

# **No Real Estate Broker Needed; "Things to Do Before You Sell Your House - 100+ Tips"**



*by Terry D. Clark*

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**Now for the DISCLAIMER AND/OR LEGAL NOTICES:**

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## **Introduction**

**So-- you'd like to offer your house for sell? Great! Everyone's doing it. But this is your first-time ever and you'll be doing the sale on your own. Are you Nervous? Of course you are!**

**The reality is, it's only daunting because you haven't got a clue about the characteristics of selling residence/house. It's the one resource you have where you've plunked down your lifetime savings. Now you want it all back!**

**That value you were gradually developing over these decades will come back to you a hundredfold because you've thought about it long enough to know that there is a handsome profit patiently waiting to be made.**

**Don't worry! This episode in your lifestyle doesn't need to be a drama of disasters. In this ebook guide, we've gathered important tips for you – the first time seller - all 100+ of them, actually.**

**And when that cash or check is placed in your hands and the last box has been put on the moving truck to make room for the new owners, it will be thrilling – more thrilling than**

**you've ever thought it to be.**

**Study these ebook guidelines. Some you already know, no question. But even with 100+ or 1001 guidelines, you'd still need professional advice – No Real Estate Broker needed –but you'll still need your attorney (or notary) and your accountant (CPA).**

**You need to seek advice from with other professionals as well – like the professional house examiner/inspector who can plate out valuable advice about maintenance and repairing.**

**These guidelines can help you map out a selling plan of your house, and when you turn the deadbolt lock for the last time, you'll come out of the experience wiser. And yes, wealthy, too.**

**The self confidence you obtain by getting your foot wet the first time could – who knows? – make you want to do it the second time around, and then a third time...and more!**



**How would you like to make some extra**

**CA\$H? Become a 'Bird Dog'...What's a Bird Dog? Check out our Free video to get the full details today. Go to:**  
<http://tinyurl.com/ogjde3y>

**Note: If you have trouble clicking the link above ( Copy & Paste into your Internet browser).**

## **Section 1: Information is Power**

**Tip 1: Before anything else, get a giant dose of knowledge.**

If you've made the decision to dispense with a residence real estate broker to stoo paying those absurd income commissions, then start thinking like one.

How? Three to six months before your focus on selling, muscle-up on house promoting/selling techniques. If you have buddies or colleagues who've worked or working in the real estate industry, talk to them, but don't tell them you're considering putting your house on the market-- so they won't try to persuade you to do otherwise.

Ask them about errors they've made or errors that their close relatives made or close buddies. Research the whole scenery. Individual encounters are always an outstanding resource of

knowledge and strategies.

## **Tip 2: Learn to Listen, and be a GOOD one**

Hold informal discussions with at least 3 or 4 residence real estate agents who work in the place where your house is situated. Be attentive to what they say about the area. It's beneficial to know how much your regional/community area is valued at so-to-speak.

While regional/community is the prevalent argument in real estate, this concept may not always apply. Perhaps the area is the least of your potential buyer's problems. Don't ignore the fact that customers/buyers have common and uncommon factors for purchasing a house. Many have hopped into the world of investment property.

While most individuals buy houses so they can reside in it, there are those who like to play the market and want to make a killing. Sell your house with a balanced view or open mind so-to-speak. Don't let the factor of location discourage you, or encourage you too much.

## **Tip 3: Primary rule: don't get closed out of the market because you've overcharged your house**

Continue developing building blocks of knowledge: Make it a daily addiction of studying residence real state ads everyday. Get the average cost value of a house similar to yours.

If you have some extra time on your hands, you may even want to

drive around these real estate houses that are for sell and evaluate for yourself whether or not the cost they're asking is validated.

Some property owners have dreams as to what their houses cost. Is the cost they ask affordable, or way out of proportion to the looks and place of the property?

