



# Listing and Marketing Consultation

**By**

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# Consultant vs. Agent

## **Fiduciary (Consultant)**

- Advises and Consults
- Educates and Guides
- Involved in Decision Process
- Uses Judgment and Experience
- Irreplaceable
- Highly Compensated

## **Functionary (Agent)**

- Delivers Information
- Tells and Sells
- Stays out of Process
- Follows the Rules and Procedures
- Replaceable
- Minimally Paid

# What You Do & Don't Control

## Seller Controls:

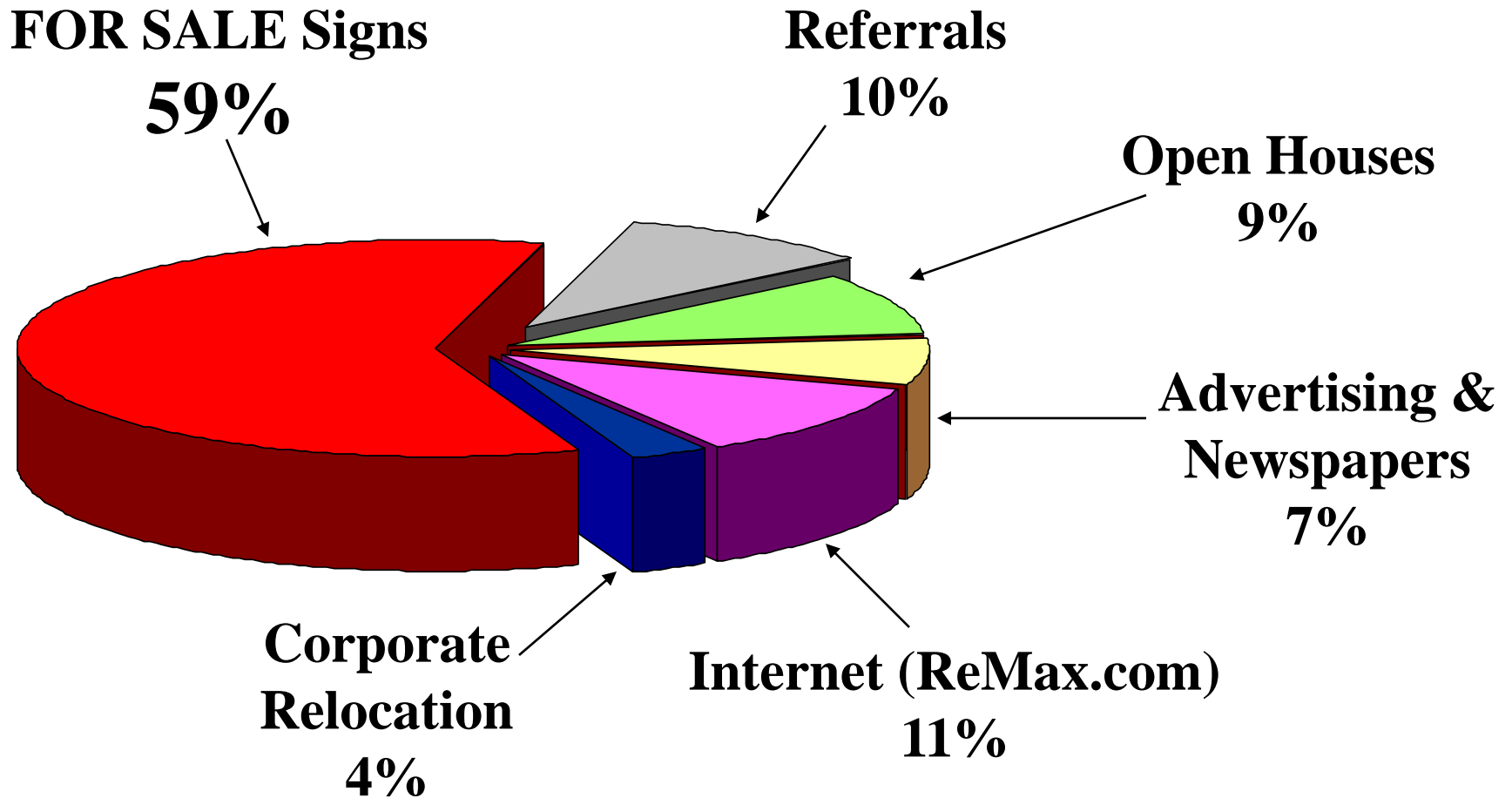
- Property Condition
- Availability for Showing
- Price
- Home Warranty

