

Pre Listing Package



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Dear Home Seller:

My enclosed Marketing Proposal can never take the place of a personal meeting, but it will give you a chance to know a little bit about the step-by-step plan we use to get many homes sold in 90 days or less.

The information on the following pages is designed to give you an overview of exactly what it takes to sell any home in today's ever-changing marketplace. It is no longer enough to put a for sale sign in the yard and hope someone will see it and want to buy.

When we meet, you can expect me to be a candid, up front, no-nonsense, professional. There are lots of opinions but, just one set of facts. We'll look at the facts of record to determine the best pricing strategy to use that assures your home sells for the highest possible price. The final pricing strategy is subject to your approval.

Additionally, we will determine who are the targeted buyers for your home and develop marketing strategies to attract their interest. These targeted buyers are almost always willing to pay the highest price for your home. I'll explain this concept and strategy in more detail when we meet.

80% of the marketing on your home is done when the pricing strategy for your home is selected. This proposal contains detailed information on this issue to assist you in making an informed decision. Be assured, our job is to sell your home for the most money possible, not the least.

Most Sincerely,

Sheila Anderson

Century 21, Best of the Best



A Seller's Guide

To interview a Real Estate Agent to sell your property.

There are hundreds of real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several different agents, and they all seem so convincing.

There is a way to determine who is the most likely to succeed in getting your price and terms. The key is knowing the right questions to ask. This is particularly important now, as homes are selling more slowly and some not at all.

The following list provides you with questions to ask each prospective Realtor. You should ask me these questions as well. The answers to these questions will tell you what you need to know in order to make the decisions that are best for you.

- 1.) How many years have you been a licensed real estate agent in Texas? Are you a **Realtor**[®] and do you work **full time**?
- 2.) Do you **GUARANTEE** your services?
- 3.) *May I cancel my listing with you at anytime if I am not satisfied with your performance, no questions asked?*

- 4.) Do you have a system to ***follow-up***, so that we get valuable ***feedback*** after every showing?
- 5.) How many ***properties have you sold*** within the past 6 months? 90 days? 30 days?
- 6.) Do you have an ***Internet Strategy*** that includes ***Social Networking*** and ***Syndication*** to expose and promote my home 24-7?
- 7.) What is my ***property worth?*** What ***listing price*** do you ***recommend?*** Will it ***sell*** at that price?
- 8.) Do you have a written ***Specific Marketing Plan*** designed to sell my property quickly and for top dollar?

The 3 Market Types

There are three types of overall market conditions when selling your home. They are:

1

Seller's Market- This is when the inventory in a specific area is low. Properly priced homes generally sell within 14 days to 21 days maximum. If your property has not received an offer within this time period it is priced too high.

2

Normal Market- This is when there is no real perceived advantage to either the buyers or the sellers. Properly priced homes should sell within 30 to 45 days.

3

Buyer's Market- This is when you have lots of homes on the market for sale in every price range and area. If you price your home just below the other similar homes on the market, a sale should result within 60-90 days. Usually, homes are declining in value in this type of market, Therefore, the sooner you sell, the better it is for you.

Revealing Research...

The National Association of Realtors researched the history of homes that actually sold in all three types of markets and they discovered two critical pieces of information:

1. **95%** of all homes that closed escrow sold within **60 days** after the **listing price** (seller's asking price) was set at the **appropriate market price**.
2. Homes properly priced sold within **3%** of the seller's asking price.

Therefore, if a property has not received an offer within **60 days**, it is overpriced by at least **5% to 10%** and possibly more.

Time is of the Essence

The majority of buyer activity on a new listing occurs in the first two to three weeks of the initial marketing period.

For this reason, it is important that you have your home in the...

BEST CONDITION

and at the

RIGHT-PRICE

at the

FIRST EXPOSURE

to the market.

Several Possible Pricing Strategies

“As Is” Pricing Strategy

The property is **SOLD** without benefit of any repair work paid for by the Seller that is either required or recommended in any inspection reports.

Buyer may have any and all inspections deemed necessary to satisfy themselves as to the condition of the property. These inspections will be paid for by the Home Buyer!

A Strategy such as this is used when the Seller is either in a Short Sale Situation or has little or no equity.

Another Pricing Strategy

Is the

“Quick Sale” Pricing Strategy

This strategy is almost always effective because when a property is priced at or below the current market, it usually will sell quickly.

This pricing strategy make is much easier for me to get the attention of other agents in our area. Consequently, there are numerous showings, which generate one or more offers coming from agents that wait for properly priced homes to show their BEST Clients.

