

Realty Associates   
LIFESTYLE *Realty Partners*



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# For Sale By Owner Tool Kit!

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## LIFESTYLE *Realty Partners*

### *Forward*

This program was designed for you. The person interested in saving the real estate commission during the sale of your house. I understand your motivation and I am happy to help make this process easier for you.

I've spent six months developing this program. I've polished every page to make sure that it contains relevant and important information for you. The information that can literally save you thousands of dollars in the sale of your house.

As you read through the pages it's going to be important to understand the process and flow of the reading material.

The first few pages are general information. First, you have to price your house. Second, you need to make sure that you understand the safety measures that need to be in place before you start letting strangers into your home.

Then you'll need to prepare the house for showings. You'll find an entire 38-point checklist that you can work through, plus some tips on holding a garage sale.

Several pages will be devoted to marketing your house. Don't underestimate the power of a good marketing plan. You have to create traffic. More interested buyers, more opportunity to make a sale!

Once you have your buyer, make sure that you are well equipped to negotiate the best deal for you. Read the pages dedicated to selling and negotiating.

Then you'll find a few samples of the necessary paperwork to close the deal. Consult with an attorney to get the actual paperwork that you'll need to complete.

Now your house is sold and you need to prepare to move. Learn how to take this daunting task and make it less stressful.

The closing pages will be dedicated to showing you the marketing steps that I take when I list a home. Use this to gauge whether you're doing all you can to insure a quick and smooth sale for your home.

You'll also want to use this if you decide to list your house and interview other agents. You'll quickly see that no one will be as aggressive as I will when it comes to getting your house sold!

Thank you and enjoy!!!

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# For Sale By Owner Tool Kit

Selling a home today requires a total integrated approach many real estate agents are simply not aware of.

You should expect detailed FACTS...not simple promises, opinions, and fancy pictures. And you should expect straight answers, not “sales pitches” or other hype that seduces you to hire a company who boasts they’re “the biggest” or “the best.”

In fact, there are several important marketing steps in the home selling process YOU need to know about. We’re going to delve into each one right here, so you’ll know what you’re doing, and can receive top dollar proceeds for your home – whether you use a real estate agent or not.

## Step #1: Set The RIGHT Price For Your Home From The Start

Every seller wants to realize as much money as possible when selling their home. The natural inclination is to price your home high, thinking you can always come down in the future.

But a listing price that is too high can be a disaster, and frequently nets the seller LESS money than they ever anticipated!

Why is this?

Because buyers will reject your home in favor of other homes in a reasonable price range. And if that doesn’t frustrate you, think about this: Buyers will use YOUR home to compare and justify the purchase of a similar, but correctly priced home.

### But the problem gets worse...

It’s a fact that 96% of all homes are sold by Realtors. So whether you sell your home yourself, or through a professional, you MUST be able to attract the Realtor community to your home.

Problem is, agents who otherwise would readily bring buyers through your home will automatically cross it off their showing schedule because it’s priced too high. They don’t make money showing homes...they make money SELLING them.

They know market values in your area. And if your home is priced too high, they’re not even going to waste their time showing it.

And word spreads with the agent community. If your home gets “branded” as overpriced, not only will agents NOT show it, BUT you’ll have to lower the price further than you ever expected...just to get them back!

**Agents Simply Will NOT Show Overpriced Homes  
Because They Work By Commission.  
Showing Overpriced Homes That Will Never Sell  
Means They’re Working For FREE.**

### **But we're not out of the woods yet...**

You see, your home is MOST valuable when it's new on the market. And if you delude yourself into thinking you can price it high and come down later, you're in for a big surprise.

Here's what'll happen: After months on the market without even a nibble, you or your agent will decide to reduce the price. Even with your price reduction, there's still little activity because your home's been "branded" as overpriced.

So after a while longer you decide to lower the price a little more. Now you're pushing the limits on what you wanted to receive in the first place.

Finally, you start to get a nibble or two.

Problem is, your home's been on the market for months now. And when you finally receive an offer, you can bet your bottom dollar it's going to be discounted further.

Why?

Because buyers usually want to know how long a home has been on the market before they decide how much to offer. And the longer your listing has been sitting unsold, the more desperate your home looks.

Like sharks smelling blood, buyers will see your home as prey.

And their offers are going to knock you over. But you'll have little choice but to negotiate. You have no other options.

How could this all have been avoided?

By simply pricing your home correctly in the first place.

### **Homes That Sell Fast Also Sell For The Most Money!**

It's a known fact: the very same reasons that make a home sell fast will make a home sell for the most money. Homes are best positioned to sell when they're new on the market.

Here's a little help for pricing your home...

The first thing you need is VALID local market information. Take a look at homes that have sold in your area. Compare the price sold as a percentage of list price. This will help you get a feel for the average discount in the area.

Generally, your list price will be within 2.5 to 5 percent of what you expect the final selling price will be. But be careful!

The amount of discount should be dictated by real world FACTS from OUR AREA, not your guess on what you expect offers to come in at. If the selling market is hot in our area, there will be little or no discounting. There may even be bidding wars, and homes selling for more than list price.

On the other hand, if homes are not selling well, you will need to be flexible.

Next, **DO YOUR HOMEWORK** to determine what your home is worth. You don't just use a CMA. Do a total market analysis.

When you narrow down your area, you need to correct values for distressed sales, divorces, remodeled homes, and other events that affect the value of other homes that have sold.

Each factor (distressed sale, condition, location, etc.) will add to or detract from the value of your home. And in most cases, the only person who can really give you this information is a **GOOD** agent – someone who has extensive experience valuing homes.

Notwithstanding all your hard work, in the end...

### **The MARKET Is the Only Determinant Of The VALUE Of Your Home**

There's an old saying in real estate: *"Sellers are NOT the deciders of what their home is worth, but they ARE the deciders of how quickly their home will sell."*

The **REAL** value of your home is what a willing buyer will pay for it, and what you will accept. Nothing more. Nothing Less.

OK, so let's say you've determined that the average discount on homes in your area is 2.5 percent of expected selling price. And sales information shows that your home is worth \$300,000. To determine a list price that is within 2.5 percent, divide \$300,000 by .975 (1.00 less .025 = .975). This gives you a list price of \$307,000.

But remember this: Markets and the economy change. If interest rates rise by a point, people who could otherwise afford your home may not be able to any longer.

And this will ultimately affect the value of your home. So you may need to adjust your price over time. Stay on top of market events, both nationally and locally.

If the market's declining, it's best to discount your price up front. If the market's rising, be prepared for full price offers, or even bidding wars.

### **Step #2: Calculate The NET Proceeds From The Sale Of Your Home.**

Here's a fact you need to understand up front: **Never attempt to price your home based on what you "want or need" to net out of the proceeds.**

If you spent \$40,000 on a remodeling job that will only increase your homes value \$30,000, you will lose \$10,000. If you paid too much when you bought your home, and need to sell it within a year or two of buying it, chances are (unless the market is red hot) you will lose money on your net proceeds.

I've seen these sad situations too many times, but there's nothing anyone can do about it. Overprice your house and you miss the target!



## **Never Confuse The Difference Between Cost And Value.**

That said, however, you DO need to understand what your net proceeds will be from a sale of your home. And to calculate them, you need to consider 5 factors.

Take the gross listing price of your home.

Subtract the amount buyers will discount to arrive at sales price (Step #1 above)

Subtract your estimated real estate commission (if applicable).

Subtract contingency costs and repairs/personal property stipulated in a contract.

Subtract closing costs: appraisals, real estate taxes that are due, attorney's fees, escrow and title fees, etc.

In many cases, the net proceeds can be as much as 10% or more off your listing price. And interestingly, this amount does NOT change even when sellers attempt to sell their homes WITHOUT a Realtor.

Guess what the first thing any buyer is going to do with a "For Sale By Owner?" They're going to knock off the equivalent of the real estate commission you would normally pay anyhow. They hate the fact that you're trying to pocket that money...and they're going to fight over it.

Then they're going to keep discounting based on other home and market criteria.

Before you know it, you're back at the same place as if you used a professional. Only now, you've lost the resources a Realtor could have brought to the transaction...negotiation power, important home value information, market power, marketing resources...and much more!

So be careful. There's a reason why 78% of all *For Sale By Owners* end up using a professional to market their home...it pays off in the net proceeds!

## **Step #3: Advertise And Market Your Home For Maximum Exposure**

I want to reveal **4 marketing secrets** that can help you make thousands more profit from your home. And the first one is this...

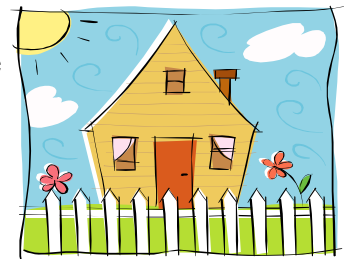
### **Purchase Decisions Are Emotional, Not Logical**

Think about that. People never buy homes because of logical reasons. If they did, one 4 bedroom, 2 bath home would sell just like any other. But they don't.

They don't because people discriminate by nature. One home will always appeal to them over another based on their DESIRES.

They buy homes because of the FEELINGS the home gives them. Nearly everyone buys a home thinking of the LIFESTYLE BENEFITS they'll get by living there.

Lifestyle benefits are the memories of watching your children play in a safe area. While getting a good education at local schools. Where your home is decorated as an extension of your individual



personality. Where you enjoy Sunday dinner with the family. And Thanksgiving reunions.

It's the place where you relax in your favorite hammock on Saturday afternoon. The place where you can hold summer barbecues under the shade of a beautiful Birch tree.

The place where you finally send your children off to college...and eventually off to live a life of their own.

Your house is NOT going to be evaluated as a "house." It will be evaluated for it's potential to become a HOME.

So it's important to recognize and appeal to buyers EMOTIONS when marketing your home.

Now, the **second marketing secret** you need to know about marketing your home is this...

### **Buyers Are Looking For A Bargain**

And looking for a bargain is again, subjective. What one person sees as a bargain, another may see as over-priced.

Notwithstanding, you need to "position" your home as "priced right" in the market...another reason to do your homework when pricing your home.

If you price your home right, you can promote it as such. Buyers clearly respond to promotions that state "priced to sell," "a unique bargain at this price," "act now, won't last long at this price."

And getting as many buyers to respond is your goal, right?

The **third marketing secret** you need to know about is this...

### **Buyers Are Attracted To Affordability**

Affordability appears the same as a "bargain," but it's not.

Affordability relates to how inexpensively someone can live in your home...more to do with FINANCING than anything else.

What have you done to make your home affordable? If you're selling your home without a real estate agent, are you willing to carry back financing on your purchase price? How EASY will you make it for a buyer to buy your home?

And if you use a Realtor, they should put together several financing "packages" with a local mortgage lender. This will make the home appear special, and affordable to buyers.

The **fourth and final marketing secret** you need to know is this...



## The Best Way To Motivate A Sale Is To Create URGENCY

Have you ever noticed the dynamics of a bidding war?

Buyers are scrambling like lunatics to put in the highest offer in order to get the home they desire. But what's really happening is the bidding war takes on a momentum of it's own.

In other words, the mere shortage of the home makes people frantic to WANT it. People naturally value what's in short supply...what they cannot readily have. And what more could a seller want than a bidding war on their home!



But did you know that you can create the very same dynamic with YOUR home?

Anytime you want to increase the value of your home, or the overall demand, CREATE A SHORTAGE.

A shortage can be limited time, limited supply, or limited financing. Anytime you create a limit, you motivate people to act.

Very few real estate agents know about this, yet it's one of the most important elements of successful marketing.



**In conclusion:** Do your research and price the house right! A house that is priced correctly from the beginning will achieve its highest total net income in the shortest amount of time.

## Safety Tips

I can't stress safety enough. Just recently, in our own area, a realtor was beaten and robbed at gunpoint while showing a home. And although this happened locally, nationwide this same scenario plays itself out dozens of times over the course of a year. This agent felt she had done all of the background checks, taken all of the precautions, yet she still ended up chained harms way. Imagine the terror this agent felt, as she was confident this man was going to kill her. Scary, yes. Dramatic, yes. But you need to know about this so you do what you can to protect your family!

