

Marketing Your Home With



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My Qualifications

- ◆ Over 21 Years Business & Real Estate experience in the Atlantic Canada Market.
- ◆ Active Community Involvement
- ◆ Graduate Realtor , Canadian Real Estate Association. Completed comprehensive education program in residential real estate.
- ◆ Ongoing Student and Trainer in Leadership Training Graduate (LTG).
- ◆ Member of the Nova Scotia Association of Realtors.
- ◆ I averaged 92% Listings Sold in 2008 – 2009 year .

My Marketing And Service Plan

“The Secret of My Success”

I Pledge To:

- ◆ Provide you with a Competitive Market Analysis (CMA) to help you determine the most effective list price for your property.
- ◆ Carefully prepare and submit a profile sheet describing your home to the appropriate multiple listing service (MLS).
- ◆ Place a lighted yard sign and lockbox on your property.
- ◆ Promote your home to other associates at Exit Realty as well as other agents in the market area.
- ◆ Provide frequent feedback to you on your agent showings, market competition, economic trends and financing alternatives.
- ◆ Provide suggestions for showing your home to its best advantage.
- ◆ Select advertising media for your property.
- ◆ Pre-qualify prospects to find ready, willing, and able buyers for your property.
- ◆ Follow the closing process, handle necessary details and keep you informed on the closing procedures.
- ◆ Help you find a new home, whether in the HRM, Atlantic Canada or anywhere in North America

The Role of A Real Estate Agent In Pricing

- ➔ There is no “exact price” for Real Estate.
- ➔ I don’t tell you what I think your home is worth.
- ➔ The market determines value.
- ➔ Together we determine the price.
- ➔ I will show you a range of prices being paid for homes in your area.

Who Controls What

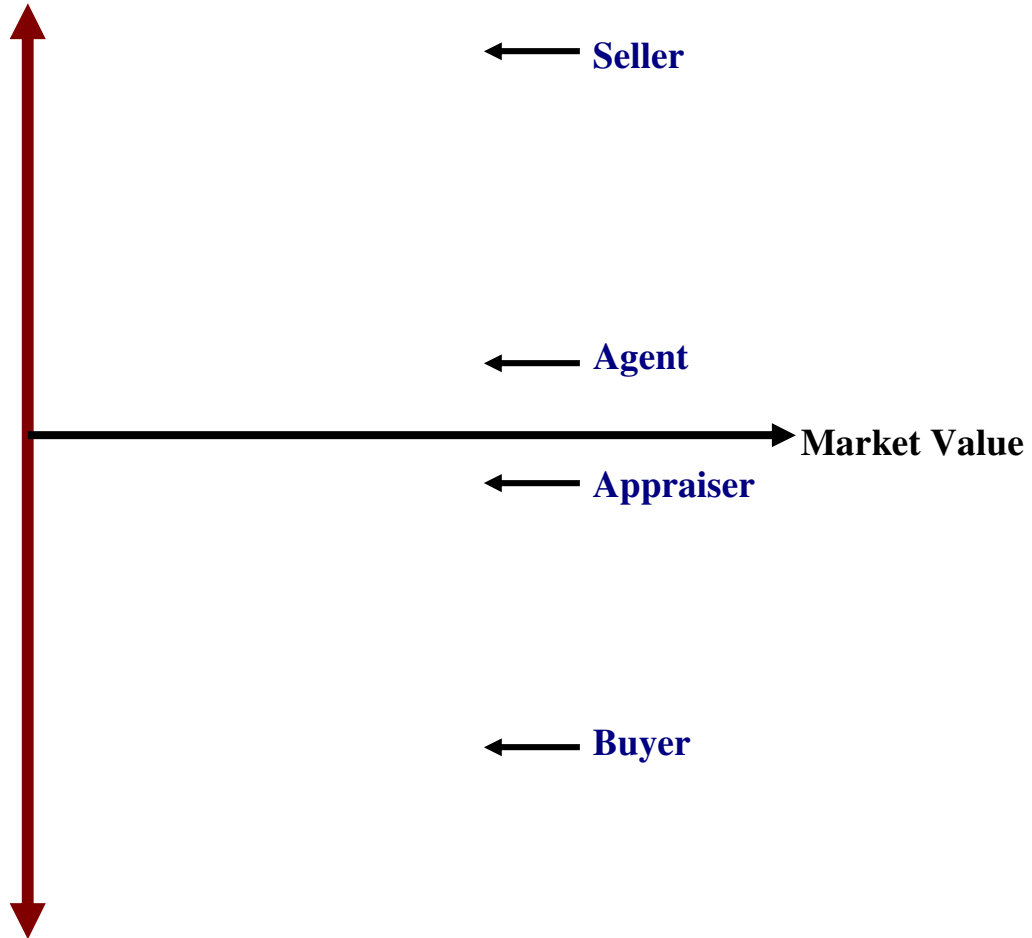
Factor

1. Location
2. Financing
3. Marketing
4. Condition
5. Price

Control

Given
Given
Agent
Owner
Owner

Opinions of Value



Remember: *The opinion of the market may not be kind... but it is never wrong.*

Consequences of Overpricing

Buyers seldom look at only one house, and often spend weeks and months comparison-shopping. If your property is priced higher than your competition, the following unfavorable results may occur:

- ◆ Overpriced properties go stale in the first weeks on the market and later price reductions will not always rekindle original interest.
- ◆ Overpriced properties will not be shown to prospects that would otherwise be interested if the property were it competitively priced.
- ◆ Overpriced properties help sell those that are priced right.
- ◆ Overpricing leads to additional time needed to sell the property.
- ◆ An offer received after the property has been on the market a long time may be lower than if the property were priced competitively in the beginning.
- ◆ Appraisers may have difficulty justifying the price and lenders may be reluctant to give a loan commitment for property that has sold for more than comparable sold properties.