## Seller Does Not Control:

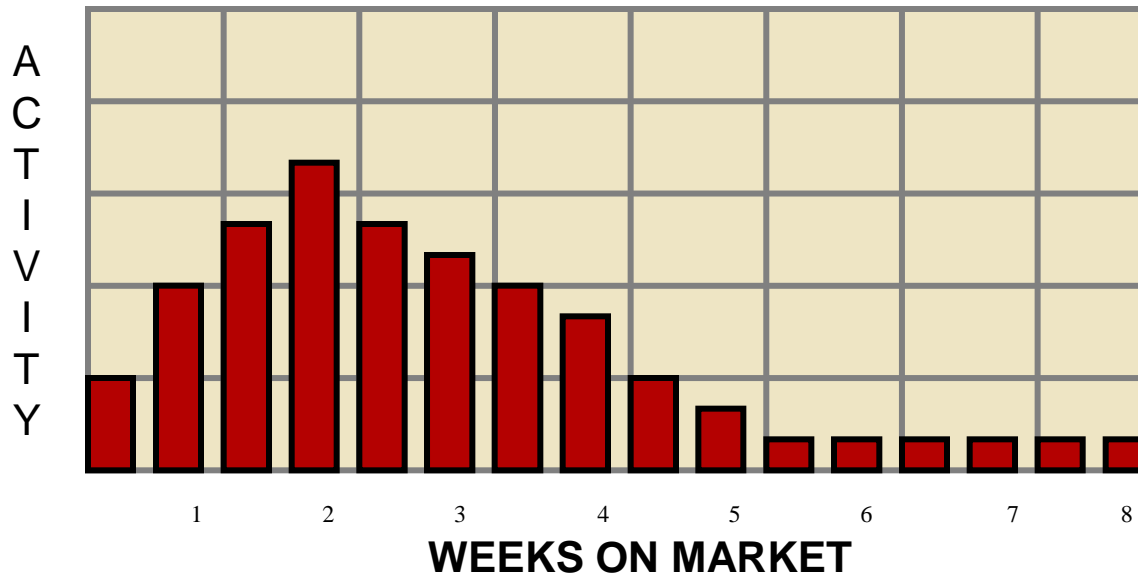
- Competition
- Buyer's or Seller's Market
- Interest Rates
- When The Perfect Buyer Walks Thru Door