Real Estate Agents are given special training on safety. They are given updates and alerts about known threats and incidents. You do not have this benefit.

◇ A FSBO sign in a yard is an invitation to anyone to see your home.

◇ There have been instances where thieves posed as prospective buyers to learn what might be of value in the home...or worse, how to gain access into the home by learning how many people live in the home and/or getting information from you regarding when your home is vacant.

Dozens of Realtors are killed or injured violently every year because they didn't heed important warnings and basic safety measures. Although most people are truly intending to look at your home to see if it is a good match for them, SAFETY IS A SERIOUS MATTER! You are potentially putting you and your family's safety at risk.

**By following the safety tips below...you will reduce your risk.**

### **One of the most important safety tips – Pre-qualify your buyers!**

Attempt to have potential buyers pre-qualified by a quality lender – it's the easiest way to make sure someone is who they say they are. It also shows their motivation level. If they are serious about buying a home they will be willing to talk to a lender or will already have a pre-qualification letter.

### **Additionally...**

Obtain as much contact information about the buyer as possible prior to the showing.

When at all possible have at least two people present when you are showing your house. If you are alone invite a friend over to be present during the showing.

Choose a designated friend (not someone in your home) to notify of the showing and check in with after the showing. Make sure you give them the buyer's information in case there's a problem and they have to notify authorities.

Remove or put away valuables. This should include jewelry, cash, credit cards and any of your collectibles.

Hide all house keys. It only takes a second for a thief to pick up that set of keys that you left lying on the kitchen table. You will think that you have simply misplaced them; however, a thief now has full access to your house. If you cannot locate a set of keys change the locks immediately.

Secure all prescription medications.

Never leave a minor child alone with a potential buyer during a showing.

Prepare a plan of escape in the event that something goes wrong. Know exactly how you and your family will leave the house if you encounter any threats.

Do not allow yourself to become “trapped” in a room. Always stand between the prospect and an exit.

Do not tell a person inquiring about your property that “no one will be home to show the property at that time.” Simply tell them that the time is not convenient and then arrange another time that works for both parties.

Do not explain too much about how the alarm system works or your family’s work and life habits.

Watch groups of people. Thieves often travel in groups and once inside your home they’ll split up and attempt to rob you. You must take control of the showing appointment and guide the group from room to room.

## **FYI**

If you are skeptical that a Real Estate agent is a legitimate agent ask to see a picture ID and their Real Estate License Pocket card. Agents are required to carry one with them. If they do not have it with them, set up a convenient time for them to return. (Anyone can have a business card printed. Be especially cautious of Real Estate company names that you have never heard of.)

If you experience any problems concerning your family’s safety outside of the ones I have outlined here, please notify me as soon as possible so that we may warn other “For Sale By Owners.” Give me a call at (713) 542-4920. I would like to include the information in future versions of this handbook.

*Home Sellers Special Report...*

38 Money-Making Tips For Preparing Your  
Home To Sell

“Here’s A Quick And Easy  
Checklist Of Inexpensive Ways To  
Make Buyers Instantly  
Attracted To Your Home.”

## The Way You Live In A Home And The Way You Sell A Home Are TWO Very Different Things!

Each year, thousands of homeowners unnecessarily lose money when they sell their homes. They don’t lose money because someone took advantage of them. And they don’t lose money because it wasn’t “marketed” well.

### **Even Seasoned Homeowners Lose Thousands Because They Didn’t Know About The Important Factors That Influence The Value Of Their Homes**

If you desire to sell your home for top dollar, and in YOUR time frame, you need to do two things: 1) Get control of your personal emotions about your home, and 2) Place yourself in the shoes of potential buyers. Look at your home they way they would, and make it appealing in the right areas.

I know that putting your “homeowner emotions” aside may be tough to do. But doing so will help you to position your home to sell for top dollar, and in your time frame.

After all, selling your home is very different from any other financial transaction. Your house isn’t just a “*thing*.” It’s your HOME!

So it’s no surprise that selling your home may involve a bit of sadness, fear...or even excitement for the next move in your life.

Try not to let these emotions get in the way of a prudent sale. The tips and suggestions in this report will help.



## Here Are 6 Problems Your Home May Have That Can Instantly Turn Buyers Off

Potential buyers are much more likely to return to a home that impresses them at first glance, while homes that appear disorderly or poorly maintained seldom sustain buyer interest.

The first (and largest) area of concern is home odors. Because homeowners become desensitized to the odors in their homes, they rarely realize how obvious odors can be to visitors. This is particularly true of pet owners and smokers.

Carpet and flooring. One of the most visible areas of your home is your flooring. If your carpet is worn or dirty, get it replaced or cleaned. If you have vinyl flooring with corners coming up, get it glued down. Special note: Replacing flooring in smaller areas, such as kitchens, with high quality flooring can bring in premiums in price.

Paint and Walls. Paint is one of the least expensive ways to “spruce-up” your home. Consider painting outside trim, and interior walls and doors.

Get rid of clutter. Excess clutter is a big buyer turn-off. You have to move anyway, so you might as well pack away items that make your home feel good to you, but turn off buyers. This includes nick-knacks, furniture, pictures, hangings, plants, etc.

Signs of mice, rats, roaches, spiders or bees. If you have any of these symptoms, you should immediately contact a local pest control company and have them eliminated. There’s no better way to show your home is filthy than by infestations. Remove all spider webs with a broom.

Poor landscaping. If your landscaping is messy, overgrown, or looks cluttered in any way, you need to fix it. Buyers make positive or negative conclusions about your home within the first 5 minutes. Don’t lose the battle before you’ve even begun.

There’s no doubt about it: first impressions count with buyers. That’s why I prepared this fail-proof list of simple, quick, and inexpensive things you can do to prepare your home for sale.

I divided them into 3 categories: 1) Exterior of home, 2) Interior of home, and 3) How to show your home for maximum profit.

## Exterior Of Your Home

Overall, buyers are looking for a home that looks clean, neat, and well maintained. By addressing exterior issues, you immediately give your buyers a positive “first impression.”

### Here are 13 first impression items to examine:

Tip #1: Get into your car and drive away from your home. Drive towards your home the way a potential buyer would. Notice your first impressions of your home? Is the landscaping well groomed? How about the driveway and curb? Can you easily see the architecture of the home, or is it blocked by trees and bushes. Notice your roof? Is it in good condition? Make a list of items that need attention.



Tip #2: Paint your front door and mailbox. Polish your door and entry hardware.

Tip #3: Make sure your doorbell is functional.

Tip #4: Wash or thoroughly clean wood, aluminum and vinyl sided homes. You can hire a contractor to pressure wash an entire house for about \$200. Pressure washing can remove dirt, grime, peeling paint, and mildew.

Tip #5: Rake leaves, trim shrubbery and trees, cut the lawn, and plant a few new, fresh flowers. Put down fresh mulch or peat moss around shrubs and flower beds.

Tip #6: Sweep and hose off the walkways and driveways. Pressure wash if necessary.

Tip #7: Clean the gutters and extend downspouts to prevent flooding or basement water seepage.

Tip #8: Organize the garage. Get rid of clutter by either putting it in boxes, or pack ahead of time and rent a storage locker for your garage belongings. Make sure you wash your car.

Tip #9: Check the locks of your home – both entry, back entry, and garage. Locks can give a first impression of a home that needs maintenance. And they’re the first thing a buyer sees. A small dab of graphite will make them work like new.

Tip #10: Clean oil stains from your driveway and garage. This is best achieved by using poultice with Portland cement. Scrub with a detergent and rinse. Clean rust stains beneath rails with the commercial product, Zud.

Tip #11: Clean up any litter in the yard or walkways. Remove any leaves in the yard or walkways.

Tip #12: Touch-up the paint on the exterior of the home if necessary. In some cases it pays to repaint the entire exterior if it hasn’t received a coat of paint in years. Hardwood trim on the exterior of the home can make or break its appearance. Make sure it looks clean.

Tip #13: Look for any cracks in exterior plaster, and make sure they’re fixed and repainted to match exterior paint.

## Interior Of Your Home

There's a little-known secret about home buyers that you need to know. People buy homes based on the emotional FEELINGS they get from the home. They fall in love, for example, with the kitchen or the master bedroom. Or perhaps the roaring fire in the family room fireplace really touched off an old memory.

And while they're viewing your home, they're visualizing in their mind's eye what it would be like to live there.

The backyard barbecues they'll host...Sunday dinners with family...college graduation celebrations of their children. Or simply relaxing in the backyard hammock.

It's all about emotions. And if your home doesn't FEEL right, you will quickly lose interest.

So remember this: Purchase decisions are EMOTIONAL. Once a decision to buy is made, we usually justify our purchase with logical reasons.



By dressing the interior of your home right, you'll encourage your buyers to stay. People buy with their eyes, ears and noses, and the longer they stay in your home, the greater the likelihood of an offer.

Here are **18 interior tips** to help you “dress” the interior of your house so it FEELS like home to your buyers.

Tip #14: The entry way sets first impressions. So make sure it's in great condition with fresh paint and clean floors. If the entry tile floor has build-up, consider using a commercial stripper and re-waxing.

Tip #15: Clean out about 1/3<sup>rd</sup> to 1/2 of your furniture. You want your home to look uncluttered, and the rooms to feel open and bright. The average home has too much furniture for showing, and you need to move anyhow. So you might as well pack away any furniture that clutters any rooms in the home.

Tip #16: Put away knick-knacks and items that make the home look overly personal to YOU. You don't want your buyer feeling that they would never fit in the home because it's got so many of your personal items in it. Put away cluttered photos and other objects that will detract away from the home.

Tip #17: Do a thorough interior maintenance review: Oil squeaky doors, tighten doorknobs, replace burned-out lights, clean and repair ALL windows, and repair leaking taps and toilets. Look for chipped paint and cracked plaster or drywall that needs repairing.

Tip #18: It's a good idea to have all windows professionally washed. And clean all window shades and blinds.

Tip #19: Replace all burned-out light bulbs and clean lighting fixtures.



Tip #20: **GIVE YOUR HOME A SPACIOUS LOOK.** If you've ever toured a model home, you've noticed that the home is spacious and bright. Make your home look the same by: 1) clear out stairs and halls of clutter and excess furniture, 2) clear counters in the kitchen and bathrooms, and 3) Make closets and storage areas neat and tidy.

Tip #21: Make sure your home is clean by doing the following: 1) Shampoo carpets, 2) clean washer, dryer, and laundry tubs, 3) Clean the furnace, 4) Clean the refrigerator and stove, 5) Clean and freshen the bathrooms. Hire a professional cleaning service if needed. The money you spend on these areas will come back to you in purchase price.

Tip #22: Wax or polish floors, and glue down any seams if you have vinyl flooring.

Tip #23: Make sure windows and doors operate properly and lubricate bi-fold closet door tracks with a silicon spray.

Tip #24: Glue loose wallpaper seams and remove soiled wallpaper.

Tip #25: Clean around fireplaces and remove ashes.

Tip #26: Organize all closets, pack up unnecessary items for storage, and put all toys away.

Tip #27: Make sure all beds are made, bedrooms are neat and clean, and laundry is clean and folded.

Tip #28: Consider holding a Garage Sale **BEFORE** you place your home on the market to get rid of excess items (see "Garage Sale Tips).

Bathrooms and kitchens are two of the most influential areas of a home. Spending a small amount of money in these areas frequently nets owners many times their investment. Here are a few suggestions for each.

Tip #29: Your Bathrooms. Repair loose tiles. Remove loose grout using a grout file, and apply new grout. Faded tile colors can be improved using an epoxy spray. Remove old tub and tile caulking with a hooked scraper and install new white silicone tub and tile caulk. Concentrate on areas such as counter corners, shower corners, and base of toilet. Clean mildewed caulk by spraying Tilex, or use diluted chlorine bleach and let stand for at least 30 minutes before rinsing. Old tubs can often be sprayed with an epoxy coating. Remove all soap scum and dirt build-ups. Again, diluted chlorine bleach will help here. Clean glass doors with vinegar, and replace badly soiled shower curtains. Don't forget to vacuum exhaust fans.