The Action Plan

Purpose:

To provide a suggested plan to professionally supervise and monitor every step monitor in the process of servicing the sale of your home.

Week 1:

- Provide an honest market value analysis.
- Review marketing strategy.
- Write ads for home.
- Input your home into Multiple Listing Service and Kijji.
- Place lighted "For Sale" sign and an information box in your yard.
- Suggest improvements to your property, if necessary.
- Estimate closing cost and net profits.

Week 2:

- Check with agents who have shown your home and relay comments.

Week 3:

- Call or visit to give you an update on current marketing status.
- Check with agents who have shown your home and relay comments.

Week 4:

- 30-day update on new comparable and current marketing status.
- Comprehensive review of marketing efforts to date.
- Check with agents who have shown your home and relay comments.
- Assist in determining if an adjustment in price and terms is indicated.
- Evaluate advertising.

Week 5:

- Update current financing.
- Check with agents who have shown your home and relay comments.

The Action Plan (continued)

Week 6:

- Review “Preparation For Showing” suggestions.
- Check with agents who have shown your home and relay comments.

Week 7:

- Call or visit to give you an update on current market status.
- Review your property at our sales meeting and relay suggestions.

Week 8:

- 30-day update on new compatible's and current competition.
- Comprehensive review on marketing efforts to date.
- Check with agents who have shown your home and relay comments.

The following factors determine the selling time for your home and the price you receive:

- ◆ Location
- ◆ Listing Price
- ◆ Available Financing
- ◆ Condition of Property
- ◆ Market Supply & Demand
- ◆ New Construction
- ◆ Economic Trends

You can control the selling time of your home by selecting a competitive price and improving the condition of your home.

The following factors do not affect value:

- ◆ Original purchase price
- ◆ Cost to re-build today
- ◆ Investments in improvements
- ◆ Personal attachment
- ◆ Personalized or overbuilt improvements

Where I Will Be Advertising Your Home:

MLS
Multiple Listing Service

The Chronicle Herald

Shop the Shore

Kijji.com

www.wattahome.com

www.homeguide.ca

Home Guide Magazine





Preparing Your Home For Showings

Tips For Selling Your Home

When I list your home we will walk through the house together.

Meanwhile, here are some tips for you to think about. In doing this, we will be ahead of most sellers (our competition) already on the market in the way your home shows.

- ◆ First Impressions are Lasting Ones. An inviting exterior insures inspection of the interior.

1. Keep the lawn trimmed.
2. Fix up the flower beds.
3. Make sure the yard is clear of debris.
4. Park cars in the garage and put the doors down.
5. Check gutters and/or roof for dry rot.
6. Clear patios or decks of all small items, such as small planters, flower pots, charcoal, barbecues, toys, etc.
7. Check paint condition of the house- especially front door and trim.

Curb Appeal Really Works

Decorate your home: This is a sure step towards a sale. Faded walls and woodwork reduce the desire of the purchaser. A nice coat of paint and touching up woodwork will result in a quicker sale at a higher price.

- ◆ The Appearance of Your Home: Bright cheery windows and unmarred walls will assist your sale. Step high- step low. Prospects will do just that unless all passages are cleared of objects. Avoid cluttered looks and possible injury.

1. Clear all unnecessary objects from furniture through out the house.
2. Keep decorative objects on the furniture restricted to groups of 1, 3, or 5 items.
3. Clear all unnecessary objects from the kitchen countertops. If it has not been used for three months put it away.

Tips For Selling Your Home (continued)

◆ **The Appearance of Your Home:**

4. Clear refrigerator fronts free of messages, pictures, etc. A sparse kitchen helps the buyers mentally move their own things into the kitchen.
5. Bathrooms – remove any unnecessary items from the countertops, tubs, shower stalls and commode tops. Keep only your most needed cosmetics, brushes, perfumes, etc. in one small group on the counter. Coordinate towels to one or two colors only.
6. Rearrange or remove some of the furniture in a room. This is wonderful for our personal enjoyment, but when it comes to selling, we need to thin out as much as possible to make the rooms seem larger.

- ◆ **Fix That Faucet:** Dripping water discolors surfaces and calls attention to faulty plumbing.
- ◆ **A Day With The Carpenter:** Loose doorknobs, sticking drawers, warped cabinet doors, etc. are noticed by a buyer. It is a good idea to have them repaired.
- ◆ **Closet Illusions:** Clothes properly hung; shoes, hats, and other articles neatly placed will make your closet appear adequate. Don't worry about closets or garages in regard to being "too full." People expect that but neatness does count.
- ◆ **Dear To The Heart:** Is the kitchen. Colorful curtains in harmony with the floor and counter tops add appeal for the buyer.
- ◆ **Can You See The Light?** Illumination is the "Welcome Sign" for after dark showing; turn on the lights throughout the house. A buyer will feel a "glowing warmth" otherwise impossible to attain. Also, during the day leave on certain lights. (I will show you which ones.)
- ◆ **Soft Music:** Leave the stereo on for showing. Place the CD I give you and set it to repeat.
- ◆ **Professional Photographer and Home Stager**

Tips For Selling Your Home (continued)

- ◆ **In General:** Try to look your home through the buyers eyes as though you've never seen it or been there before. Any time or money spent on necessary items will bring you back more money in return, and hopefully a faster sale time.

*Remember That Working
Together We Will Get
You A Fast and
Easy Sale!*



Dear Homeowner,

I would like to thank you for your time and I do hope that this book has been of some help to you. Please feel free to call on me at any time for all of your real estate needs.

Thank You,
Sean Watt