

ATLANTA COMMUNITIES REAL ESTATE BROKERAGE

HOME SELLING

REAL ESTATE HOME SELLING GUIDE



HOW TO PUT YOUR HOME ON THE
MARKET AND ATTRACT BUYERS

Atlanta's Premier Local Real Estate Brand

3 STEPS TO A SUCCESSFUL SALE

CHOOSE
A REAL ESTATE
PROFESSIONAL
YOU CAN TRUST

1

Selling your home requires a professional who has a thorough understanding of how to market a property and analytical skills to interpret detailed information about competing homes, recent sales, as well as explain possible reasons why homes that didn't sell were "failures." You must have confidence in your agent's abilities, accept their expert opinion and come to a conclusion as a team about pricing, desired timing of the sale, and how best to prepare your home for market.

PREPARE
YOURSELF
AND YOUR FAMILY

2

Once you have decided to list and sell your home, it is a good idea to think of it as already belonging to someone else. Continuing to think of it as "the family home" with all the memories you have created while living there will only serve to hold you back - time to let go and move on. Once you see the house as a product to be sold, it becomes less personal, and much more about business and money.

LEARN
WHAT YOU CAN
AND HAVE REALISTIC
EXPECTATIONS

3

It helps to know what is happening. Take time to become familiar with the current real estate market around you. The more you learn and understand about the competitive nature of home sales, the easier the process will be in getting your home sold. Having realistic expectations and knowing how to present your property will lead you to a successful sale.



6 Reasons to Work with a REALTOR®



Navigate a Complicated Process

A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes.



Negotiating Skills

There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. Your agent can advise you as to which investigations and inspections are recommended or required.



Property Marketing Power

Real estate doesn't sell due to advertising alone. In fact, a large share of real estate sales comes as the result of a practitioner's contacts through previous clients, referrals, friends, and family.



Someone Who Speaks the Language

If you don't know a CMA from a PUD, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.



Experience

Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. Having an expert on your side is critical.



Objective Voice

For most people, a home is the biggest purchase they'll ever make. Having a concerned, but objective third party help you stay focused on the issues most important to you.

Key Questions to Ask When Selling

Q: What do you think my home will sell for (in this market)?

A: Conducting a thorough market analysis of homes similar to yours that sold, are currently for sale and those that failed to sell will provide a good indication of the direction the market is headed and help in determining a fair market value of your home.

Q: When is the best time to put my home on the market?

A: Regardless if you have a choice or not of when to put your house on the market, you should ask. Most real estate agents skirt around this question by offering a generic answer such as "If the home is priced right then it will sell any time of the year" or "Right now is a great time." Assumptions are often made with thinking that spring and late summer are the better time frames for selling. However, upon analysis, you might find that your particular area or neighborhood may have a different selling pattern. Taking this information in to account could help with setting expectations and planning marketing strategies for best impact.

Q: How long do you think it will take to sell my home?

A: This depends on the current state of the real estate market. If it's a Seller's Market, then a quick look at the average selling time for homes in the area might give a clear indication. In a Buyer's Market, the timing is more difficult to ascertain and depends on two key factors:

The real estate agent's ability to properly evaluate the property in comparison to the competition and then provide the sellers with an accurate market analysis of his/her findings;

The sellers being proactive with the information in terms of establishing an asking price and preparing the home for sale.

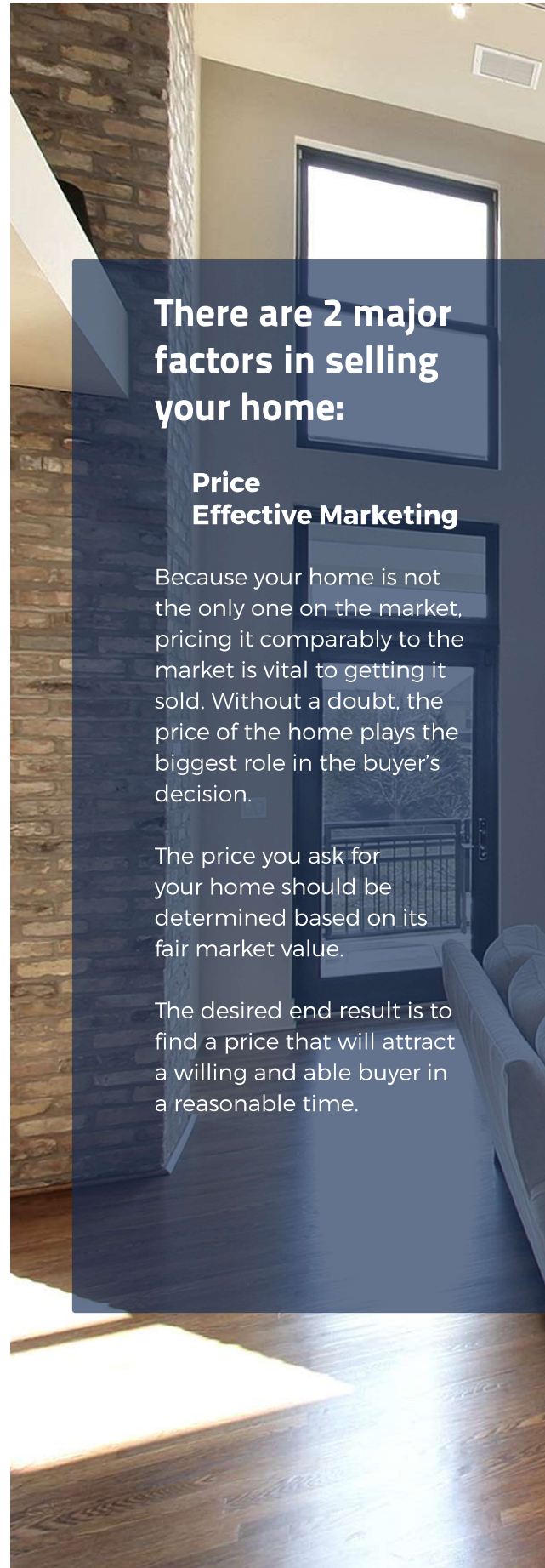
There are 2 major factors in selling your home:

Price Effective Marketing

Because your home is not the only one on the market, pricing it comparably to the market is vital to getting it sold. Without a doubt, the price of the home plays the biggest role in the buyer's decision.

The price you ask for your home should be determined based on its fair market value.

The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.



LEADING EDGE TECHNOLOGY



Social Networking

Buyers are actively using social networking sites to learn about the area they live in. They take advantage of social media to find answers and stay up-to-date with the latest news and trends. I understand these tools and will leverage these sites to make your property more visible and attractive to the modern buyer.



Mobile Marketing

We are a society "on the go." A homebuyer can use a smart phone to search for properties, watch home and neighborhood tours on YouTube and engage in social marketing. To reach this moving market, I deliver real estate information to cell phones using text messages and the mobile internet.



Open Houses

According to a national survey*, more than 52 percent of buyers use open houses as an information source when looking for a home. You'll want to take advantage of this exposure and I will work with you through the process of preparing your home for the event. I will promote your open house online, in print and through personal networking.



Print Marketing

Print marketing is a great way to communicate your homes unique value. I use a variety of media to reach multiple avenues of interested to interested buyers.

Property Brochures

Stunning photography and key property features on a beautifully designed Property Brochure.

Direct Mail

Custom postcards and letters sent directly to the hands of neighbors, key prospects and real estate agents.

Distinctive Signage

Distinctive signage highlights homes for sale. Sign riders with website and text options make it easy for buyers to get more information.