#### **Tip 4: What are the ads saying**

**Get a real feel of how residence real estate ads are written.**

- **What are the key terms and phrases?**
- **What ads captured your attention?**
- **Why?**
- **Does the ad sounds reputable?**
- **Does the ad offer sufficient information to provoke**

**interest, or does it keep people indifferent? Use these ads as a foundation for your own.**

#### **Tip 5: Play detective**

Do a bit of investigator work: try to keep a record of actual real estate ads that appear only a short time (house could have been marketed and sold a few weeks later) and ads that seem to be in the news paper for months (why can't the marketer sell? What's preventing him or her from selling?) This is where terminology might clue you into the

reasons.

### **Tip 6: Study and take-in all that you can**

Build up some more on knowing all you can about selling homes by visiting your regional library, and surfing the web, how to sell home guides and magazines about real state in common (and promoting/selling houses in particular).

Be on the look-out for individuals who've published about their personal encounters in selling their houses. Being well informed is still your best tool.

### **Tip 7: FYI -- my house is really worth**

Set genuine goals: if houses like yours in your community are asking for \$250,000.00, don't think you could make a lot more just because you have -- for example a basketball court in the backyard and your neighbor doesn't.

Deviating too much from the traditional can work against you. Don't prevent customers/buyers from contacting you because your price is way too much for that community area.

### **Tip 8: The real estate game isn't a joke - Take it seriously**

Bear in mind that the "no risk, no gain" viewpoint may not always work in residence real estate. Residence real estate is a brilliant,

serious business. It's better to have a strong mind than guts! Nourish your brain with information you will need when you finally do sell your house. Real estate information is not a scarcity. There are a large number of websites devoted to residence real estate. And the library keeps a massive amount of information regarding the topic.

**Tip 9: Get only what you need -- just enough to get you started**

Too much research results in paralysis. Arm yourself with adequate knowledge and then get moving! Don't let fear or over-confidence immobilize you. If you want to sell your house effectively, fear has no place in the grand scheme of things, nor does cockiness.

**Category 2: Know thy regional Area/Community**

**Tip 10: Outstanding schools? But of course!**

Think about what's unique about your neighborhood, then conjure up an ad that might entice say, a younger couple with school-age kids. Search for how many private and public schools there are, and how near are they to your house.

Majority of times, good educational institutions are the deal clinchers. For young families, educational institutions are at the top of the list. If the educational institutions in your community have won prizes/awards of sorts -- for example, from the private and public sector, or if you heard about any success, mention them to your

customers/buyer.

### **Tip 11: It's the health and fitness factor, you know**

Do an stock of your community's perks. For example, how many parks, golf courts are there etc? Is there a YMCA? All these facilities play a big part in the decision making when time to buy, especially if one the spouses is a health and fitness nut.

### **Tip 12: And what about events and that kind of thing**

Don't ignore the fun-time factor: how many restaurants and cinemas does your neighborhood community have? What about concert event locations and other social activities? Young couples, especially those with no kids, like to dine out often.

They also want the guarantee that if they don't feel like entertaining buddies for supper at the house, they can go for a concert or a movie to get a much needed soothing weekend. A very cultural neighborhood loaded with actions is a huge aspect, not only for them, but also for their kids.

### **Tip 13: Will I fit in the neighborhood**

The cultural factor: if your neighborhood has a powerful multi-cultural presence, this might be an fascination for newly arrived immigrants in search for of a home. The sensation of seeking to feel "at home" is a powerful inspiration. You may think it a trivial issue, but customers/buyers do ask if there's a sushi restaurant near by, or if



there are any Judaism Synagogues close by.

Are there conference locations where associates of ethnic communities can associate and discuss opinions, delicacies and stores about “back home”?

#### **Tip 14: Is there a physician in the house**

Does your neighborhood have an outstanding hospital? What makes that hospital a plus factor? family members that have ageing in-laws in town would like to know if they can get healthcare help immediately in situation of an emergency.

Also, if your community healthcare center is known for a particular specialization --make sure you let your customers/buyers know.

#### **Tip 15: How is the transit system**

How far are the significant roadways from your house? Where is the next biggest city? How update is your area’s public transit system? Vicinity to a train place is typically seen by many as a advantage because downtown parking is costly. This comprises an excellent advantage also for teenaged kids who attend (high school, college) downtown.