# Sources of Buyers



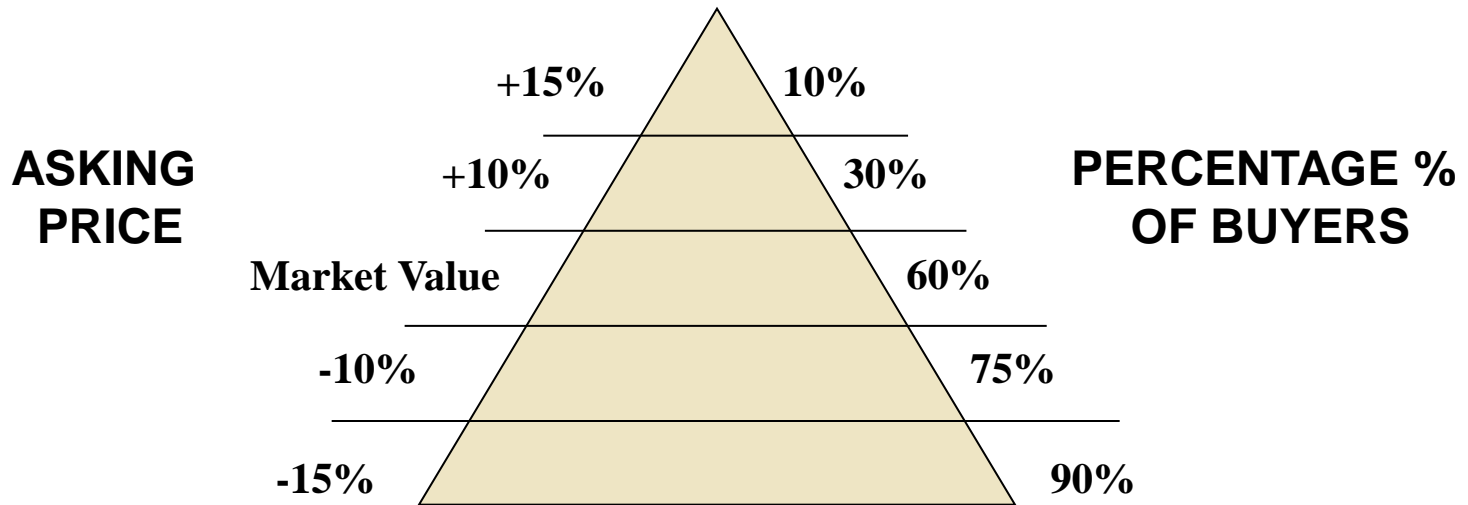
# Selling Price Vs. Timing



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

# Pricing Factors

## IMPORTANCE OF INTELLIGENT PRICING



As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.

# Pricing Misconceptions

It is very important to price your property at competitive market value at the signing of the listing agreement. Historically, your first offer is usually your best offer.



## ***Buyers & Sellers Determine Value***

The value of your property is determined by what a **BUYER** is willing to pay and a **SELLER** is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other property SOLD in your area.



# The Disadvantages of Overpricing

## If You Overprice ...

- The right buyers won't see it.
- The higher priced buyers won't want it.





# Preparing Your Home To Sell

*We promise to...*

- Conduct a thorough evaluation of your home and provide valuable input.
- Help you to stage your home for the showing process.
- Provide a list of reliable contractors to assist with improving areas of your home if necessary.

## Tips for Showing Your Home



- ✓ Clean Every Room
- ✓ Turn on All Lights
- ✓ Open All Drapes, Shades and Blinds
- ✓ Turn on Air Conditioner or Light Fireplace
- ✓ Turn TV and Radio Off
- ✓ Take the Pets for a Walk
- ✓ Maintain a Low Profile
- ✓ Clean Closets
- ✓ Clean and Repair Entrance
- ✓ Organize Basement, Attic and Garage



## Your Teamwork is Necessary for a Successful Sale

- Keep your home in showcase condition and provide easy access for potential buyers.
- Make yourself available from the time a contract is signed to the closing day.
- Keep your home accessible for the appraisal and inspections.
- Openly share all information about your home and its condition.
- For your security, refer all potential buyers to your REALTOR<sup>®</sup>.



