

## WHO SETS THE PRICE??

**REALTOR?** Dinah is not buying your property and has no way of forcing the buyer to accept a certain price. She will, however, assist you in determining fair market value by comparing sales in your area.

**HOMEOWNER??** It would certainly appear so. But is it really the case? It doesn't matter what you PAID initially or for improvements, what you NEED, what you WANT, what your NEIGHBOR SAYS, what ANOTHER REALTOR says, or what it COST TO REBUILD.

**MORTGAGE COMPANY??** They will only lend a certain percentage of the appraised value.

**BUYERS ALWAYS DETERMINE VALUE.** Property is worth exactly what a buyer is willing to pay in today's market based on comparing your property to others SOLD in your area.

**Work with an associate who has a proven track record of bringing buyers and sellers together.**

## SELLERS BEWARE!!!

Selling your home can be an *exhausting experience*. If you are not completely prepared, you could end up losing hundreds of dollars. The difference between a *smooth transaction* and a miserable experience is often comes down to the know-how of your professional realtor.

1. **Make Repairs** – Minor improvements often yield more than the repair cost at the time of the sale. It's your house, FIX IT!
2. **Provide Easy Access** – You'll never know if the buyer who couldn't get a showing is the one that got away.
3. **Price Right** – The right professional realtor will make sure the property is priced appropriately for a timely sale.
4. **Traditional Marketing** – Your real estate professional will offer round-the-clock internet advertising exposure.
5. **Cosmetic Changes** – Imagine you are a home buyer and CLEAN your property from top to bottom. Paint that PURPLE room!
6. **Unqualified Buyers** – The real estate professional will guide you in responding to an offer when no loan approval document is provided.
7. **Don't Test the Market!!!** – Never put your property on the market unless you are serious.
8. **Make a Difference** – You are part of the real estate marketing team and networking with professional peers and personal friends can result in the sale of your home.
9. **All Realtors are NOT the same** – Realtors work long, erratic hours and must be extremely independent and able to handle deadline pressures. In every transaction, Realtors are handed a "new deck of cards." *The players....* Sellers, Buyers, Realtors, Mortgage Lenders, Title Companies, Inspectors.... are new to one another. Personalities become involved and it is your Realtor's job to make sure that everyone works together to achieve a closing. *The house....* Every home has a unique set of assets and problems. Again, it is the Realtor's responsibility to negotiate through the process of assets and problems to end with a satisfactory sale.