find a home right away and not lose these buyers" They both proclaim almost in unison

This is how "Desperate Buyers" are born

They sold their house and they don't have a place to go...they must find a home right away and they are not that picky either.

Needless to say, both my sellers were nervous. The wife was horrified, almost in tears. I tried to calm her down. I was sure that I would find a home for them.

It turns out that the perfect house was waiting for them, we put an offer and it was accepted right away.

Forty-five days later, we had a double closing. They sold their house in the morning and with the proceeds, they purchased their home that same afternoon

I sold their house, and I helped them find another home. It sounds very simple, but sometimes this can be a nightmare for Realtors and Sellers.

A few days later, I was stuck in traffic and remembering my clients. I gave them a call to see how they were adjusting to their new home. They were both happy and thankful for their new home. After saying goodbye, it suddenly hit me ...“They were so desperate to buy.” I have to figure a way to find "Other" desperate buyers for my own listings.

I went to my computer, and I searched for homes that "JUST" went "Under Contract" that day. I wanted to find out how many homes went under contract in one single day? I looked it up and what I found astounded me. I found that 56 homes that went under contract in one single day in Montgomery County Maryland.

This was incredible, there were 56 families that are going to need to find a home in 30-45 days....and that was just ONE DAY! , tomorrow a new set of families will need homes.

Of course, some of them already may have a place to go, others may be relocating out of state...but the main reason most people sell a home these days is to move up to a bigger and more comfortable home.

One thing I know about sellers is, that they do not want to get stuck with two mortgages, and for that reason, most of them will wait until they have 100% assurances that someone is willing to purchase their home before they look seriously for a home to buy.

What about being homeless? Another reason why they are motivated, they don't want to lose the buyer of their homes, and they are certain that they don't want to become homeless after they sell their house.

How to Find These Desperate Buyers on Your Own?

You can contact the potential buyers directly.

That's very easy to do. You can go to public MLS reports and find the address of properties that just went under contract and contact them by regular mail

You want to provide them with a nice brochure or send them the link to find your eBrochure (www.99Sold.com –Step #9)

At the same time, you can also choose to contact the real estate agent. They are also very motivated in finding a house for them. (They don't want to lose the sale)...and they will be listening if you have a compelling reason why they should choose your house over others.

Of course, you have to refine and filter your search for qualified separate buyers.

This is what I call my 33 percent rule for move-up buyers. If someone is selling a \$200,000 home right now, that buyer will be moving up

around 33 percent of the value of their home. So they're going to be moving up to \$300,000+ homes.

That's the general rule I use, and if your house's value is \$300,000, you better contact these people right away.

Don't overlook, same school district sellers. I can assure you their kids are not happy to transfer to another school, Find the homes that just went under contract in your neighborhood and market your house to them.

Especially if they just sold a townhouse and you just happen to have a single family home for sale in the same school district.

As a matter fact, you should be knocking on their doors.

Simply ask, "I'd like to introduce my home for sale to you because I know that your house just went under contract. Won't you consider it? Here's a flyer. Please let me know. I'd love to show this property..."

eBrochures

I am an advocate for having a nice e-brochure. With an e-brochure, you control all the information about your house. An e-brochure should be about seven to twelve pages long. It should have the best pictures of your house. It must describe the best things about your house. Showcase the highlights and all the amenities.

An e-brochure is an inexpensive and highly effective way to grab attention in a very busy marketplace. You have a lot of competition, and sometimes you can beat the competition by having the right medium to advertise to the buyers. They fall in love with the house first and you have the upper hand on them,

When creating your e-brochure, write a snappy headline or title for your e-brochure. Use colorful or striking graphics that sell. You want to show the best side of the house, and obviously, you want to sell the lifestyle and not the house itself.

See a sample of my eBrochures by going to 99sold.com step #9

When Your House Does Not Sell

The reason is very simple, you hired the wrong person for the job.

If you hired yourself to sell your house you just need to step in front of a mirror and find the main culprit why your house did not sell.

If you've hired a real estate agent, then you hired the wrong agent to do the job.

Choosing the right Real Estate Agent to help you decide on the marketing of your property, the pricing of your home and negotiate the sale for the best outcome to your bottom line. This is really one of the most important steps in the process of selling your home. Wouldn't you agree?

Many people debate about the reason(s) homes don't sell,

Is It As Simple As the Price?

No matter what town, county, parish, city, or state in the United States you are in,

There is only one reason why a home does not sell: The Captain of the Ship...Your Agent. That's right—the only reason a home does not sell is due to ineffective leadership in the process of selling the home.

