

Real Estate 101

HOW TO LIST (SELL)YOUR HOME

(to be a smart home buyer real all topics)

Topic Objective: To inform home owners of a best procedure and options for selling a home.

If you are going to be buying another home what do you do first? Do you call listing agents, put out a "For Sale By Owner" sign, or call an exclusive buyer agent? Among these choices there is a benefit to calling the exclusive buyer agent first.

Unless you have been keeping current with the home market by going to open houses and looking at the new homes in the developments you may not be able to make realistic plans. It is wise to take a tour of the types of homes that you think you might want before finalizing your plans. That process should start with the selection of an exclusive buyer agent. Upon finishing your home tour and identifying a comfortable price range for your next home you will feel more secure about the financial commitment for purchasing the next home.

If you are up to the challenge of selling your home without paying a 6 or 7% commission you might consider the following.

For Sale By Owner (with no listing agent involved)

If it is a sellers market and you have the time to hold an open house frequently and/or show by appointments you may be successful in securing a contract on your home. What you most likely will experience is, many people wanting to see your home. Everyone wants a good deal and many think they can save significantly by buying a FSBO. The difficulty is getting one of the lookers to make an offer on your property.

When holding an open house you will want to have someone assisting so that no one is left unattended while looking at your home. Keep in mind open houses are great opportunities for thieves to observe the valuables that you may have in your home.

For Sale By Owner (with a limited service listing)

There may be real estate brokers in your community that provide limited service listings. The fee is generally minimal considering the normal commissions paid. With this concept the buyer should expect that the home will be listed with the local Multiple Listing Service. This will give your home great exposure and agents will bring their buyers to your property. With this type of listing you will commit to paying the selling agent a selling commission that will be added to your limited service fee.

Full Service Listing

If you plan to go the full service route it is recommended that you ask your buyer agent to conduct an analysis of which agents do the best job of selling homes in your community. A good analysis of the MLS data will reveal which agents sold the homes with the fewest days on the market and the closest ratio of contract price to list price. It is best to ask the agent to refer at least two agents for you to interview. Also ask your buyer agent

to educate you on what responsibilities the listing agent should carry out for you.

A good listing agent is an individual that will be assertive enough to tell you the important things you should do to ready your home for the market and provide the sufficient comparable home sales to properly set the listing price. Be aware that if you are going to attempt to negotiate the listing commission, that you should not allow the agent to set the selling commission paid to the agent that brings the buyer, a commission that is less than the normal commission paid. If you do this, many agents working with buyers will avoid showing your property. Attempt to get the listing side only reduced.

How to List (sell) Your Home Evaluation

1. When planning to purchase another home, it is best to meet with an exclusive buyer agent first and tour homes before listing your home for sale.
 True False
2. A buyer agent can use MLS data to analyze which listing agents get the best results.
 True False
3. With a limited service listing agreement the home is listed on the local MLS.
 True False

Answers:

1. (T) 2. (T) 3. (T)