This is by far the most effective strategy to get your home SOLD FAST and for the highest realistic price on the market will bear.

And Still Another Pricing Strategy is the “Traditional” Pricing Strategy

This strategy is called TRADITIONAL because it involves doing all of the normal and usual activities that eventually lead to a sale on your home....

Such as, obtaining the proper Inspections and completing all necessary repairs called for **before** the home is placed on the general market.

The agent is following a series of actions called for in their marketing plan. The numerous marketing activities are designed to create a demand for a prospective buyer to want to **purchase your home.**

Note: If you do not have an offer within 30-40days, the property is pieced too high and is in need of a price enhancement. *It is essential that automatic price adjustments occur every 30 days to maintain marketing momentum. Usually, a price adjustment of 5% to 10% at the end of 30 days will result in a sale shortly thereafter.*

Who Determines the Market Value of My Home?

The Real Market Value of Your Home is Determined When Someone Tells us What They are Willing to Pay For Your Home, You Decide to Accept that Price, and Escrow Closes!

That may sound odd but, until this event happens the determination of market value is really a matter of making an educated guess.

Are You Kidding, You Guess?

There are a lot of opinions yet only one set of facts. We will examine the Facts of Record and together we will Determine a **PRICING STRATEGY** designed to sell your home for the most money.

Can Anyone Tell me What my Home will Sell For?

Not really. Someone might tell you a figure but no one really knows the market value of your home until someone buys it for a specific price. That's why we use facts of record to determine a **pricing strategy**.

How Do You Determine Which Pricing Strategy is Best for Selling Our Home?

As I said before, there are lots of opinions but only one set of facts. Together, we will examine the facts of record in order to determine the most effective pricing strategy that will obtain the maximum price possible for you.

Our “Total Market Overview” examines 3 things:

1. Similar Homes Recently Sold

This tells us what buyers are willing to pay for you style of home, in this area, at this time.

2. Similar Homes Now for Sale

This tells about our competition. Buyers will compare your home to these homes.

3. Expired Listings

This tells us what buyers are not willing to pay for in regards to style of home, in this area, at this time.

80%

Of the Marketing of Your Home is Accomplished Using a Pricing Strategy Based on Facts!

1. Getting Top Dollar for Your Home

A 'Total Market Overview' will assist us in determining a pricing strategy that leads to a sale.

2. Mobilizing the Agent Community

Agents will want to show your home to their qualified buyers since a proper pricing strategy was used.

3. Buyers are Anxious to See Your Home

Most Agents have several buyers that are ready-to-buy. They are simply waiting for a new listing that is properly and suitably priced.

4. Total Marketing Overview allows us to position your home to maximize our professional marketing strategies.

**Remember, Our Job Is To Sell Your Home For
the MOST Money, Not the Least!**

THINKING ABOUT SELLING?

Prior to meeting with Sheila, please fill out his quick survey. Tell us what concerns you have about selling your home and hiring a real estate agent.

Then when you meet with Sheila, she will discuss only those things that are **MOST IMPORTANT** to you. Your meeting with Sheila should take about 30-45 minutes unless you have more questions.

WHAT ARE YOU CONCERNED ABOUT?

	Not Concerned		Very Concerned	
Lengthy Listing Period?	1	2	3	4
Foreclosures?	1	2	3	4
Brokers Commission?	1	2	3	4
Showing Procedures?	1	2	3	4
Advertising?	1	2	3	4
Open Houses?	1	2	3	4
Wrong Agent?	1	2	3	4
Internet?	1	2	3	4
Price Strategy?	1	2	3	4
Bank Owned Home Sales?	1	2	3	4
Security?	1	2	3	4
Time I takes To Sell?	1	2	3	4
Closing Escrow?	1	2	3	4

**There's No Place Like Home
Tell Me Why Your Home Is Special?**

We're sure you have enjoyed living in your home and are pleased with its many features. I want to make sure we tell prospective buyers about all the special features of your home. So please fill in the items below so I can target our marketing efforts to those prospects most likely to buy your home.

Home features we really have enjoyed:

_____.

The type of person I think would enjoy our house most is:

_____.

because of these features

_____.

How would you describe your home to a buyer _____

_____.

Your Name: _____

Address: _____

City _____ ST _____ Zip _____

Once you have completed Homework Pages 1-2 please fax to 361-991-6670 or email to Sheilaandrs@aol.com

Thank you for your Cooperation

Sheila Anderson