#### **Tip 16: No gossip-mongers allowed**

Are you on good terms with your neighbors? If you’re selling a

apartment building or a duplex, the next owners are usually curious about what type of neighbors who remain nearby reside in the same enclave.

Show your neighborliness, but don't pass rumors about the neighbor on your right or left. The possibilities are the potential customers/buyer are only concerned about --if the next door neighbors are silent or rowdy. They're not concerned about your next door neighbor's liquor issue.

### **Tip 17: Help, my car's been snowed in**

How effective are your city's services? Does the community have enough firemen, snowfall removal vehicles, and garbage collection systems? What about features for recycle waste material?

The more you know about your community's services, the better you can take advantage of these selling factors.

If either the spouse has had a hip replacement or some sort of bone fracture, an efficient snow cleaning by the public (govt) is comforting. Not many neighborhood communities can say that their snowfall is cleared-away promptly.

### **Tip 18: Cavities**

Is the town h2o fluoridated? You'll be impressed by how some parents make a big deal of this. Research have exposed that cities where the h2o has been fluoridated have a lower incidence of tooth

decay among school-age kids.

Perhaps this looks like a minimal details to you, but keep in thoughts, the intelligent customer/buyer is getting a thorough stock of the community and its services.

### **Category 3: Know thy Abode**

#### **Tip 19: Getting to know your house-for the last time**

Okay, you have a great understanding about what is to selling residence real estate, you know your neighborhood, and now it's time to know your house inside-out.

Every house has a invisible material defects or a very noticeable mistake. Take a ink pen or pencil and paper and take a trip throughout your house, jotting down all the weaknesses that can possibly be identified by customers/buyers when they come to visit. Go around your house several times to make sure you've checked everything.

You want to discover the issue before the customer/buyer does. Spare yourself some discomfort. Don't underestimate the buyer's capability to see through walls!

#### **Tip 20: Did you say an in-ground heated pool**

If your house comes with a in-ground heated swimming pool,let the buyer know upfront! An in-ground heated swimming pool area contributes a lot of value to a house.

Make sure the swimming pool is fresh and clean -- And make sure there are no sailing algae or fungus when the customers/buyers come banging at your front door.

If there's anything that can be quite befuddling it's a pool with no h2o, dead falling leaves in it and little animals floating about, or huge breaks or cracks discovered in the pool foundation. A swimming pool isn't fun without the a heater working. Let your customer/buyer know that the pool's heating unit is out of order.

### **Tip 21: Put romantic endeavors back in their lives**

If you reside in a state with a cold 'Hulk' like environment – Chicago (Illinois) for instance -- a fire place makes an outstanding selling point, so don't ignore this add perk.

This particular details can go into the ad, or you can surprise your potential customer/buyer when they come to check out the house. It's all up to you. Make sure you get some information at your regional/local real estate agent, about fire places.

In California for example, a fire place is not something you'd think a house should have, but in elegant, gated communities, families do have awesome fire places located in the living room or underground room. Atmosphere, that's why.

### **Tip 22: See, this garage entrance is really easy to operate**

Check your garage entrance door parts and see if it's working properly (up and down) motion. You'll want to show to potential buyers that your garage area is in tip top form.

You may also want to show them your servicing records (garage gates usually need to be examined and lubricated once every two decades or 2 years so-to-speak, based on how latest your garage door and parts are).

### **Tip 23: I never promised you a green house garden**

Check your front side, rear side and backyard. Are they well-kept or do they look like they've been ignored for the last six months? Is your lawn healthier and natural and well manicured? When customers/buyers look for a house, they generally concentrate on making improvements within the house; they understand that aspect of the purchasing a house procedure is remodelling.

At least they're ready for this occasion, but when they see that the outside of the house also needs significant attention, they could get frustrated – and dismayed no question – to see such an ungroomed front-entry and backyard lawn.

### **Tip 24: You will have a roof over your head for years to come**

Make a record of minimal and significant remodeling you've undertaken in the last five decades. Keep this record in your pocket

so that when you take a trip through your house with the buyer, you can mention these remodeling.

Things like “my spouse and I had the ceiling modified entirely even before the 25-year period. One thing you can bet on, is that you won’t have in this house is a dripping roof”.