If your listing has become expired, is because the Captain of the ship steered it directly into an iceberg...

You don't blame the ship, you don't blame the fuel, and you can't even blame the weather. The Captain of the ship is the principal reason why your listing has sunk to the bottom of the ocean and did not sell.

Subsequently, every seller's ability to sell their home rests squarely on the decision of who he/she has elected to represent the selling of the house. a real estate agent or themselves if they decided to sell it on their own.

Far too often, when a home does not sell and many real estate agents point to price alone as the main reason why it did not sell. However, I believe there is NOT a higher reason why a house did not sell than the actions of the listing agent themselves, they are the captain of the ship and in charge of steering.

Yes, the price has a huge effect on the selling of a home, while technically it may be true that any home can sell if the price is lowered enough, the agent in charge has failed on their leadership to diagnose the right price based on comprehensive studies of the market and conversely, advising the seller on the importance of having a price that matches the house....based on the present condition of the house.

While I understand that there are many other key factors that will affect the selling of a property, I do feel that the responsibility of the person in charge of selling has to bear the culpability for not completing it.

Having said that, let's examine the other reasons why the house does not sell.

It is important to know that there are many reasons why houses do not sell, over the years, I experienced successes and failures and learning from those experiences has compelled me to write this book.

I will not list all the reasons here in this book, for that, I prefer to refer you to a forum in my website where I discuss several problems and

solutions why houses do not sell. You can visit the page by going here: www.reallynicehomes.com/home-not-selling-forum

I would like to divert your attention on the positive side and let's discuss,

THE 6 ESSENTIAL COMPONENTS OF EVERY HOUSE THAT EVER SOLD:

Let's look at the six essential components in order of importance so your house can sell.

PRICE: The state of the current market controls this component

Please read it again. The price of your house is set by the market... NOT BY YOU, NOR THE LISTING AGENT, NOR THE BUYER'S AGENT—NOT EVEN THE BUYER...

THE PRICE OF YOUR HOUSE IS DETERMINED BY THE CURRENT STATE OF YOUR LOCAL MARKET.

Many real estate agents in a rush to take a listing will encourage the seller to over pricing. Often this is done to impress the seller, to “outbid” a competing real estate agent or simply because they feel that their listings inventory is falling and they replenishing.

Going back to my earlier analogy of the \$100 bill...

Would you sell a \$100 crisp bill for \$110?

Would you spend your own money on marketing this \$100 bill for \$110 and hope to make a profit?

If you can convince a real estate agent to take on this task, would you have trust on this personal professional instincts?

Of course not, and this is why the price is very important if you want to succeed. You need to understand that all prices are market driven - not seller driven, not agent driven, or even not buyer driven. This means that competition and the free market system will ultimately decide what your home is worth or not worth.

The current market condition is what determines the price where a house will sell based on local economics, present demand, and competing for inventory.

Don't make the mistake of looking at present inventory and price your house based on preset active listings. They have not sold it yet...and that is a bad precedent to allow others dictate your price based on their own research based on their need and the quality of their representation.

So where do you get the right information to price your house? A good real estate agent should be willing to provide you with a detailed report called a Competitive Market Evaluation (CMA) this report is generally done automatically by many and you should be very careful. Many agents have the ability to misrepresent the numbers and create a suggested price that will make you initially happy...so you can hire that agent, and later be unhappy after firing the agent for not selling it at their recommended price. Because your agent will be asking you incessantly to reduce and reduce the price as soon as you sign the listing agreement.

Understand that the main benefit for agents to have listed is controlling the inventory, inventory produces leads of buyers and buyers raise their sales numbers for their bottom line...while not all agents will use a listing deliberately to do this, you should be aware of its ramification and price your house accordingly, Price it based on real facts and not your own greed.

What Happens to Old and Expired Supermarket Products?

They become stale and sold at wholesale prices to Dollar General Stores (At least that's my personal theory)

You don't want to become a stale product in real estate.

Unfortunately, this happens to sellers who have a belief that pricing it high at the beginning of the listing and then drop it at a later date is a good course of action “AHOY CAPTAIN-- ICEBERG AHEAD!!!”

That is not a good plan, I can assure you.

Would you buy an outdated listing with several price corrections? -- Indicating that no one wants to buy it? – Would you offer them full price for that listing?

This is how my agents and I find the best deals for our buyer clients.. Outdated, stale listings waiting desperately for one single offer.

My advice is to seek for a professional real estate agent who will provide you with the right information, about the market of your house, do a complete “Absorption Rate Study” report (#7 Pricing Your Home To Sell) and guide you through the pricing process so you can sell your house successfully.