Tip #30: Your Kitchen. Clean ovens thoroughly. Clean cook tops and exhaust fans. Remember to clean behind your appliances. Double check all burners to make sure they're working. Defrost freezers, and thoroughly clean the interior of your refrigerator. Remove mold from refrigerator gaskets. Empty the water collection tray under the refrigerator. Neatly arrange soaps and cleaning accessories. Thoroughly wash fronts of cabinets using Murphy's Oil Soap or Pine Sol. Cover counter burns with ceramic tile or heat resistant glass. Make sure all handles are securely in place. Install new shelf and drawer liners.

Tip # 31: Save your receipts. If you need to make substantial repairs to your home, save the receipts in a manila envelope. This will show what has been updated in the home.

## How To Show Your Home For Maximum Profit

There's a right way to show a home...and a wrong way. Many homeowners lose money, or turn-off buyers because they simply didn't know how to handle a home showing. Here are 7 tips that will help you show your home for maximum profit:

Tip #32: Save those receipts. If you completed any substantial work on your home, save the receipts and ONLY take them out if someone questions the value of the work performed (in the negotiating process). Many times extra work will increase the value of your home beyond your costs. So only use the receipts if you need support to justify the work.

Tip #33: Save those utility bills. Buyers frequently have questions about utility costs of owning a home. If you have past utility bills, you will greatly increase your credibility and help provide precise answers to important questions. Save electric, gas, water, oil, sewage, and waste management bills.

Tip #34: Turn on ALL lights. Illumination is like a welcome sign.

Tip #35: Open all drapery and bring in as much natural light as possible. Buyers hate dark homes. Anything you can do to brighten your home will help.

Tip #36: Turn off any TV's. Turn off the football game. Tell the kids that the loud music will need a reprieve while the home is being shown. Occasionally very soft, background music can enhance a showing.

Tip #37: Plan a pleasant aroma. Cinnamon sticks or vanilla boiled in a pot of water on the stove emit pleasant aromas and make a home smell inviting. Apple and cherry wood smoldering in a fireplace do the same. And who can resist the smell of an apple pie or fresh bread baking in the kitchen. Often, these pleasant smells can override other odors your home may have.

Tip #38: Keep pets out of the home during showings. It's best to keep them out of the home for an entire day before an open house.

# Garage Sale Tips

Holding a garage sale is one of the best things that you can do to help spruce up your house when preparing to sell. This helps to eliminate clutter, makes your house look less “junkie”, less to move once you do sell and it will even put a few extra bucks in your pocket. I have put this little guide together to help you get the most from your garage sale.

## Give Yourself Time to Prepare

- Select a sale date at least three to four weeks from the date you’ll start to prepare.
- Fridays and Saturdays are best, and make sure to avoid dates that conflict with holidays or special events.

Consider holding a joint sale with friends, neighbors, or relatives to attract more customers and sell more items. Consider sending a flyer to the entire neighborhood and try to get 15-20 neighbors participating. This helps with the advertising costs and you’ll have more traffic than you imagined possible!

## Choose What to Sell

- Scan your attic, basement, closets, garage and other storage areas for items.
- Practical items such as appliances, furniture, dishes, books, plants, kitchen utensils, antiques, toys and clothes sell the best.

Don’t try to sell things that are broken, cracked, badly stained and so on. It will make buyers wonder whether your hiding defects in other items that you’re selling.

## Pricing Things Right

- Visit other garage sales to get a feel for prices and be realistic when pricing your stuff.
- Purchase self-adhesive tags at an office supply store and affix a tag to each item.
- For joint sales, keep a log of items sold or mark price tags with seller’s initials.

Be prepared to come down in price if you really want to get rid of the item.

## Display Ideas

- Sweep and wash out the garage until it looks and smells clean.
- Arrange display tables for easy access and viewing. Rent or borrow more tables if needed.
- Display items that are clean and in good shape. Group them in categories like stores do.
- Set up temporary racks to sell clothing. Hang the clean clothes by size.
- Polish the wood and clean the upholstery of sale furniture
- Remove lingering odors with air freshener or Febreze.
- Provide an electrical outlet so customers can see that appliances work properly.
- Display books, videos, record albums and CDs spine-up for the best readability.

Display odds and ends and mark them all at 25 cents, or set up a few free items to stimulate buyer interest.

## **Sales Tips**

- Encourage return shoppers during a two-day sale. Post a sign saying prices will be reduced the next day. This way, if it is really important to them they will pay the larger price and if not they will return the next day.
  - Take bids on expensive items. Have customers fill out a card with their names, phone numbers and bid, and then sell the item to the top bidder.
  - For best results, don't skimp on advertising. Write about your best items to attract the most buyers.
  - Advertise "cash only" if that's your preference, then post a "cash only" sign at the sale.
  - Advertise in newspapers
  - Post notices on bulletin boards in grocery stores and Laundromats.
- Post signs in visible places the day of your sale to guide customers to your sale. Check local ordinances for sign posting first.

## **The Day of the Sale**

- Have plenty of change available.
  - Ask neighbors in advance not to park in front of your house on sale day.
- Keep your own driveway clear for extra parking.

*Ask a friend or relative to help you take money, wait on customers and to give you a break.*

## *Marketing Tips*

Here are some ways to effectively market your house:

- Yard Sign (I'll provide one for you).
  - Brochure Box/Color Brochures (I'll provide the box, design a brochure, provide the first thirty brochures, and give you the brochure on CD-ROM so you can have more printed).
  - FSBO Home Magazines.
  - Newspaper Classifieds.
  - Holding An Open House
- FSBO Websites (search the web and you'll find several).

Whenever you write an ad, whether it be for a homes magazine or a classified ad, you must appeal to the senses. Enlist the age old **AIDA** formula. First get **Attention**, second stimulate **Interest**, third create **Desire** with emotion filled words and descriptions, then fourth, prompt your prospect to **Act**. And the best way to get them to act is to **MAKE IT EASY** for them to respond with a "Free Recorded Information" response hotline.

Here are the four components to a successful classified ad:

An **Attention** getting headline.  
Copy that generates **Interest**  
A message that creates **Desire**  
A compelling call to **Action**

You will also want to include the price in your ad. You will generate a higher call volume by not including the price in your ad; however, do you want a lot of calls from prospects that can't afford your house? Not including the price works fine for an agent because the agent can provide a list of homes in the price range of the prospect, but, since you have only one house to sell you only want qualified prospects calling.

Here are two classified examples:

**For Sale By Owner**-3 BR, 2 BA house in a new community. \$225,000 Call today (618) 555-5555

**For Sale By Owner**- Spacious 3 BR, 2 BA home in a close-knit community, cozy fireplace, lake view. Priced to sell at just \$225,000. For 24 hr. recorded information call 1-800-613-1322. Enter recording no. 7771

Notice that the second ad paints a picture, appeals to the emotions, has a call to action and includes a 24-hour way for prospects to get information.

## *Internet Marketing*

Web marketing is no different than any other kind of marketing. Marketing is marketing and you need to view it this way. The web is just another advertising and marketing medium.

And the basics of marketing are the same...

You still have to get your prospect's attention, arouse their curiosity, create desire and prompt action.

When you publish an ad on the web you are basically doing nothing more than posting a large electronic advertisement. That means your website ad must articulate a clear and meaningful benefit about your home and make it easy for buyers to check it out.

According to the National Association of Realtors, 83% of today's homebuyers will search the internet for their next home. Can you afford to miss out on this group of buyers?

On the last page I mentioned that you can search the internet to find "For Sale By Owner" websites that you are able to purchase space on. Before you spend hundreds of dollars to post your house, make sure that the website has a local presence. It would be a waste of money to post on a website that local buyers won't even find. Use judgment!

As part of the "For Sale By Owner" Marketing Toolkit, you'll receive a free "Featured Listing" on [www.LRPRE.com](http://www.LRPRE.com) & a free "For Sale By Owner" Website as well.

## For Sale By Owner

\*\*\* Free 24 Hr. Recorded Information \*\*\*

For more details and the current price for this outstanding home call 1-800-733-0712  
and enter recording #xxxx



### Owners say "It's Time To Downsize"

*What an outstanding opportunity to own a charming 4 bedroom, 4 bathroom home in a wonderful community. Features include vaulted ceilings, crown molding, 2 person whirlpool bath in master suite. Other features are a beautifully landscaped  $\frac{3}{4}$  acre lot, all kitchen appliances, many window treatments, ceiling fans, whole house attic fan and more! Too many features to list. For the current price and more info call 1-800-733-0712, recording # xxxx*

[www.LRPRE.com](http://www.LRPRE.com)

## Hotline Marketing

Using a “recorded information” hotline is an incredible time-saving and lead-generation tool. This again, will be provided to you at no charge as part of this marketing kit.

**Time Saving-** The hotline will save you hours on the phone. It allows interested buyers to get information about your house 24-hours a day, whether you’re home or not. You don’t ever miss a call. A missed call could mean a missed sale. And you won’t spend your valuable time on the phone answering the same questions over and over.

**Lead Generation-** Because this is a “call-capture” hotline service, every time an interested prospect calls in you get an e-mail that includes the details of your prospect. You’ll get their phone number, name and address, and which ad prompted their call.

Here’s how it works:

- Your potential buyer may see the sign in the yard, ad you have placed, brochure, etc... This will include the 800-hotline number and your assigned recording number.
- When they call, the greeting will request that they enter the recording number.
- After they enter the code they will get to hear the details of your house.
- As they listen to the recording the hotline service will capture their information and immediately send this information to you via e-mail.



**You now have an avenue to follow up with them to see if they have any other questions, would like to set an appointment to view your house, or if you can be of any other assistance.**

***For a live demonstration call 1-800-733-0712 and then enter recording # 2023***

I’ll gladly provide a printout (see the sample on the next page) of everyone who has called the hotline inquiring about your house. Simply request one and I will fax or mail that to you promptly.

When you fill out the form to do your recording, keep in mind that the idea is to peak the prospect’s curiosity. Use selling words, i.e. beautiful view, charming, cozy fireplace, spacious kitchen. You get the idea. Paint a picture for them. Hit their emotions. Remember, people buy on emotion and justify the purchase logically.

**Follow Up-** I recommend that you follow up with your leads to see if you can offer them any more information. Open up with the following script:

***“Hello, this is \_\_\_\_\_. You recently called about our house that is listed For Sale By Owner. I know you weren’t expecting me to call you back, but there is a couple of reasons that I wanted to. First, I wanted to thank you for your interest in our house. It’s a beautiful house and we’re very proud of it. The second reason I’m calling is because I wanted to tell you more about it. I didn’t have enough time in that 45 second recording to tell you about all the great features. Would it be ok if I told you more?”***

***-----Now open up a dialog-----***



## *E-Mail Notification*

This is an example of your instant notification feature. You will immediately be notified via e-mail of any inquiries on your house. The e-mail will come from “Proquest Technologies” and the subject line will read “Notification”.

---

This is an automatic notification email from Proquest Technologies.

You have received the following call to your account:

TOLL FREE NUMBER: 8007330712

Reason for Notification: Extension Accessed: 208 - ( 4902 Bentonite Blvd. )  
Marketing Digit: 0

Callers Number: (832)655-1704

Callers Name & Address: Mable Douglos  
Houston, TX 77002-7720

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## *Sample Call Report*

This is a sample call report. You will automatically be e-mailed with your prospects information, however, if you would like a full breakdown of everyone that has called inquiring about your house I can provide you with this report. Request one by giving me a call at 713-542-4920 or send me an e-mail to [Yekcira@LRPRE.com](mailto:Yekcira@LRPRE.com). I will mail, fax or drop that by to you within two business days.