Or else: “These cabinet units and storage were given a face lift only three months ago”. Or perhaps: “We made the decision to install stain tinted-glass in one part of your kitchen area to keep our amazingly china collection”. Then turn on the lights of the stain tinted-glass cabinets to show some impressive effects, the expensive amazingly china collection and the dim illumination. You get the idea!

### **Tip 25: Wow, a house spa**

Pay attention to the washrooms. Ensure that they have good lighting, squeaky fresh taps/faucets and a bright, sparkling bathtub. A tarnished shower tub is undesirable.

Hang some of your best sheets for the buyers. A bathing room that smells and looks fresh can be a persuasive factor. Count yourself fortunate if you have a 'Kenmore or a Huge Roman shower/bath'.

For newly weds, the kenmore or spa might just bring you closer to completing that deal. One thing with house hunters: they begin with a price range in mind already, but watch how they’re quickly influenced to expand that price range a little more when they see perks that they otherwise would not have believed about formerly.

## **Tip 26: A house that's secure and sound**

Buyers are likely to ask you about insulating content and energy efficiency systems in your house. If you don't know or can't remember, be sincere and say so.

However, it definitely would be to your benefits if you can speak knowledgeably about the "inner character" of your dwelling. The old set up components of mature houses were declared a health threat by the US and Canada governments many decades ago, and house contractors have turned to safer insulation components.

Make sure you discuss this if you do know, especially if you're working with a customer/buyer who happens to be an attorney.

## **Tip 27: What? No hot h2o again**

Many individuals don't know this, but if you were brilliant enough to have your hot h2o heating unit examined consistently, say so.

Water heating units, to be able for them to perform effectively, have to be examined consistently. Gradually, hot h2o heating units get corrosion substances in the end. Even if a new roof cost a lot more than a new hot h2o heating unit, customers/buyers appreciate the existing owner's thorough "sense of maintenance" by looking into details that property owners usually ignore.

## **Tip 28: Someone didn't remember to look up the ceiling**

One real estate broker in California pointed out that she was contacted by a married couple to sell one of the “cutest houses in the neighborhood”.

It had excellent potential – huge lawn, awesome France bay windows, a second ground level place that was huge enough to accommodate a family event, and strong hardwood made floor surfaces.

The only thing incorrect, according to the residence real estate broker, was the whole lighting application. The lighting and chandeliers looked like they were put there back in the 1920s.

She recommended to the existing owners to substitute all the lights and to spend money on top high quality lighting. The sweetest house in the neighborhood eventually marketed and sold – just several weeks later – for \$900,000.00

#### **Category 4: Your Purposes for Selling: Closely Observe the \*Psychological Effect\***

##### **Tip 29: Why am I selling?**

You determined of promoting the house. You went through the movements of going over your house and looking for factors to fix.

Before you get to the next phase – marketing your house in the news



paper and by other means of advertisement - have a peace moment of silent with yourself so you can evaluate your real emotions about why you are offer your house for sell.

If you have compelling factors or conditions that force you to sell, this may impact your place as a seller. As the property proprietor, you should always be in the driver's chair.

Only you can determine the conditions of selling. If you're emotionally or economically deprived, you may want to put off selling your house until you're 100% assured that you're ready – emotionally and economically.

### **Tip 30: This isn't the time to be fickle**

If your house has a lot of sentimental value and you feel that separating with it will impact you mentally, assess how powerful your emotional connection to your house is.

Once the house is marketed and sold, there is no going back. Sale contracts are lawfully executed. You can't appear at the doorway of the new owner and say, "Sorry, I've changed my mind. I acted to soon by selling. I want my house back!"

### **Tip 31: Appreciation for the past is a powerful feeling**

You want to offer your house for sell because you're getting separated or maybe divorce from your husband of 25 years? If you no more in love with your spouse, but still really like your house, think

twice about putting on the market for sell.

If the house means that much to you, then perhaps you may want to re-consider. A house is not only a physical structure. It is a sanctuary, a tank of remembrances of a family that designed the house and built a future together.

Sell your house if you have to, but if you'll spend sleepless nights wishing you hadn't made the offer to sell, you might be risking your psychological wellness.

