

Answers to the Ten Most Common Questions Home Sellers Ask

Prepared by Realtor® Laurie Erb

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Please feel free to call me if you would like further explanation on any of these topics, or if you have any real estate questions at all. I simply see my mission as striving to be as helpful as I possibly can to Denver Metro homeowners.



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Selling a home. For most people, it's a little like being on trial: You're faced with more questions than you could imagine, and one wrong answer could cost you dearly. For first-timers, the decisions and implications of selling their most important investment can seem overwhelming. Even for the experienced home sellers, keeping up to date with the changes in the real estate market – or perhaps finding ways to overcome the problems they ran into last time – can be daunting. That's why information becomes such an invaluable commodity for anyone selling a home today.

Here are the answers to ten of the most common questions home seller's face.

How can I be sure now is the right time to sell?

For some homeowners, the decision to sell at a particular time is necessitated due to job relocation or some other factor that makes the answer to this question an easy one.

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However, for the majority of sellers, moving is a more subjective matter. Therefore, one of the most important first steps you, as a potential seller, can take is to decide exactly what your own personal motivations for selling are.

How do I find out what market conditions are like in my area?

After you know why you want to sell, the next step is to get a clear picture of the current local real estate market to determine whether factors are in favor of allowing you to achieve your goals. You can compile this information yourself by researching home sales to find out what comparable homes are selling for, or you can talk to a Realtor® you trust who can provide you with this information as well as current insights on the market.

How much can I expect to get for my home?

For the most part, pricing will depend on how much similar homes in the area are selling for. But each home is different. The best price is the one that takes all of the property's advantages and disadvantages into account as well as the goals of the seller. For instance, if you absolutely must sell within a given time frame, you may need to set a slightly lower price than a similar home with owners who have a different time table.

100% SATISFACTION – 100% SERVICE

To Laurie Erb
It's More Than Words...
...It's a Promise.

Laurie Erb believes that making sure you're completely satisfied with the real estate service she provides is a commitment worth living up to.

Laurie Erb believes her work should be something her clients can always count on. To her, providing the best service possible and making sure your satisfaction comes first is more than just talk, it's a promise – a personal commitment she works hard to live up to every day.

You see, Laurie achieves success the old-fashioned way – she earns it. She earns it each and every day by truly listening to her clients' specific, individual needs and going out of her way to meet them. She earns it by making sure every step she takes on your behalf is leading you one step closer to your goals. She earns it by being more than a Realtor® but by being a trusted friend and guide to those who come to her for help with one of the biggest steps in their lives – buying or selling a home.

To some, Laurie's dedication may seem extraordinary. To her, it's just business as usual. Call her today and experience true satisfaction in your next home purchase or sale.

How can I tell a good offer from a bad one?

You should know in advance what your “bottom line” is, what contingencies or terms would be acceptable, and what would not. In addition, you should find out whether the buyer has been pre-qualified for financing –something most real estate agents will quickly determine right from the start – before seriously counting on any offer. Beyond that, each offer should be reviewed for a deposit, the price offered, the down payment, the terms involved, occupancy details and any contingencies.

Any offer should be previewed in private with your agent. This way, you and your agent can openly discuss how well the offer matches your goals and what should be included or deleted from any counteroffer that may be necessary.

I hope this booklet was insightful and will trigger other questions you may have. This information and more is contained in my in-depth special report, “*How to Sell Your Home for the Highest Price Possible*”. If you wish to have this free report, please call me on my 24-hour direct line.

– Laurie Erb

You also want to avoid agents who want to “buy” you listings pricing your home at the price you want to hear.

How long will it take for my home to sell?

Local real estate boards keep track of the average length of time most properties stay on the market in the area. You should pay close attention to the time frames established in your listing agreement before you sign with any agent. You should ask your agent how long most of his or her listings remain on the market, and what will happen if your home doesn’t sell within the prescribed time. But beware of an agent who promises extra speedy results. They could be simply pricing too low just to get the sale quickly. Remember the axiom that the longer a house remains on the market, the lower the price you can expect.

Can I save money by selling my home myself?

Initially, the idea of not having to pay a commission to an agent may be tempting to some sellers. However, any erstwhile do-it-yourselfers should also be aware of exactly what’s involved in selling a home and make sure they have what it takes to follow through with every step – it’s very complex. The majority of home owners choose to let a professional real estate agent handle all the legwork and paperwork for them –as well as any potential problems that may arise in even the seemingly simplest transactions.

In addition, by listing with a Realtor®, homeowners have access to the Multiple Listing Service, the marketing tool that accounts for the vast majority of home sales.

Does choosing the right agent really make a difference?

Contrary to conventional wisdom, all Realtors® are not created equal. The key to choosing the right agent is to find someone whose personal style and methods fit in with your own. Start by getting referrals from friends or by contacting local agents who have a “presence” in your neighborhood and setting up interviews. Never go blindly with a referral. What works for your friend may not work for you.

Does choosing the right agent really make a difference?

Take time to interview each potential agent. Look at the professionalism of his or her marketing materials and get a feel for how comfortable you feel talking with this person. Don’t be afraid to ask for references. You should feel confident that the agent you choose is a trustworthy and knowledgeable individual, working full-time and representing a solid and reputable agency, who will treat your best interests as paramount. If you don’t, look for someone else.

What do I need to do to prepare my home for sale?

Selling your home involves more than simply putting a sign in the front yard. To maximize your home’s appeal to potential buyers, you may need to be willing to make some minor cosmetic changes or repair major problems. Ask your Realtor® for a complete list of cleaning and makeover strategies, as well as other details which can add to the curb appeal and ultimately may make your home worthy of a higher price.

What if there’s something wrong with my home? Do I have to tell the buyer?

It is always in your best interest to disclose everything regarding the state of the property. In Colorado, disclosure is mandated by law. You should consider going above and beyond the law’s requirements for home inspections and disclosure. This will make buyers more comfortable about buying your home and, in some cases, even paying more for it.