As you read across the first line you see the following information: Date of call, time of call, the length of the call, your extension number, the ad number that prompted the call, the prospect’s phone number, and whether or not they left a voicemail message.

The second line will give you their name and address when the system has captured it. It will not capture names and addresses from cell phones although it will still give you a phone number for most of them.

---

<i>7/12/2010</i>	<i>3:58 PM</i>	<i>1m 12s</i>	<i>200 12815 Candace Court</i>	<i>0 Craigs list</i>	<i>(832)638-9055</i>	<i>, Houston, TX, 77002-7720</i>
<i>7/10/2010</i>	<i>7:47 PM</i>	<i>1m 5s</i>	<i>207 19053 Hammer</i>	<i>0 Craigs list</i>	<i>(832)276-5822</i>	<i>Lianna Reardon, Houston, TX, 77002-7720</i>
<i>7/7/2010</i>	<i>10:06 AM</i>	<i>1m 26s</i>	<i>408 Clearlake/ Baytown/ Channelview</i>	<i>0 Craigs list</i>	<i>(713)661-4770</i>	<i>Jorge C Chiriboga, Houston, TX, 77002-7720</i>

## ***The Power Of The Sign***

*Putting a “For Sale” sign in your front yard is one of the most economical forms of marketing that you can do. Even better when I’ll loan the sign to you.*

*The following yard sign will be provided free of charge when you implement the program. Display this in your front yard for maximum visibility. If a potential buyer can’t see your sign then how will they know your house is for sale? Place the sign in the yard and then drive up and down the street from both directions. Did the sign stand out to you? Would it have stood out if you weren’t looking for it? Play around with the placement. Try a few different angles. Just get it right.*

*One of the biggest mistakes most sellers make is to simply write in a home phone number. What the seller doesn’t realize is that they are missing a ton of calls. Lost opportunity because of a simple oversight.*

*Don’t let this happen to you!*

*The most notable feature of this sign is the hotline number. You’ll have your own hotline extension dedicated to giving potential buyers all of the information on your house.*

*You’ll never miss a call. The hotline will take care of making sure that buyers get the information on your home 24 hours a day.*

*I also recommend that you get a few directional signs. You can pick some up from any hardware store. Make sure that you get permission from a homeowner before you put a directional sign in their yard. Most owners will gladly extend this courtesy to you.*

*Also, check codes and ordinances regarding the placement of signs. You don’t want to be hit with a steep fine from the city or county.*



# **Holding An Open House**

## **Announcing Your Open House**

Create an ad. Place an advertisement in the newspaper for the day of your open house.  
Have flyers printed in large quantities highlighting special features and facts regarding your house.

## **Signs, Flags, Balloons**

Put out a minimum of 4-6 directional signs 1-2 days before indicating the time and day of the open house.  
Be sure to ask permission when placing signs on personal property. Also check codes and ordinances regarding the placement of signs.  
After placing signs, drive the route yourself to make sure they are easily visible and not hidden behind trees, bushes, or telephone poles.  
Dress up your open house signs with balloons or flags.

## **Conducting The Open House**

Greet the guests at the door. Try to get their names and use them. Have them sign a guest register and hand them a flyer.  
Control the showing and watch for buying signs.  
Ask as many qualifying questions as possible:  
    This home is \$175,000. Is this the price range you are looking for?  
    How many bedrooms and baths are you looking for?  
    Are you renting now, or do you own your own home? If applicable...Have you sold your home yet?  
    So, how close does this home come to what you are looking for?

## **After The Open House**

Pick up all of your signs, balloons, and flags. Follow up with every prospect within 24 hours. Find out if they are interested in buying the home and ask for feedback on the price and condition of the home. (A Real Estate agent would do this...you must do it too!!!)

## FSBO Prospect Record

Develop a record for keeping track of prospective buyers.

\*This form is on the CD-ROM you'll receive when we set the system up.

Buyer Name(s): \_\_\_\_\_

Phone #'s: \_\_\_\_\_

Address: \_\_\_\_\_

Call date: \_\_\_\_\_ Date home was previewed: \_\_\_\_\_

Interest level: \_\_\_\_\_

Why are they moving? \_\_\_\_\_

\_\_\_\_\_

Have they been pre-qualified or pre-approved for a loan? \_\_\_\_\_

Do they have to sell their home first? \_\_\_\_\_

Follow-up plan:

Follow-up dates:

## Why You Should Offer a Home Warranty

**One of the most attractive and powerful steps you can take in marketing your home is to provide a home warranty. Home warranties provide comfort to a buyer, and it sends a sign to potential buyers that you have taken care of your house and are confident in its condition.**

**Consider the following:**

**Add value.** 8 out of 10 buyers prefer a warranted home. A home Warranty makes your home more desirable and statistics show your home will sell faster (up to 15% faster) and for a higher price. Appraisers consider it an added value to a home --- up to \$3000 in additional value. In addition, statistics show you have a 29% better possibility of selling your home when a home warranty is included.

**Avoid delays.** A breakdown at the wrong moment can frighten off prospects, delay a closing...even kill a deal. A home warranty ensures rapid, professional repairs of specified components and systems- and it helps reduce buyers concerns about future problems.

**Reduce risk.** When your home is on the market, the last thing you need is a major, unexpected repair bill. A warranty protects the seller from many liabilities since most lawsuits arising from home sales are for misrepresentation of the home and systems in the home, known or unknown. Buyers and sellers rest easier knowing a home warranty company is there taking care of the seller during the listing period and for a full year after closing.



**What it's not.** A warranty is not a substitute for lack of routine maintenance (i.e. filter changes etc.). The home should be inspected and systems and appliances should be in good working order prior to the purchase of a warranty as part of a real estate transaction. No home warranty covers pre-existing conditions.

**You'd be surprised at how affordable home warranties really are, considering the peace of mind and security they provide.**

## **Selling & Negotiating**

### ***Selling – An Unspoken Art***

Selling is a skill. What to say, how to say it and when to say it. Recognizing hot buttons, When to ask for a commitment. These are all acquired skills that are developed over time and with experience.

The first thing you need to do, after you “sell” the prospect on your house over the phone, is to set up a time for a showing. After you obtain their names, and hopefully their phone numbers, and they express an interest in seeing your home, you give them the address and set up a time for showing.

Don’t be disappointed if they don’t show up. Keep in mind that once they know the price and address, they may drive by and feel it is not worth what you are asking and keep going. Unfortunately, most of them will not have the courtesy to call and cancel the appointment.

Invite a friend or neighbor over to critique your home before any showings. Ask them to be brutally honest about the shortcomings and don’t get hurt feelings when they point them out. You have lived in the house for years and have grown accustomed to the features, both good and bad, of your house.

Your goal here is to find out all of the negatives and to have prepared responses to any objections that a prospect may have. Explain this to your friend or neighbor so they won’t hold back information that, in the long run, will benefit you in the sale of your house.

It’s time to show your house...

Greet your visitors at the front door. Introduce yourself and invite them in. Ask them to sign a guest register (which you want to have for follow-up calls in case you change the price or terms on your property).

Stay with your visitors as you direct them on a guided tour of your house. Avoid saying such lame things like “This is the kitchen.” You can be certain they will recognize it as a kitchen as soon as they enter the room. Instead, tell them how great a kitchen it is. “Look at that beautiful view out of the window over the sink. It almost makes dishwashing enjoyable.” or, “That is a new, state-of-the-art microwave and browner. It cooks great meals.”

Focus on the positive. As you show your house, you want to accentuate its positive features. Verbally “move your guests into the house.” Although you cannot “eliminate the negative,” you can minimize it by talking about positive features.

You know where your house has shortcomings. Be prepared to answer questions about them. Don’t assume that if you just ignore them, they will go away. Continue leading your prospects through your house, pointing out all of its features. Make sure you keep track of everyone in your house. Don’t let someone wander off into another room, if you can avoid it. It’s your house and you have a right to control where your visitors go.

Don’t oversell your house. It will be a turnoff if a visitor thinks you are pushing hard. Realtors face this problem constantly when a buyer assumes the agent will sell anything just to make a commission. Since you have only one house to sell, potential buyers become gun-shy even more quickly when pushed. They figure you are anxious to sell and will either run or make a low-ball offer.

Most prospects are making the rounds of several houses before making a decision to buy. Rarely will you be able to convince someone to enter into a contract on the first visit. Be sure to leave the door open for a return visit and another look. Offer a flyer or brochure to be taken after the visit.

If a potential buyer does come back a second time and walk around the house discussing how to arrange furniture in it, you have a live one. Now is the time to ask for a commitment and begin working on a contract.

## **Negotiate The Best Deal And Close Your Sale**

You've been handed an offer. It's so close to your desired price, but not quite there.

What now? How do you negotiate your way to the deal you're looking for?

If you're using a Realtor, they will guide you through the negotiation, providing support documentation and other helpful back-up to justify your price. But if you're going it alone, you will have to hone your bargaining skills.

The first step to a successful home negotiation is when you priced your home to begin with. If you set a fair asking price, you should have the confidence to justify it.

If you overpriced your home (remember... *"so I can come down in the future"*), you will have trouble convincing a bona fide buyer to up their offer.

Now, the second step for negotiating is to KNOW THE BUYER.

A few years ago a real estate expert told me that the party who is less motivated almost always gets the better deal. The ONE single element that will determine how well you negotiate your offer is...

### **How MOTIVATED Is The Buyer, And How MOTIVATED Are You?**

And if you've been trying to sell your home for 9 months, your kids are late for starting school this year because you haven't found a home yet, your spouse has moved on to another city to start their job, and you now have a bona fide offer, YOU may be very motivated to sell!

Nevertheless, here's a tip you MUST bring to any real estate transaction...

## Move Heaven And Earth To AVOID Emotional Attachment To The Transaction

If you're desperate or if you found another home, and can't hold back your excitement about buying it, then you're going to get clobbered when negotiating your current home's sale.

So take a look at your BUYER. Pay attention to their comments and body language when they're visiting your home.

- Did they make positive comments when viewing your home?
- Did they come back to visit your home at least 3 times?
- Did they make positive sighs and other body language when walking through your home?
- **Here's an important tip:** TAKE NOTES about the features buyers like about your home. Then, turn the features into Lifestyle Benefits of living there to "*wet their appetite.*"

If a young couple looks starry-eyed because they feel they've found their dream home, YOU will most likely have more negotiating power. Clearly, THEY are more emotionally motivated.

So you decide to make a counter offer to your buyers. Make sure you back up your offer with FACTS...real reasoning. Show examples of similar home sales in your neighborhood. Look at the notes you took by observing the buyers, and REMIND them of the features and benefits they like about your home.

Be prepared to answer the following:

- What possessions are you willing to leave?
- How will you handle a contingent offer?
- What day will you close on?
- How much earnest money should you require?
- What is the lowest price that you are willing to accept?
- What fees are you willing to pay to close the deal?
- Will you offer to purchase a home warranty?
- What problems with the house are you willing to pay to have repaired? A home inspection will likely result in numerous suggestions or requirements for repairs.

Sometimes, it is necessary to bend a little when it comes to the sale of your house. If you are inflexible about the date you can move out, price, necessary repairs, etc., buyers can become discouraged or even angry. Often it's necessary to compromise. Agreeing to a repair that might cost you an extra couple of hundred dollars out of pocket might actually save you much more than this in interest on your home loan in the long run. While you don't want to give away hard-earned equity, often sellers must look at the overall savings involved.

You may go back and forth several times before arriving at a price. But remember, if a buyer comes within \$1,000 of what you want for your home, you'd better think hard before turning it down! Once you've agreed upon a price, you should call in the help of a professional, such as a real estate attorney. If you have a Realtor, they're usually trained to handle further items for negotiation, and have excellent contract forms that have been tested for years.



You may think you are skilled at “legalese” but imagine the fallout if the deal falls apart before closing because of sloppy or incomplete paperwork. And even worse, potential lawsuits down the road because of flawed paperwork or a failure to disclose problems with your house. This is a very real threat for you that can cost you thousands of dollars even years later.