PREPARATION:

You & Your agent controls this component.

Preparation:

You need to understand from the beginning that your home becomes a product the minute you put it in the market for sale.

The product is your home!

You have a product to sell...not a home.

Although it may be difficult for you to view your home as just a product, have no doubt that buyers viewing your home will understand this fact and treat it as such.

How many different "products" does an average grocery store sell?

Every time you visit a grocery store, you are faced with numerous choices with just about every product you wish to purchase.

How do you evaluate which product(s) to buy?

First and foremost most consumers will shop by price and the perceived value, second to that they will begin to look at the packaging or the product itself, how appealing and attractive is based on their needs and their own idiosyncrasies.

A house is a product and after price, the preparation is very important for a successful sale. If your house as a product is appealing to buyers, it has a much greater chance of selling sooner and for the most money.

So how can you prepare your home and make it more appealing?

These are the two main areas that you should be concerned with - first, your home's curb appeal, and second the interior of your home.

Did you know that most buyers will make an instant decision where to buy a home upon seeing your home from the exterior? This is your home's curb appeal.

How does your home represent itself on a shelf among other products for a buyer to consider it?

The good presentation I speak about begins first outside the home.

How can you improve your home's curb appeal?

The best way is to put yourself in the shoes of the buyer – Walk out to the street and look back at your home. Pretend you are driving a car and you are seeing it for the first time. (Time to evaluate your mailbox condition) Often we ignore blatant defects just because we are used to it. Preparing your house to sell has to involve everything and you need, to be honest with yourself by picking apart the items that must be corrected to increase your home's curb appeal.

Don't ignore the front door and the main entry of your home. Buyers sit there for a few moments while their agent's fumble with the lockbox to obtain the keys for entry. They have plenty of time to observe effects or improvements that you made.

Consider fixing and updating your flower beds to perfection. Investing in these items will bring you a high rate of return when you are selling a home.

The “WOW” factor of the Interior of your Home

How many times have you visited a home and instantly get turned off by the smell. All happy home have distinctive smells, their beloved pets, the foods they prepare, their cleanliness habits, all play a part to the home’s interior smell...

If It Smells, It Won’t Sell

Refer to Step #24.

Buyers can be turned off or offended by smells emanating from pets, smoking, heavy cooking, and other sources. The human sense of smell can trigger powerful emotions in a potential buyer. Ask a neighbor or a friend to come in to your house and perform a "smell test". You can’t perform the “smell test” because you have lived in the house, and time develops immunity to certain smells. Better yet, ask your agent to be honest about this. If there is any potential issue, fix it.

Steps #27 and #28 refers at the importance of the kitchen and bathroom to the buyers.

The heart of every house is the kitchen. Any appearances of discomfort found by buyers will cost you thousands of dollars. You should fix and repair a kitchen first, during the preparation stage of the interior of your home.

The bathrooms are next. They should be clean, fresh and have in overall “a good feeling” when a buyer steps in.

Preparation refers to the curb appeal of your house and the “WOW” factor on your home’s interior.

PRESENTATION:

Your agent advices & controls this component

Presenting your home for sale using staging consultation & staging only when required

Before we take pictures, and even before you start preparing your home for sale. A good agent will advise you to consider meeting a home stager for a professional consultation. They are the experts at making your home appealing to buyers and bringing out an emotional response from them. They know how to showcase your home for sale; it's their job and that would help you on the long run

PROMOTION:

Your agent solely controls this component

Real estate marketing is all about promoting your house as the best possible value in the area the day is put into the market.

Your agent should have a marketing plan that takes your listing on social media, advertising, utilizing other agents and come up with fresh marketing ideas to help you sell your house.

Price, Preparation, Presentation and Publicity are the 4 P's of marketing houses to sell

TERMS & TIMING:

These are the only TWO components that YOU ALONE AS THE SELLER CAN CONTROL

Your role as a seller is between these two components ...

They are the only ones you may control

Terms refers about accepting an offer.

&

Timing refers to when you want to sell it.



About the author: This information is being provided by Fernando Herboso. He is the broker and owner for Maxus Real Estate Group (Herboso & Associates) located in Montgomery County - Clarksburg Maryland.

Servicing MD, DC and VA

If you are thinking of selling your home in Maryland DC or Northern Virginia areas and you need to maximize your net while avoiding problems at a timing that satisfies your needs. Then you should contact Fernando by phone: **301-246-0001** or by email

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Fernando has been in real estate since 1990 and has advised and helped sell nearly one thousand sellers from all walks of life.



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