

A Seller's Guide

There are hundreds of real estate licenses in our area. Choosing the right agent to sell 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 you the best price and terms. The key is to know the right questions to ask. This is particularly important now as homes are selling at a slow pace.

The following list provides you with questions to ask your prospective Realtor. The list not only helps you select the right Realtor, but also gets you the very best from the one you choose.

1. Do you work as a **full-time** Realtor?
2. In what ways will you **encourage** other Realtors to sell my home?
3. Would you **deny other Realtors** the opportunity to sell my property, in order to conserve all the commission? {It's a common practice.}
4. Do you have a system to follow-up on other agents so that we get valuable feedback after every showing?
5. What is my property worth? What listing price do you recommend? How did you arrive at this price?
6. Do you have a written **Specific Marketing Plan** designed to sell my property quickly and for top dollars?
7. Are you on the **Internet** exposing my property to millions of buyers instantly?

If any or all of these questions are important to you

Call Albert

(718) 600-4452



When You Need The Very Best In Professional Help For Your Real Estate Affairs
If Your Property Is Listed with Another Real Estate, Please Disregard this Offer



Setting The Price On Your Home

The three factors to consider when selling your home are: location, condition and price...and they are all related.

1. **Location:** Your home's location and setting influence its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than closed-in areas. Views, streams and trees usually enhance value. You obviously have no control over location.
2. **Condition:** New homes enjoy a marketing edge over resale homes because they are shiny and clean. Builders enhance their appeal by offering model homes for buyers to examine -- clean, bright, and decorated in current colors and amenities.
3. Our goal is to make your home as close to a model home as possible being sensitive to cost. You have nearly complete control over condition and you can increase value and decrease marketing time by being sure your property is in the best possible condition.
4. **Pricing:** If Wells Fargo's stock is trading between \$104 and \$108, it does no good to insist on selling at \$112. Likewise, your home must be priced within the appropriate range. You must actually "Sell" your property twice: first to a buyer and then to an appraiser. The buyer is more subjective and compares the amenities of your home to those of others, in the same price range. The appraiser is more objective and compares age, size and cost to identifiable features in your home against other properties that have recently sold

I have the experience and expertise to fine-tune the price by taking into consideration all these variables.

I Hope this information was useful, they are important to you

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