Remember, NEVER sign a contract until you completely understand ALL of the terms and conditions. A lot of real estate “mumbo-jumbo” can make you feel overwhelmed. Using a real estate attorney or a Realtor can make the process easier for you.

OK, you’ve now arrived at a sales price. You’re now about to enter into a new phase of the transaction: ESCROW and CLOSING YOUR SALE.

Here’s a list of items you and your attorney need to handle:

1. Opening of an Escrow account with a reputable and affordable escrow/title company,
2. Examination of Title of the home, and the purchase of title insurance to protect against any flaws or deficiencies in clear title,
3. Coordinating the completion of contract requirements: Home Inspections, Termite Inspections, Seller property disclosure statements, etc. – with reputable inspectors.
4. Verifying buyer financing is secure (this one is HUGE!)
5. Ensuring any contingencies have been completed: Remodeling, repairs, etc.
6. Ensuring any hold-backs or reserves are met,
7. Coordinating cleaning and maintenance that may be stipulated in the contract,
8. Handling any other special contingencies that may arrive up to the final hour.

It can be an awesome task. Don’t take this process lightly. If you’re going it alone, make sure you get educated.

## *Forms*

The following pages are worksheets to help in the sale of your house. They are not state certified and serve no other purpose other than to give you basic ideas of what to expect. Forms that you may need are as follows:

- Disclosure Notice
- Contract
- Lead Disclosure Form
- Radon Disclosure Form
- Good Faith Estimate
- Deed of Trust
- Tax Information Disclosure
- Notice of Right To Cancel
- Notice of Special Flood Hazard
- Owner Occupancy Statement
- Appraisal Disclosure
- Receipt for Earnest Money
- Assignment of Mortgage
- Counter Offer Forms
- Condo Assoc. Disclosure Summary

Consult with your attorney for all of the necessary state certified forms to complete the sale of your house.

# Closing Checklist Worksheet

Here is a list of the various things you should take to closing with you. They will be turned over to the buyer.

## What to Take:

- List of service people you use, with phone numbers
- Lawn Service
- Repairs, general, appliances, etc.
- Heating/Air conditioning
- Exterminating
- Security System
- Keys to your home
- Garage Door openers
- A list of all service contracts in effect
- Blueprints, surveys and any other documentation on the house
- Any information that may be helpful to the new buyer

## What to Expect:

1. Signing a mile high stack of documents (Deed, bill of sale for personal property, closing statement, etc.
2. Minor glitches or disagreements. (Rarely does a closing go without a hitch...but they can be worked out.
3. A check for the proceeds of the sale
4. Confirmation that agreed repairs have been made and paid for. If not, monies will be escrowed to cover them.
5. A “No-lien” affidavit showing all bills have been paid except for those known and agreed to by both parties.

## ***Contract Clauses Worksheet***

Most offer to purchase contracts are filled with “stock” terms and conditions. Here are a few that may be overlooked, but could be important for the seller. Contact your attorney for a valid contract of sale.

\_\_\_ Documents: Seller’s attorney will prepare the deed, no-lien affidavit, seller held mortgage (if any), bill of sale for personal property and insure a clear and marketable title to the property is given.

\_\_\_ Mortgage Recording: Seller will generally pay to have a mortgage he or she is carrying, recorded at the courthouse. It is vitally important to have this done as quickly after closing as possible.

\_\_\_ Taxes: Seller is generally responsible for real estate taxes up until the day of closing.

\_\_\_ Escrow Account: The buyer owes the seller for the balance in the escrow account, if the buyer is assuming the present mortgage where the escrow account is held.

\_\_\_ Liens: Certified and confirmed liens, as of the day of closing, are the responsibility of the seller. Pending liens, not yet on the books, are generally the responsibility of the buyer.

\_\_\_ Fire or Other Casualty: All contracts spell out the seller’s and buyer’s liability and course of action in the event the property is damaged prior to closing.

\_\_\_ Property Maintenance: The seller is expected to maintain the property in the same condition it was in when the contract was executed.

\_\_\_ Withholding Payment: A clause will specify how money will be escrowed to cover the cost of any agreed upon repairs by the seller, if they are not completed by the day of closing.

\_\_\_ Remedies for Default: If either buyer or seller defaults, the remedy is spelled out in the contract.

\_\_\_ Inspections: Time limits are set for any inspections that were agreed to. As inspections are completed, that contingency should be removed by written notice to the seller. Buyer cannot back out of the contract without “just cause”.

\_\_\_ Repair Limits: Most contracts spell out how much repair cost the seller is obligated to pay. This cost could be in at least three areas: Roof, Termite, and General Repairs. Quite often, the form contract will have a percentage of the purchase price amount written in for each item. Be certain you understand and agree to these terms...they are negotiable. You may not want to be liable for 3% of the purchase price for each...roof repairs, termite damage and general repairs. This would amount to 9% of the purchase price or \$9,000 on a \$100,000 home. You can expect the buyer to want to collect as much as possible.

There are several other clauses in a contract. Check with your attorney for further interpretation and assistance.

## Seller Closing Statement Worksheet

### ESTIMATED COSTS

<u>Item</u>	<u>Charge Seller</u>	<u>Credit Seller</u>
Sales Price		_____
Escrow Account Balance		_____
Existing 1 <sup>st</sup> Mortgage Payoff	_____	
Existing 2 <sup>nd</sup> Mortgage Payoff	_____	
Real Estate Taxes to Closing Date	_____	
Real Estate Professional Fee	_____	
Settlement Fees (Attorney)	_____	
Abstract or Title Insurance	_____	
Document Preparation Fee	_____	
Recording Fee (if applicable)	_____	
Inspection Fees (if applicable)	_____	
Overnight Payoff Charges	_____	
State Tax	_____	
Stamp Fees	_____	
Home Warranty Fee	_____	
Attorney Fees	_____	
Other _____	_____	
<b>Total Charges and Credits</b>	_____	_____
<b>*Net Proceeds to Seller</b>		_____
(Credits – Charges)		_____

\* Note: The above figures are for estimated purposes only. A formal closing statement should be prepared by your attorney and given to you, for review, prior to closing

Some of the charges shown may not be applicable in a given area. Others may be added that are not included here. Check with your attorney.

In most areas you can expect seller closing costs to average about 1%.

## *Potential Closing Issues*

Prepare yourself for problems that frequently occur from the point of contract to close. It is rare for a sale to be completed without problems.

As Realtors, we are trained on how to respond to just about every imaginable problem that can arise during the home selling process. Even with our training, we still have brokers and lawyers to defer our questions and problems to. Realtors are also required to take out errors and omissions insurance for millions of dollars due to the complexity of real estate transactions.

I have included a partial list of some of the most frequent problems that happen during the sales process. These can have a profound impact on the sale of your current house and/or the purchase of your next house.

This is to help you identify potential problems and prepare responses if any of these problems happen to you.

### **The Buyer/ Borrower**

- Does not tell the truth on the loan application and/or Submits incorrect information to the lender
- Has recent late payments on credit report
- Found out about additional debt after loan application
- Borrower loses job and/or co-borrower loses job
- Income verification lower than what was stated on loan application
- Overtime income not allowed by underwriter for qualifying
- Applicant makes large purchase on credit before closing
- Illness, injury, divorce or other financial setback during escrow
- Lacks motivation
- Gift donor changes mind
- Cannot locate divorce decree
- Cannot locate petition or discharge of bankruptcy
- Cannot locate tax returns
- Interest rate increases and borrower no longer qualifies
- Loan program changes with higher rates, points and fees
- Child support not disclosed on application
- Buyer cannot get homeowner's insurance
- Bankruptcy within the last 2 years
- Borrower/ co-borrower does not have steady 2-year employment
- Borrower switches to job requiring probation period just before closing
- Borrower switches to job from salary to 100% commission
- Borrower/co-borrower/seller dies
- Family members or friends do not like the home buyer chooses
- Buyer feels the house is misrepresented
- Buyer has spent money needed for down payment and closing costs and comes up short at closing
- Buyer makes a large purchase, i.e. new car, during escrow.

- Buyer does not properly “paper trail” additional money that comes from gifts, loans, etc...
- Does not bring cashiers check to title company for closing costs and down payment

### ***The Seller***

- Loses motivation to sell (job transfer does not go through, reconciles marriage, etc...)
- Cannot find a suitable replacement property
- Will not allow inspectors inside home in a timely manner
- Removes property from the premises the buyer believed would be included
- Is unable to clear liens against their property – short on cash to close
- Did not own 100% of property as previously disclosed
- Thought getting partners signature would not be a problem, but it is
- Leaves town without giving anyone Power of Attorney
- Delays the projected move-out date
- Did not complete the repairs agreed to in contract or repair are not acceptable to the buyer.
- Seller’s home goes into foreclosure during contract
- Misrepresents information about the home and/or neighborhood
- Does not disclose all hidden or unknown defects and they are subsequently discovered
- Builder miscalculates the completion date of the seller’s new home
- Builder of the seller’s new home has too many cost overruns
- Final inspection on the new home does not pass

### ***The Buyers Realtor***

- Has no client control over the buyer.
- Delays access to property for inspection and appraisals
- Unfamiliar with their client’s financial position – do they have enough equity to sell, etc...
- Does not get completed paperwork to the lender in time
- Inexperienced in this type of property transaction
- Takes unexpected time off during transaction and can’t be reached
- Jerks around other parties to the transaction – has huge ego

Does not do sufficient homework on their clients or the property and wastes everyone’s time

### ***The Property***

- Inspection report reveals substantial damage and seller is not willing to fix or repair
- Home was misrepresented as to size and condition
- Home is destroyed prior to closing
- Home is uninsurable for homeowners insurance
- Home is found out to be located in a Flood plain.
- Property is incorrectly zoned
- Survey shows majority of property has an easement on it

- Unique home and comparable properties for appraisal difficult to find
  - FHA loan sewer/septic requirements not met
- Engineer will not approve septic system or well

### ***Title Company/Attorney***

- Fails to notify lender/ agents of unsigned or unreturned documents
  - Fails to obtain information from beneficiaries, lien holders, insurance companies, or lenders in a timely manner
  - Lets principals leave town without getting all necessary signatures
  - Loses or incorrectly prepares paperwork
  - Does not pass on valuable information quickly enough
  - Does not coordinate well, so that many items can be done simultaneously
  - Does not bend the rules on small problems
- Does not find liens or any title problems until the last minute

### ***The Appraiser***

- Is not local and misunderstands the market
  - Is too busy to complete the appraisal on schedule
  - No comparable sales are available
  - Is not on the lender's "approved list"
  - Makes important mistakes on appraisal and brings in value too low
- Lender requires a second or "review" appraisal

### ***The Inspector***

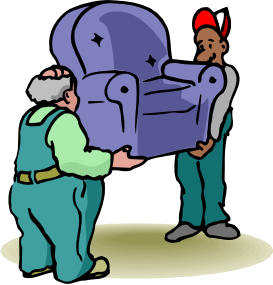
- Too "picky" with conditions and scares the buyer
  - Infuriates the seller
  - Home inspector is not available when needed
- Inspection report alarms buyer and the sale is cancelled

**Please let me know if you experience any problems outside of the ones I have outlined here. I would like to include them in future versions of this handbook.**



## *Moving Tips*

Many sellers simply don't plan their move early enough, then feel totally overwhelmed when it's necessary to move sooner than they expected. Have your move organized before a contract is ever signed. Don't wait



until the last minute to ask movers to estimate the cost of your move. When you have to move quickly, the price can skyrocket according to need and you have no basis for comparison. Keep a record of all expenses related to the move. Many of the expenses may be tax deductible. Fill out a Personal Household Inventory for each room. This is important for establishing the declared value of items for moving companies and can be used as a permanent inventory for insurance purposes. List, as accurately as possible, the year of purchase and original cost of each item. Prepare a separate high-value inventory if the shipment will contain articles of "extraordinary" value, such as antiques, china, crystal and electronic equipment. Attach any records of purchase or invoices to the completed inventory. Here are some more tips:

- Give your forwarding address to the post office, usually 2-4 weeks ahead of the move. I have included a change of address kit for your convenience.
- Notify your charge cards, magazine subscriptions, and bank of the change of address.
- Develop a list of friends, relatives, past employers, and business colleagues who need to be notified of the move.
- Arrange to have utilities disconnected at your old home and connected at your new home.
- Cancel the newspaper.
- Check insurance coverage for moved items. Usually movers only cover what they pack.
- Stock up on boxes, moving tape and protective wrap.
- Clean out appliances and prepare them for moving, if applicable.
- Note the weight of the goods you'll have moved, since long-distance moves are usually billed according to weight. Watch for movers that use excessive padding to add weight.
- Have a "first open" box with things you'll need most- toilet paper, soap, trash bags, scissors, hammer, screwdriver, pencils and paper, cups and plates, water, snacks, and toothpaste.