### **Tip 32: I'm in a Financial bind**

Financially strapped? Many individuals think of marketing and selling their house to obtain much-needed money. Your house is your only resource and perhaps the only resource that financial institutions will look at if you apply for a financial loan.

Instead of marketing and selling, you may consider the option of using the equity you've manage to build- up in your house to apply for a financial loan. But don't sell just because you need money. Banks are often willing to provide you space to maneuver on your house equity value.

### **Tip 33: My house isn't a motel or hotel**

If you think twice about selling your house because you want your kids to have accommodations when they visit, remember that you taught them to be accountable, self-sufficient adults.

If you really want to sell your house, this should be the least of your problems. Your grown/adult kids can completely manage on their own. Your house isn't the Four Seasons so-to-speak!

**Tip 34: Pay attention, but remain with your convictions!**

Remind yourself that it's your house, so customers/buyers should play by your guidelines. Don't let some slick talking customer/buyer convince you that your house isn't value that much.

You did your preparation, so you're the only one who knows what you should be getting for your house. Remember it's the customer/buyer who needs a house, not you. If one customer is starting to get on your last nerve, let it roll off your shoulders -- there are other customers in line.

**Tip 35: I'm marketing and selling, regardless of what.**

Banish your worries and emotional highs and lows because they only cause to inaction.

Bolster your self-confidence by consistently saying to yourself, "I want to offer my house for sell, I will offer my house for sell, and I will make money from selling my house". This concept will guide you and make you more powerful as you go through the motions of the ultimate selling.

**Tip 36: Even well-meaning buddies can destroy you**

**Stay targeted. Don't encompass yourself with buddies who like to predict gloom and disaster. "You might repent it," or "There's just too much pressure managing the selling yourself, let the professionals do what they're best at".**

**A little word of advice, no matter how well-intentioned, they have no place in your objectives. Don't be quickly influenced by what your buddies or co-workers tell you. Do not listen horror stories about meeting the strangest of strangers.**

## **Category 5: Getting Serious and Being Ready**

### **Tip 37: Time to go "pro"**

**Earlier we offered guidelines on getting to know your house and going around within and outside to see what needs to be improved.**

**Now it's a time to carefully inspect your house for hidden defects. It's here we need an experienced examiner/inspector. Get him or her to examine those details that can make or kill a deal.**

**One is the electric cabling. A fire hazard due to defective cabling is serious business. Instead of having fun with the money from the sale of your house, your hard-earned equity is going towards paying losses and lawyers' charges.**

### **Tip 38: The radon analyze test**

Experts really like to bring up the radon analyze. If you run a radon test in your house, this is a huge plus in the sight of customers/buyers.

The more time the radon analyze test is used, the more precise are its outcomes. High radon stages can be fixed. Always do retests, and provide outcomes to your customers.

### **Tip 39: This isn't a several option analyze test.**

See to it that the professional examiner or house inspection company you employed provides you with a well crafted review.

The fill-in-the-blank type forms and check boxes kind of report may be precise, but an itemized, specific research looks better to customers/buyers. It shows to them that you've done your holy responsibility as a home seller.

### **Tip 40: The well's run dry.**

Don't ignore details that can endanger the selling or put you in an uncomfortable place later.

If you have a well (most houses out in the far countryside still have wells!), have this examined. If you have a written report, display this as well to the customers/buyers.

### **Tip 41: What's that smell?**

If you have a septic tank system, have a percolation test performed. If servicing are necessary, you either fix them before you offer to sell, or reveal them to the customers/buyers. Don't kill your probability of selling your house because of this details.

### **Tip 42: Actually, now that you ask**

Show all servicing in an itemized report to all potential customers. This will remove distressing unpleasantness later that might delay the selling. Exposing all house issues and defects will help decrease time or procedure resulting in the ultimate selling.

Non-disclosure can even cause a re-negotiation of the sale price if the customers/buyers find the issues themselves. If there is anything you don't want, it's having to re-negotiate the cost down because of non-disclosure of a facts that you were lawfully required to reveal.

