

The LDM Team

Valuable Advice for Selling Your Home

A great deal goes into the decision to sell your home, so when you're sure you're ready, make sure you take the best course of action to get the most out of your sale.

1.) **Understand your needs:**

Why are you selling your home?

To where are you planning to move?

What are your expectations of the transaction?

How quickly do you need to sell?

What experiences have you had selling a property?



2.) **Hire a highly experienced agent to showcase your home.** Numerous studies have shown that those who sell properties with real estate professionals receive 17% higher prices for their homes. Over 90% of all transactions are consummated by brokers in NYC - Wouldn't you agree that 6% is a small price to pay to yield you an additional average of 11%? For such an important and valuable transaction, why not leave it up to the experts, and enjoy not only your weekends but yield the very best price for your home!

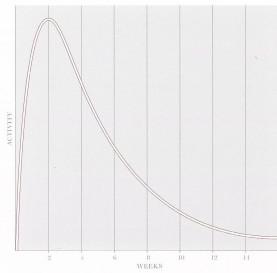
3.) **Be cautious of brokers who negotiate their fee.** Many sellers mistakenly feel they're getting a bargain if their broker cuts their commission by a percent or two. This is quite understandable, however, from a professional standpoint they are missing out in a big way. First of all, the broker you are hiring will be negotiating for you in the future. Actually, the entire transaction is a negotiation. Would you leave such an important transaction in the hands of a broker who so quickly gives his own money away? Are they serving you, or themselves? Don't you feel their poor negotiating skills will affect you down the line? Usually, when top professionals like myself see a listing for less than 6% we pass it up, realizing that perhaps the agent negotiated to increase their own commission and could be difficult to work with in the future. Since over 90% of all transactions are consummated with brokers on both sides of the transaction, the seller is losing out the largest asset a broker can bring to the table, and that is maximizing their exposure. Make sure your broker truly serves your needs and insists on the 6% - **putting thousands of additional dollars in your pocket.** You'll thank them in the end.



4.) **Have an appraiser come in to offer their professional opinion.**

Appraisers have seen thousands of properties just like a real estate broker and have all the comparables, however a buyer cannot obtain a loan unless the property appraises. This step ensures that your home is priced competitively.

the importance of proper pricing
market activity vs. time



Proper pricing is most important in the early stages of marketing your property. Statistics show that if properly priced, an offer should be presented within the first 12 showings. *Activity is defined as the number of showings. *Weeks is defined as the length of time a property is on the market. *Data is based on Coldwell Banker's market-wide sales and listing activity.

5.) Price your home accurately. Properly pricing a property is crucial, as you will see the most activity a property receives is in the first two weeks it is marketed. A property priced too high will miss this vital opportunity and will be at a disadvantage - properties that sit on the market usually receive a much lower price as they get stale. In addition, customers and brokers wonder why the home hasn't sold and what is wrong with it. Pricing slightly below market insures the most buyers with the best possible qualifications, and will bring multiple bids as well as the highest possible price. Sellers are amazed when they follow my advice and have substantial activity on their property in a very short period of time.

Our extensive database will provide recent sales of the following: properties sold, negotiability, length of time on market until contract signed, properties currently on the market, recent sales in your building and in your neighborhood and how long they've been on the market. This data gives you the best possible information to obtain a competitive price combined my expert knowledge of the market. In addition, my team and I continually keep abreast of market trends and share them with you so you fully understand our pricing strategy to achieve your goals.



6.) Clean, manicure and prep your home. Purchasers cannot see beyond mess and will be easily discouraged. What's more, a home that may appear to be less than perfect may create fear in a buyers mind and will create fear in their minds that maybe a \$500 problem is worth \$10,000 off the price of your home. Wow - that's a big expense to pay versus putting in a little effort up front, don't you agree? Is your property vacant? Hire a professional to rent furniture and stage your home if your property is empty to ensure it shows in the best possible light. Prospective buyers usually cannot imagine an empty apartment and will easily pass it up when the competition looks plush and homey.

Hiring a broker will be the best move you've ever made!