### **Plus, if you're moving out of town...**

- Get copies of medical and dental records and prescriptions for your family and pets.
- Get copies of children's school records for transfer.

- Ask friends for introductions to anyone they know in your new neighborhood.
- Consider special car needs for pets when traveling.
- Let a friend know your route.
- Carry traveler's checks or an ATM card for ready cash until you open a bank account.
- Empty your safe deposit box.
- Put plants in boxes with holes for air circulation if you're moving in cold weather.

### **Six items to have on hand for the new owners**

1. Owner's manuals for items left in the house.
2. Warranties for any items left in the house.
3. A list of local service providers- the best dry cleaner, yard service, etc...
4. Garage door opener.
5. Extra sets of house keys.
6. Code to burglar alarm and phone number of monitoring service if not discontinued.

## *If You Decide To List...*

***...then you'll want to make sure you learn what I can do to get your home sold.***

I'm sure that the two biggest concerns you have are the commission it will cost you to sell your house and the amount of time it will take to get your home sold.

Let's address these now.

You have several options and business models to choose from the various agents and agencies in The Greater Houston Metroplex.

Traditional brokerages typically charge you 6% of the sales price payable at the close of the sale. The 6% model will usually split that fee up 50/50, with 3% going to the agent representing the buyer and the other 3% going to the agent representing the seller. But 6% is more than you want to pay, right?

Discount brokerages will generally charge 3.5%-4.5% of the sales price. This represents a significant savings to you; however, it doesn't come without major drawbacks. Remember the old adage; you get what you pay for.

If they aren't charging as much then they will likely not be able to afford to market your house as much. Common sense, right? And, if they aren't advertising and marketing your house as much then you're the one missing opportunities. Right? The local market is already slow enough. Do you want to miss out on the few opportunities that still remain?

I have a "Smart Seller Program" which offers a flexible commission schedule with fees as low as 1.5%.

How can I offer you so much for so little? Automation. My business is so streamlined that I can manage your listing effectively without missing a beat! No empty promises. I'll work my tail off and be accountable to you throughout the entire selling process.

Most Top Producing Agents don't market as extensively or aggressively as I do.

You want to save money...Done. You'll save several thousands with my Smart Seller program.

You want to sell your house fast. Done. You'll get maximum exposure with my Aggressive marketing plan. More exposure = more opportunities = house sold!

Continue reading and learn what you can expect when you choose me to sell your house.

# THE SMART SELLER'S PROGRAM

## with Flexible Commissions

### \* Sell the Property Yourself, While it is Listed, and Pay NO Commission

**How you benefit:** *Having the ability to contribute and get compensated for your efforts. You can run ads and hold open houses if you wish. This, of course, does not apply to a buyer exposed to the property by my office or another agent.*

### \* Cancel the Listing at Any Time

*If for some reason we do not provide 100% satisfactory service, just let us know. We promise to remedy the situation within 24 hours. If you are still not satisfied, we will release you unconditionally from the listing agreement with no further obligation.*

### \* No Advance Fees of Any Kind

*You only pay a commission if I procure an offer that is **acceptable to you.***

### \* "No Pressure" Presentation

*I will **never** allow you to be "pressured" by the buyer's agent. All offers will be faxed or delivered to my office and will be presented to you by phone and fax with our recommendations, so you can make your decisions privately.*



### \* Flexible Commission Schedule

*Many realtors have a very rigid commission schedule that is not in touch with today's fast-paced market. The Smart Seller's Program offers flexibility. The commission varies depending on when the house is sold, who sells the house and whether or not we are selling your next home.*

# The **Smart Seller's** **Program**

## **Flexible Commission Schedule**

Put more money in your pocket with the Smart Seller's Program, exclusively with "Lifestyle Realty Partners". Most Realtors will charge you the same fee no matter how your home sells ... even if you find the buyer. With our Smart Seller's Program, you have complete flexibility from Full Service to Do It Yourself.

*Here's how...*

**0%**

You find the buyer and there is no other agent involved.  
You don't want our assistance  
**You pay no commission!**

**1 1/2%**

You find the buyer and there is no other agent involved.  
We write and negotiate the contract.  
**Our commission is 1 1/2%!**

**4%**

We find the buyer and write the contract.  
There is no other agent involved.  
**Our commission is 4%!**

**6%**

Another agent represents the buyer. We split the commission with the other agency.  
**You pay 6% commission, total!**

## Marketing Your House To Sell Quickly!

There are multiple factors that will have an impact on the sale of your house. Two of the most important are price and exposure. Here is a list of the multiple avenues of marketing that will get your house the exposure needed to ensure a quick sale.

### What You Can Expect From Every Agent

- Listed on the local Multiple Listing Service (MLS).
- Yard sign.

### Above and Beyond...What You Can Expect From Me

One of the most important reasons that I am more effective in selling the homes that I list is that I expend every effort to give your house more market exposure. I am a firm believer that an agent can't just put a house on the MLS and hope that it sells. Those days are gone. Here are the additional steps that I will take when you choose me to sell your house:

- First and foremost, we will price your house correctly. I will not give you an inflated price just to secure your listing, and then come back to you in two months to negotiate a price reduction. It just isn't ethical and it isn't in your best interest. Together we will determine what your home is worth based on facts and current market conditions.
- Together we will go over a list and prepare your house for the market. I have a 38-point checklist with the necessary information to prepare your house to show to its fullest potential.
- Your house will be listed on several major internet websites including HAR.com, Realtor.com, LuxuryHomesAndProperties.com, YouTube, Zillow, Realbird.com, Postlets.com, Google.com, Trulia, Oodle and my personal website, LRPRE.com as well as countless other sites that are auto-populated through these sites. All have search engine optimization and high traffic counts.
- I use a 24 hr. lead generating hotline that increases the amount of prospects that inquire about your house. This approach eliminates sales resistance and has the convenience of 24 hr. access so prospects get information on your house when they want it, regardless of office hours. Most agents average 25-30 inquiries per month, my approach generates an average of 200+ leads per month! My hotline also captures the prospects contact information and notifies me immediately so that I can follow up with the lead. Learn more later in this book
- The leads that come in on my hotline will be followed up with either a personal phone call from me, a call from one of our Buyers Agents, a follow-up call from a lending partner, and/or a follow-up letter featuring additional information on your house.
- A brochure box will be placed in your yard that will offer a unique and custom lead-generating brochure (not just the MLS sheet like other agents use).

- I have a large network of local agents and they will be notified of your listing.
- I will send an e-mail announcing your listing to over 450+ prospective buyers who have visited my website inquiring about homes for sale in the local area.
- A unique “Just Listed” letter will be sent to the local neighborhood and other prospective buyers who have called into my hotline inquiring about homes for sale.
- I’ll post your house on Craigslist, one of the fastest growing websites in the country. Surprisingly, very few agents even use this site so this will create a unique advantage for you and me.
- Your listing will be added to my Facebook Fan Page.
- I am fully cooperative with other agents. It’s critical to communicate promptly and courteously with other agents so that they want to “show” my listings.
- My yard sign offers 24 hr. access to information about your house so that prospects get information on your house immediately.
- I use CSS Showing Feedback. Agents who show your house will be e-mailed requesting them to provide feedback from their clients. This way you are never “out of the loop” and you receive unbiased feedback on what people are saying about your house emailed to you weekly.

With all of these additional steps that I take to market your house, doesn’t it just make sense that I will be the most effective agent to get your house sold



# *Marketing Tools*

## *The World Wide Web*

The internet has had a profound impact on the way we live. We get our news, book our vacations, keep in touch with relatives and much more right online. Can you imagine living in today's world and not using the internet?

Neither can 83% of today's homebuyers. That's precisely the reason that an agent has to have a tight grasp on how to leverage this technology to their advantage and to utilize it to help sell your house faster.

Together, you and I will leverage the power of the internet. We'll post your house for sale on Google, Oodle, YouTube.com, Trulia, Realtor.com, Craigslist and my own branded website, LRPRE.com. This strategy insures that your house will get maximum exposure to online home shoppers.



Today's buyers range from young to old, and we need to create a presence that will reach all of them. Your listing will be on all of the following:

**Realtor.com**- Standard listing on the most trafficked real estate website in the country.

- **Our Local MLS & IDX- (HAR.com)** Your listing will be available to internet shoppers surfing the local MLS. To strengthen this, I participate in IDX. I know that sounds like Latin so let me explain. We have over 2000 agents in the metro east and several have their own websites. If someone is on another agent's website and clicks to search the MLS, your listing will appear when it matches the buyers search criteria. Surprisingly, some local real estate companies and agents don't participate in IDX. For example, if you listed your house with one of these agents and someone was on my website searching the MLS, your listing wouldn't appear as an option for the buyer. It's hidden away and available for viewing only on the company's or agent's website. You miss out on literally hundreds of viewings if you list with an agent that doesn't participate in the IDX service.
- **LuxuryHomesAndProperties.com** -
- **Google Base**- Google, need I say more?
- **Facebook**- Your listing will be on my Facebook Fan page.
- **Craigslist**- Craigslist is skyrocketing as one of the most popular places to shop for homes and more. We include all of our listings under the real estate tab. Very few agents use this so there is little competition for your listing. To keep your listing active, we will typically re-post the house every 6-10 days to keep it fresh and on top of the list. Craigslist typically will only allow a person to re-post every 45 days but we found an end around to keep your listing on top!
- **YouTube** - The video tour is one of our most powerful methods to get your home out there, and YouTube alone is huge.
- **Zillow**- A great place to showcase your listing as Zillow is commanding a greater slice of the pie of people shopping for homes.
- **Oodle.com, Trulia.com, Backpage.com, Hotpads.com, Kijii.com and more...**- These are all general listing websites, Craigslist wannabes for a lack of a better description but all very respectable in their own rights.

We probably missed a few of the sites we'll list your home on but you get the picture. I invite you to check out some of the websites above to see what we're doing.

## *Call-Capture Property Hotlines*

I'll let you in on a secret. Most people hate to talk with a sales person. But you probably already knew that. Think about the last time you went car or furniture shopping. Remember when the sales person raced over to you and then followed you around. Your stomach cringed, didn't it? It's a completely normal emotion, especially in today's society. We're inundated with sales messages from the time we wake up to the time we go to bed.

As a real estate agent, sales resistance creates an enormous obstacle. That's precisely the reason that I had to think out of the box. I had to come up with a way to generate leads for the homes I have listed. A better way to serve the people that trust me to get their home sold.

I looked long and hard to differentiate myself from other realtors and find ways to be more effective. My search took me to something called call-capture hotlines. You've seen me reference this several times throughout this book. Now I want to explain this technology a little farther.

This technology allows me to use recorded information in place of a prospect having to call me directly. I completely eliminate sales resistance because the information is recorded. No threat at all.



And because I minimize the information I give in my advertising, people have to call to get essential details about your home. Details like features, price etc... If someone is truly interested in your home they're going to call.

Using recorded information allows me to generate 200+ leads every single month. Most agents are lucky to average 20-25 leads per month. Yet from the very same advertising sources I can generate over 200 leads.