# Marketing Your Home

## *Our Respective Duties*

### **Agent**

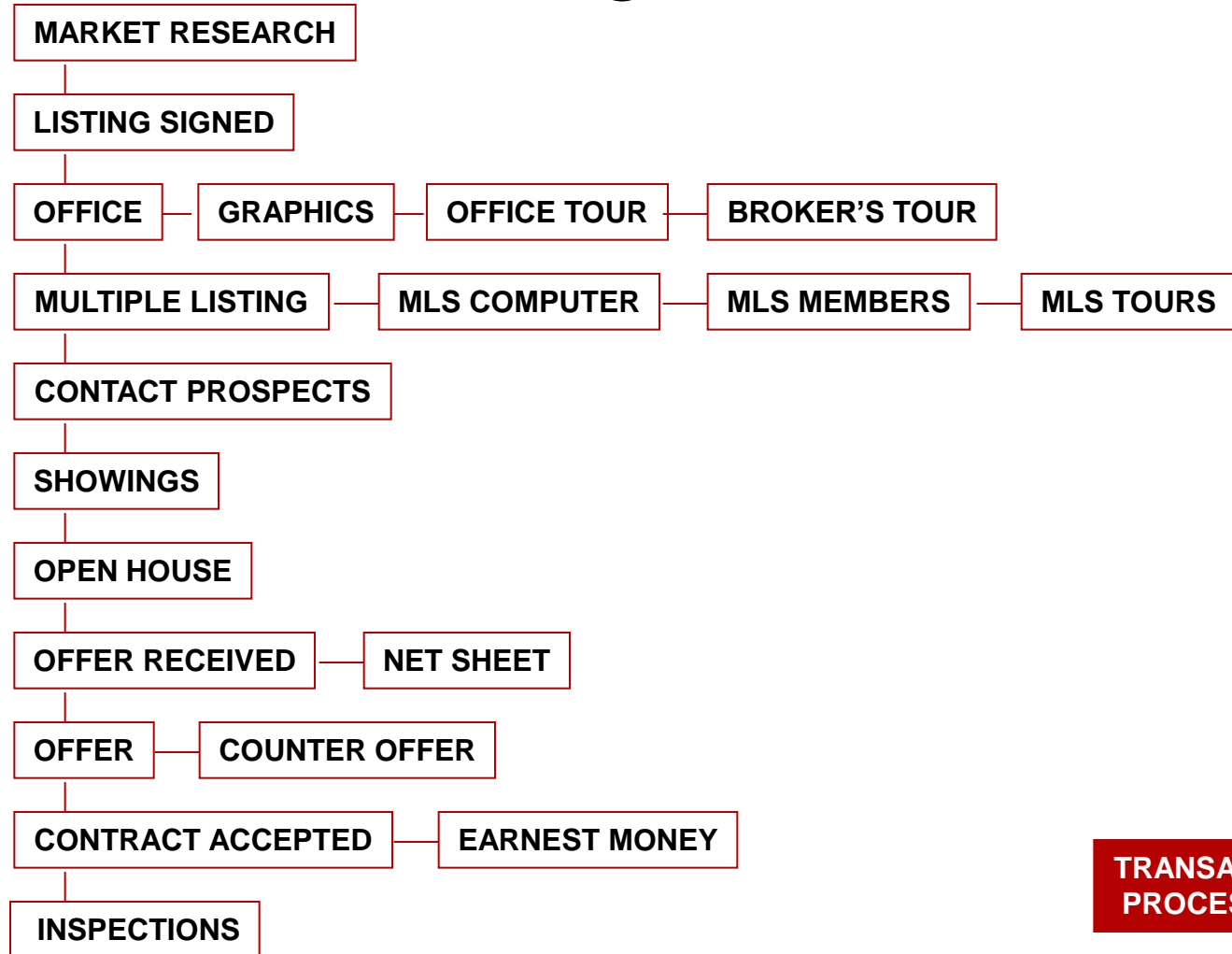
- Input your listing to MLS.
- Install recognized sign.
- Provide information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Give Feedback on showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property.

### **Client**

- Complete all repairs and cleaning.
- “Stage” your home to be appealing.
- Hide valuables (also prescriptions).
- Keep marketing information out for prospective buyers.
- Call me if information is depleted.
- Leave premises for showings.
- Call me with any questions.
- Refer friends and acquaintances who might be interested in your property.
- Refuse to discuss terms with prospective buyers or their agents.