Now for the best part. This technology allows me to capture the caller's information. I get their phone number, name, address, what ad prompted the call and more. I get this information sent to my cell phone and I have it within 30 seconds.

You might be asking yourself why this is important. It's simple. If I can generate a hot lead on your home, then I can follow up with them and get an appointment. More leads means more opportunities to get your home sold faster! If I didn't use the hotline then I would likely never know that the lead existed and never have an opportunity to sell them on your house. Kind of like most agents. They just don't know that people are out there and interested in their listings!

Plus, with the soft, gentle, service-minded way I follow up with the callers, people simply love this service!

The next page is an actual call report (the phone numbers were modified to protect the caller) for 1½ days. You can see that I had 12 leads in just a very short time. Most agents would jump for this type of activity. Yet I get it daily because I'm not afraid to embrace today's most effective marketing tools.

## *24 Hr. Hotline Call Report*

7/24/2010	12:14 PM	0m 40s	211 22934 Cinder Creek Ct	0 Craigs list	(281)898-4286	Mary Velasquez, Houston, TX, 77062-3203
7/22/2010	5:36 PM	0m 23s			(406)862-5319	Whitefish, MT,
7/20/2010	4:53 PM	2m 50s			(281)216-1555	Cellular, TX,
7/19/2010	8:07 PM	7m 30s	011 New Construction Foreclosure List	0 Craigs list	(281)216-1555	, Houston, TX, 77006-4707
7/14/2010	10:56 AM	0m 11s			(352)873-2189	Ocala, FL,
7/13/2010	2:03 PM	0m 15s			(519)971-9044	
7/12/2010	3:58 PM	1m 12s	200 12815 Candace Court	0 Craigs list	(832)638-9055	, Houston, TX, 77002-7720
7/10/2010	7:47 PM	1m 5s	207 19053 Hammer	0 Craigs list	(832)276-5822	Lianna Reardon, Houston, TX, 77002-7720
7/7/2010	10:06 AM	1m 26s	408 Clearlake/ Baytown/ Channelview	0 Craigs list	(713)661-4770	Jorge C Chiriboga, Houston, TX, 77002-7720
7/7/2010	10:06 AM	0m 49s	204 5618 Towerglen Loop	0 Craigs list	(713)661-4770	Jorge C Chiriboga, Houston, TX, 77002-7720
7/3/2010	5:31 PM	0m 24s			(646)872-1648	Cellular, NY,
7/3/2010	3:05 PM	0m 13s			(713)480-8555	Cellular, TX,
7/3/2010	9:50 AM	0m 10s			(646)872-1648	Cellular, NY,
6/30/2010	2:06 PM	9m 50s	210 17215 Dawn Shadows Dr	0 Craigs list	(281)837-0648	Sophia Peres, 4723 N Main St , Baytown, TX, 77521-2332

## *Property Flyers & Flyer Boxes*

Would you believe me if I told you that an 8.5" x 11" sheet of paper will prove to be one of our most effective tools in selling your house? Read on...

When choosing marketing activities to sell a house, most realtors will hang a flyer box in the front yard. There's nothing wrong with that. It's what they fill it with that proves to be a huge disservice to their clients. In fact, 95% of agents that use flyers use them wrong.

To create a flyer for a flyer box, most agents will run to their computers, pull up the MLS sheet for the house they're trying to sell and print out a handful. Then they'll stuff them into the flyer box. And to some agents this makes sense. We're time starved and using the MLS sheet is easy.

But it's wrong. Dead wrong.

For starters, there's too much information. And too much information that is difficult to interpret.

For the savvy buyer who leans out his car door, grabs a flyer and drives home, he has everything he needs to know about that home on the flyer. Price, location, schools, size, taxes etc...

What does he need the agent for? Not much.

Then there are those buyers that can't make heads or tails out of the information.

Now, those agents may get a few callers. But why should you and I limit ourselves to 3, 4, 5 calls when we could improve the chances to sell your house by 700%.

I developed a flyer for my listings that will typically generate between 20-35 calls every month for each listing. See, I minimize the information I give. I peak their curiosity by giving a few details about the house i.e. number of bedrooms, bathrooms and a few of the most attractive features. I don't include price.

This way, an interested buyer has to call me, or, more often than not they'll call my recorded information hotline. Now I have the lead we need so that I can actually talk with the prospective buyer and sell them on your house. The other agents likely never knew the buyer existed. They never get the chance that I get. They just know that someone took their flyers because they have to refill the box.

Take a look at the next two pages. The first is an example of the front of my property flyer. The second is the back of my flyer. With my flyers not only is your home on the front of your flyer but your home is also listed on the back of all of our other property flyers. That's Double Exposure (Plus)! Most agents just use a one sided MLS printout. Now, which flyer do you think is likely to generate more prospective buyers for your house?

For 24 Hour **RECORDED** Information  
Dial **1-800-733-0712** & enter code **3002**

7527 Opal Hill Lane



This remarkable home located in Fall Creek is a Must See!!!  
Featuring 4 bedrooms, 3 baths, 2 car garage & a Sparkling heated Pool. Sits on a Large private Cul-de-sac lot. Plus it has a Gorgeous Gourmet Island Kitchen with all the upgrades.  
Too many extras to list!!!

For more **Information** and **Pricing** on this lovely home:

Dial **1-800-733-0712** and enter code **3002**

**REALTHY ASSOCIATES®**

***Yekcira' Burnom***

**713-542-4920**

For 24 Hour **RECORDED** Information & Address  
Simply Dial **1-800-733-0712**  
& Enter Four Digit Code

Price	My Listings - Home Details	Code
\$184,900	Gorgeous 4 BR/ 2BA Over 2400 sqft, Masterfully Designed Kitchen, Avanza counter tops!!!	3012
\$185,000	Fabulous Open Floor plan Pristine Condition! 4BR, 2BA Gourmet Kitchen... Must See!!!	3022
\$219,900	Highly Desired 1 story Wilshire Home 4BR 3BA 3car Garage Golf Course Community!!!	3032
\$235,000	Elegant 4BR, 3.5BA Designer Updates, Open floorplan, Flagstone elevation w/ front porch!!	3042
\$245,000	Splendid Summerwood Home w/ Frt. Porch & Balcony Sitting on premium Cul-de-sac Lot!!!	3052
\$275,000	4BR 3.5BA Upgrades Galore! Huge master suite w/ Luxury Bath and XXL walk-in-closet!!!	3062
\$279,900	Lovely 1.5 Story split floorplan 4BR/ 3BA Lustrous Hardwoods, Formals & Gameroom!!!	3072
\$349,000	Exquisite Home Premiere Location over 4200sqft. Sits on a 1/2 Acre wooded cul-de-sac Lot!!	3082
\$499,000	Stunning Fredrick Harris Estate Home Dramatic Entry & Many Luxurious Custom features !!	3092

Price	Neighborhood News	Code
<i>To find out what New construction as well as Pre-owned homes are currently available in the neighborhoods below, Simply Dial 1-800-733-0712 and Enter the Four Digit Code.</i>		
\$130s-\$900s	<b>Fall Creek!</b> The only major wooded golf community inside Beltway 8, Enticing Amenities!!	3202
\$100s-\$300s	<b>Canyon Gate!</b> Gated Master Planned Community w/Resort style recreation Near Bltwy 8!!	3212
\$120s-\$500s	<b>Summerwood!</b> Nature of great living Master planned community along the banks of Lake Houston!	3222
\$100s-\$200s	<b>Park Lakes!</b> Beautiful and affordable masterfully designed community, w/ Water Views!!!	3232
\$170s-\$300s	<b>Waters Edge!</b> Master-planned Gated community of stylish, 2-4 BR homes w/ up to 4 car garages!!!	3242
\$130s-\$500s	<b>Eagle Springs!</b> Enjoy a life in the Forest of Eagle Springs Tucked a way, yet close to everything!!!	3252

**Low Credit Score... NO PROBLEM!!!**  
**Woodcreek Builders** has **5** Awesome Communities  
 where you can purchase a New Home with Credit Scores as low as **530**  
**For 24 Hr Recorded information on**  
 Financing options, Community Locations, Standard Features & Floor plans  
**Call Today 1-800-133-0712 Ext. 0050**

See all of our listings on the web at : [www.LRPRE.com](http://www.LRPRE.com)  
 Or Call **281-723-4547**

## “Just Listed” Marketing

Another technique that I have found incredibly helpful in selling my listings is to send out “Just Listed” announcements.

This isn’t an incredibly unique strategy in its purest form. It’s the extra mile I go to make sure that I’m letting the right people know that your home is now for sale.

The example below is a unique letter I use when I list a house. I customize this letter specifically for prospective buyers, either directly in my own database or buyers who have called into my recorded information line about homes for sale. Remember from previous pages that I capture the caller’s information when they call the hotline. The letter is far more potent than sending just the postcard. Sure, neighbors are interested in what’s happening with real estate in the neighborhood, but they’re not likely to buy your house. The “Just Listed” letter is actually reaching out to people that have already identified themselves as the “active” market.

The on the next page is an e-mail I’ll send to over 450 recent website visitors. Again, the “active” market. The e-mail includes a few details about the house and then directs the reader to visit my website for the rest of the details. This has been incredibly useful and statistically, 57% of the readers click through to the website for the added information.

Look the examples over and let me know if you have any questions.

*Dear Friend,*

*It’s been a very busy couple of weeks and you’re the one that stands to benefit. As a “Preferred Buyer” I wanted you to be one of the first to know about some fabulous homes that I recently listed. Check out the flyer I’ve included.*

*I have some other exciting news for you as well.*

*Despite what you’re reading in the papers and seeing all over the evening news, this is one of the best times to be in the market for a new home in the Houston Area. Sure, the market is horrible in certain parts of the country; typically high-end markets like California & Florida that saw astronomical price increases. But real estate is local and Houston has one of the best housing markets and economies in the country. We’re enjoying stable home prices, a good job market, interest rates are still very low and in many cases new buyers are walking into equity because a lot of homes are priced below what they’ll likely appraise for.*

*If you want to tour one of these listings, or any listing for that matter, just give me a call at 713-542-4920*

*Well, that’s it for now. Thank you for your time and have a wonderful day.*

*Sincerely,*

*Yekcira’ Burnom*





Good Morning!!!

I wanted you to be one of the first to know about 3 new listings that I took over the last week, and 2 price changes.

**Listings are as follows:**

Maryville- 3 or 4 bedroom, 3 full baths in a lovely gated community for just \$269,900

Collinsville- 4 bed, 4 bath, loft, finished walkout and main floor master. This home has a separate 6 car garage designed for the car enthusiast.

E. Alton- Completely re-habbed 3 bed, 1 bath home is a perfect starter opportunity. All appliances, including brand new washer/dryer will stay.

**Price changes are as follows:**

Collinsville- My 4 bed, 4 bath home on the lake has just reduced their price to \$349,900

Maryville- My 4 bed, 3 full bath home has just been reduced to \$289,000.

And one last note, my 3 bed, 2.5 bath home on Collinwood with an outstanding heated pool just came back on the market.

Visit my website at [www.LRPRE.com](http://www.LRPRE.com) for more details.

Thank you for your time and have a wonderful day!!!

Yekcira' Burnom  
Realty Associates  
"Lifestyle Realty Partners"  
713-542-4920  
Yekcira@LRPRE.com

## *Centralized Showing Feedback*

**Centralized Showing Service's Feedback System** - This technology allows me to keep you updated on exactly when and what agents are showing your home as well as what potential buyers are saying about your home. You'll be emailed weekly updates to review the results of showings.

Every time an agent shows your house they get an e-mail requesting feedback. Then you will receive a weekly email with all the showing feedback from each agent who showed your home that week and how their buyers graded your home. The feedback contains critical information so that we can make any changes that will help sell your house faster.

Together, you and I will customize the questions to ask the showing agent. This allows us to know what buyers are thinking and if they aren't making offers, we'll know why!!!

## ***Marketing Timeline***

Strategy and timing is everything. That's why I've put this worksheet together. It outlines what I'm going to do to get your house sold and when each strategy will be deployed. It's a carefully choreographed marketing plan to get your house maximum exposure from Day 1.

You're welcome to use this checklist to follow along, or for your convenience your Showing Feedback account will have all of the details.

### *Day 1*

- Enter into HAR (MLS)
- Install yard sign & lock box
- Create custom property highlight sheet, install flyer box at property
- Create your Centralized Showing Feedback account
- Add to LRPRE.com, LuxuryHomesAndProperties.com, Realbird.com, Postlets.com & Zillow.com
- Add to the 24 hour recorded information hotline
- Review 38-pt home preparation checklist and suggest enhancements

### *Day 2*

- Order neighborhood "Just Listed" postcard as needed
- Send mass e-mail announcement to recent LRPRE.com visitors
- Call recent hotline buyers leads to announce your listing
- Promote to Top Selling & Listing agents in Market Area

### *Day 3*

- Create, mail "Just Listed" letter to my Buyer Hot List
- Add to YouTube
- Add to CraigsList.com

### *Bi-weekly*

- Re-stock flyer box (or as needed)

### *Fifth Tuesday*

- Hold Agent Open (as needed)

### *Day 45*

- Modest price reduction to get on MLS Hot-sheet

## **You Need To Trust The Realtor You Choose**

When, you make the choice to hire a realtor. While we meet to discuss the sale of your home, you'll have to choose whether to trust me with the sale of the single most important asset you own. The attached information along my marketing presentation will provide you with enough information about the market, my qualifications, and my marketing program for you to make an informed decision about who will best represent you in this important business transaction.

Results—that's what I promise you. My objective is to provide you with accurate and timely information about the real estate market in our area so that you can make intelligent decisions regarding the sale of your property. **I will tell you what you must hear and not what I think you may want to hear about the market and the value of your property.** I acknowledge that I may periodically lose business because I am truthful with my clients in this regard, while some of my colleagues will tell you what you want to hear to temporarily get your business. But I will absolutely substantiate all of my recommendations and conclusions with the factual data that I have extracted from the Multiple Listing Service.

Ultimately, it may be that you will also want to get an opinion from another agent, and that's fine. However, you should know that all agents have access to the same information. Therefore, the determination of your home's value should be nearly the same. Remember, no agent can affect market conditions. If an agent suggests that you can sell your property for other than what the market indicates, it is a disservice to you, only prolonging the sales process and, according to National Association of Realtors statistics, resulting in a lower net proceeds amount.

Select your Realtor based on experience and results. While past performance is not necessarily an indication of future success, what else can you go by? If you truly want to sell your home, you must be willing to sell it for what the market will bear. If you are not willing, that's perfectly okay; and perhaps I can help you in the future when, and if, the market changes in your favor. But if you want to sell now, no one will provide you with more candid feedback and factual information than I will. In addition, I will thoroughly explain my marketing program to you and provide factual data on how it has worked for others in the past. I will also gladly provide you with names of several individuals with whom I have recently worked so that you can discuss my credentials with someone who has first-hand knowledge of the way I work.

This is my commitment to you. As a professional in every sense of the word, I will provide the best possible service available so that your goals are met in the shortest time frame. My goal is to meet your expectations and hopefully exceed them as it applies to your real estate needs.

**-Yekcira' Burnom**

## *No pressure. Just great service!*

Buying or selling a home can be a great experience - if you have a real estate professional who is dedicated to providing the finest service available.

Because the real estate industry is becoming more sophisticated and challenging every day, you need a professional that understands the industry and is positioned to stay ahead in the business.



**A native Houstonian with over 8 years of Real Estate experience**, Yekcira' Burnom has spent her entire adult life in preparation to guide you on the path to achieving the Luxurious Lifestyle you deserve. She has established her self as a knowledgeable and formidable force to be reckoned with in the Houston Real Estate Community. With her main focus being to assist her clients with more than purchasing property, but rather creating quality lifestyles. Yekcira' attended the University of Texas at Austin obtaining a degree in Fashion Design with a minor in business in 1995.

**Understanding the diverse culture of the Houston Metroplex**, she obtained a **degree in Spanish** at the University of Houston as well in 2000. After managing the family business for many years, she obtained her Real Estate License in 2003. She has successfully completed the Accredited Luxury Home Specialist designation and is working toward her certification as an International Property Specialist.

A savvy and astute business professional, Yekcira' has a keen eye for recruiting talent. She has assembled a dynamic team of industry experts to cater to your every need after she has assisted you with finding the perfect property. When you choose Yekcira' as your Realtor®, you choose her Power Team of professional Loan Officers, Inspectors, Interior Designers, staging experts, Landscape Artists, Audio/Visual Installation Specialists, Home Security, and Home Improvement Specialists. Together this team creates Stylish Living Effortlessly!

In addition to her business expertise, Yekcira' has traveled extensively relishing in the beauty and splendor of Luxury around the globe. It is this **polished, sophisticated and global perspective** that she brings to the client that is seeking a Lifestyle beyond the ordinary.

Her commitment to helping others achieve an extraordinary Lifestyle stems far beyond Real estate. Giving back to the community is also one of her greatest passions. She is a member of "WOW- Women of Wardrobe", an active volunteer for "Dress for Success" and an abet supporter of "the Women's Resource". She is also Auction Chair for "Let the Fashions Begin" Men Of Style Gala, which raises money for Texas Children's Hospital Sickle Cell Research.

## *Mission Statement*

- *We will provide the best service possible for every client we represent.*
- *We will never tell a client what they want to hear if it is not the truth.*
- *We will never enter into a client relationship where we know what is expected of us cannot be done in good faith.*
- *We acknowledge that we may periodically lose business because we are truthful with our clients, whereas competitors may tell them what they want to hear to temporarily get their business.*
- *We will never forget that quality of service, honesty, loyalty, understanding, accountability, and creativity are what make us so very different from the average real estate team.*
- *We will always treat all parties honestly and fairly, and will always offer our properties without regard to race, color, creed, religion, sex, ancestry, national origin, handicap, age or family status.*

## ***Your Thoughts***

Help me help you. By filling out the simple questionnaire below you'll give me an idea of what you're thinking and what challenges and/or opportunities we'll have during the sale of your house. Please fill this out prior to our meeting. Thank you.

What do you think your house is worth? \$ \_\_\_\_\_

How did you arrive at this price?

It's what we need from the sale of our house

Recent sales in the neighborhood

General feeling of the value of our house

Calculated our purchase price plus upgrades we've made

Recent Appraisal

Other \_\_\_\_\_  
\_\_\_\_\_

Why are you selling your house? \_\_\_\_\_

This question will help me take advantage of the best selling opportunities when marketing your house. What are your five favorite things about the house and neighborhood?

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
- \_\_\_\_\_

This question will help me prepare responses to objections potential buyers may have. What will be our five biggest obstacles in attracting buyers and getting the house sold?

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
- \_\_\_\_\_

Is there anything else that I should know that will help me get the job done for you?  
\_\_\_\_\_  
\_\_\_\_\_

## **In Closing**

Congratulations, you made it through the book. I trust that you have found all of the information relevant and helpful.

As you reviewed what I do to sell a house, I hope I didn't come off as arrogant or pompous. Trust me when I tell you that I'm not trying to impress you, rather, impress upon you the importance of an aggressive marketing plan, especially in today's tough market.

My colleagues in the real estate industry are fine people. When I compare what I do to what they do to get their clients house sold, I sometimes get a little excited. My goal isn't to beat up on them. There are many competent agents out there that would serve you well.

My goal is to stress to you that times have changed, and unfortunately, many agents didn't change with them. So when you decide to list your house with a professional, make sure that you choose an agent that embraces every technology at their disposal.

Have fun and I wish you the best!

-Yekcira' Burnom



## FSBO Agreement

The sole purpose of this agreement is to disclose the list of services Yekcira Burnom will supply to (seller) \_\_\_\_\_ at \_\_\_\_\_ (address). In no way does this agreement bind or obligate \_\_\_\_\_ (seller) and if they choose, they may cancel at anytime.

This agreement is from \_\_\_\_\_ to \_\_\_\_\_. The description of services for the property being sold as "for sale by owner" by \_\_\_\_\_ is as follows: I, Yekcira Burnom will provide competent and professional services (including a For Sale By Owner Marketing Kit) for the promotion and potential sale of the above property. I will charge **NO FEES, NO COMMISSIONS**, and seller may terminate this agreement at any time.

### Services To Be Provided By Yekcira Burnom:

- Installation of a professional yard sign
- Provide an 800 recorded information advertising and lead generation service
- Provide seller with 30 marketing flyers and brochure box
- a CD-ROM featuring the property will be provided to the seller if more flyers are needed
- Basic real estate and marketing advice
- A proprietary FSBO marketing kit
- A free Individual Property Website

Homeowner is aware the 800-yard sign and brochure box are the property of Lifestyle Realty Partners and the owners must return them to Yekcira Burnom upon the sale or listing of the home. Homeowner understands that this marketing program is proprietary to Yekcira Burnom and must not be shared with anyone in the real estate industry. Materials must be surrendered upon the request of Yekcira Burnom. Homeowner also understands that all buyer leads generated by the hotline may be contacted by Yekcira. Any terms prohibited by state or local law shall not be considered a part of this agreement.

**Optional:** Seller agrees to pay Yekcira Burnom 3.0% of the selling price if, through her own marketing efforts, Yekcira brings a buyer and a qualifying contract is executed. Examples of marketing efforts include print advertising, web advertising including but not limited to Craigslist, Facebook etc... Seller must accept or decline this option by circling their choice. **Accept / Decline**

The information contained in this FSBO Marketing Toolkit is provided as a free, no-obligation service by Yekcira Burnom. Homeowners release Yekcira Burnom of any liability for any damages that may incur as a result of using these materials.

I, \_\_\_\_\_ have read this exclusive service agreement and agree to its terms.

\_\_\_\_\_  
Owners Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Owners Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Yekcira Burnom

\_\_\_\_\_  
Date

# Website Listing & Hotline Recording Form

The information below will be used for your free Individual Property Website, free listing on www.LRPRE.com and the home hotline recording.

Please fill this out prior to our meeting. If you would like photos added to your website listing, please take the pictures and then put them on CD for me. If you need me to take the photos, I would be happy to do so.

**Sale Price -** \$ \_\_\_\_\_

**Address-** \_\_\_\_\_

**School District-** \_\_\_\_\_

**Subdivision** \_\_\_\_\_

**Taxes** \$ \_\_\_\_\_

**Style-Circle One**

*Contemporary Traditional Country Colonial Other* \_\_\_\_\_

**Floors-** *Ranch 1 ½ story 2 story 3 story*

**Square Feet** \_\_\_\_\_

**Bedrooms-**                    1        2        3        4        5

**Bathrooms-**                    1        2        3

**½ Baths-**                    1        2

**Exterior-** *Brick Vinyl Siding Stucco Wood Stone Other* \_\_\_\_\_

**Lot Description (wooded, landscaped, fenced, etc.)-** \_\_\_\_\_

\_\_\_\_\_

**Basement** - *Slab Crawl Unfinished Finished Walk-out Partially Finished*

**Garage-** *None Carport 1-Car 2-Car 3-Car Attached / Detached*

**Heating-** *Zoned Gas Electric Propane*

**Flooring-** *Carpet Ceramic Tile Hardwood Vinyl Other* \_\_\_\_\_

**Air Conditioning-** *Zoned Electric Window Unit*

**Special Features-** Fireplace (s) \_\_\_\_\_ None Gas Wood-burning

Whirlpool Tub Deck (s) Walk-in-Closets High Ceilings

Other \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Describe the most appealing feature (s) of your home-**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Contact person to set up an appointment**

*House is shown by appointment only (Check box if you would like this announced in your hotline recording and on the website)*

Name \_\_\_\_\_

Home phone \_\_\_\_\_

Mobile phone \_\_\_\_\_

E-mail leads to \_\_\_\_\_