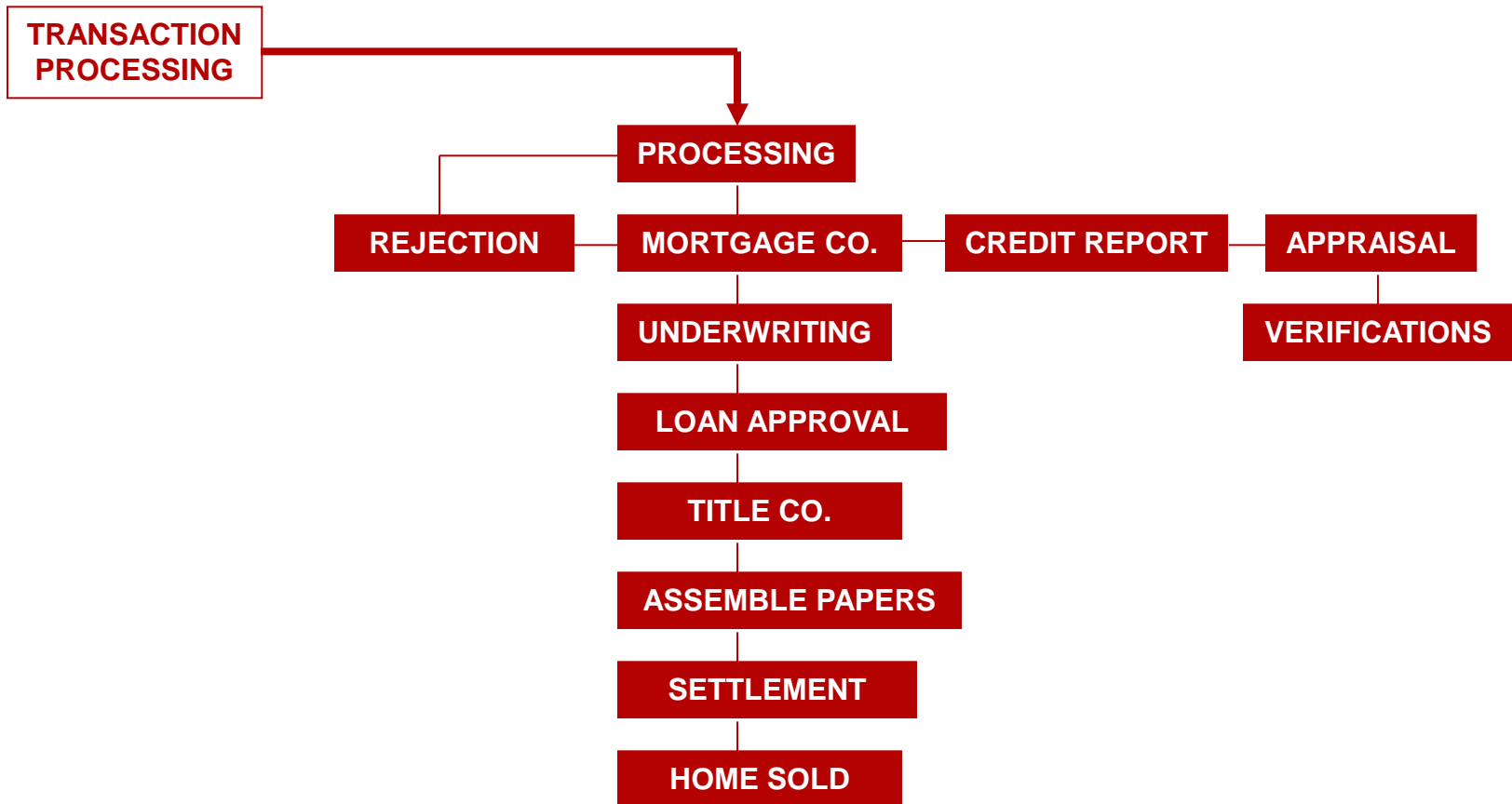
# Home Selling Process

**BEGIN  
PROCESS** →



**TRANSACTION  
PROCESSING** →

# Contract To Close



# When the Offer is Made

- Present All Offers
- Explain Your Options
- Evaluate Buyer's Qualifications
- Provide Constant Communication on Contract Status
- Deliver Contract
- Finalize All Conditions



# Inspections

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.

## **HOW SELLER SEES THEIR HOUSE**



## **HOW BUYER SEES YOUR HOUSE**



## **HOW INSPECTOR SEES THE HOUSE**



**Save Yourself Time, Money and Disappointment — Do Deferred Maintenance Now!**



# Home Warranty Plans

*Home warranty plans* go a long way to alleviate some risks and concerns. For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).



# Focusing On Results

The proper balance of these factors will expedite your sale.



# SOLD



# Some Thoughts!

- Have you thought of not selling? Why Not!
- What is the value of not showing – just selling? Rent Back?
- Have you had discussions with other realtors? Options?
- **What can I do to earn your business?**



# Unconditional Guarantee

**If For Any Reason We Do Not Provide 100% Satisfactory Service, Just Let Us Know And We Will Promise To Remedy The Situation Within 24 Hours. If You Are Still Not Satisfied, We Will Release You Unconditionally From The Contractual Agreement Without Further Obligation.**

**We Am So Sure That You Will Not Only Be Just Satisfied, But Actually Delighted!**

**We Guarantee It!**

*Stars & Stripes Homes, Inc.*