### **Tip 43: Display that you mean business**

When the professionals have done their examinations and all reports are in your ownership, make duplicate copies. You'll want to have as many duplicates of each report at arm's length, so you're not scampering around for them at the last moment.

Show customers/buyers that you're working carefully and being

considerate of their issues and concerns. This will indicate clearly that you're a serious seller – and an experienced one. Make sure the schedules/dates are clearly noticeable on each and every report.

#### **Tip 44: If I were purchasing this house**

After you're pleased that the professional inspector did their job properly, act like one too. Take one, long last look around.

Put on your eagle eyeglasses so-to-speak, and ask yourself: if I were buying this house, what would I want done or repaired?

#### **Tip 45: Is there an professional around**

In conditions of servicing and repairs, adhere to the guidance of Bill Effros: there are three groups of things you should fix:

- **Legally required repairs;**
- **Little factors that can make a BIG difference;**
- **Big factors that make a HUGE distinction.**

#### **Tip 46: It's the law, sir.**

Fix house issues because the law demands you to. These are usually

ecological in characteristics or invisible risks that can cause wellness/health issues for the customers/buyers and their kids.

Examples are lead paint and mesothelioma(asbestos) elimination, and harmful insulation content.

**Tip 47: You and I are different.**

Little factors; Are Those small projects or jobs that you've put on the back-burner or never got around to doing.

Remember that what may be little to you may not be petty at all to your potential customer. No two individuals think the same way. Selling a house are two different perspectives, two different individuals, and two different mindsets.

**Tip 48: Did you obtain these doorknobs from your grandmother?**

Try not to ignore old doorknobs and covers on light switches. If they look inactive and used, substitute them to liven up the residing places. Try to go for fairly neutral styles.

If your customers/buyers are younger, and trendy professionals, you could go for more vivid styles. Ensure that whatever you put on, the customers can take them off quickly should they decide to do so.

**Tip 49: That disturbance is driving me bockers**



Has that dripping sink been on your mind lately? You can be sure that minimal factors like dripping tap faucet can make buyers think twice.

Faucets that have been dripping for a while illustrate a homeowner's carelessness regarding basic servicing.

**Tip 50: Is this doorway entrance going to drop on me**

Does your house have gates that sag, don't close effectively, squeak or have a doorknobs missing?

There are wonderful ready-made and custom-made gates in your regional warehouse centers; For example (Home Depot, Menard's, Lowes, Ace Hardware, etc) so why don't you pay them a visit -- get an concept of what kind of gates/doors would bring your entrance way back to life.

**Tip 51: So, how many bugs do you have here?**

What about screen doors and screen windows that have ugly-looking holes gaping at you and your visitors? A easy factor such as broken screens can be a huge turn-off so show some consideration for your customers by looking after these minimal fix-its.

**Tip 52: For you or the buyer?**

Some professionals say that little servicing that can potentially annoy you or your customers must get repaired.

**Getting little, minimal projects done will help improve your chances of selling your house.**

**But getting big things repaired, they say, will only mean profits for the specialist and customer/buyers, not you. This is a issue of personal viewpoint.**

**If you take integrity and professionalism to heart, you can proceed with the big servicing and coughing up the cost.**

### **Tip 53: Wait just one minute**

**Here's what some experts are also saying about undertaking major maintenance. If it's going to cost you an two arms and a leg and substantially decrease the selling price of your house, think twice.**

**For example, your house expenses \$100,000.00 in the marketplace. You're considering marketing it for \$150,000.00 – to make a neat little net profit of \$50,000. Repairs will price you at \$30,000.00 that decreases your net profit by \$20,000. Are the major maintenance worth that meager profit? Add up some figures before you perform those significant renovating.**

### **Tip 54: I wish you hadn't done that**

**Undertaking significant renovating may come out of the goodness of your heart, but have you ever thought of looking at the other side of the coin?**

**What if the viewers/homebuyers don't particularly like the renovations you've done, and would have recommended to renovate the house themselves?**

**When an individual goes out looking to buy a house, that individual is not just purchasing a actual part of residence but is also considering making his upcoming house an expansion of his character and his way of lifestyle.**

**So if you're considering renovating your house before selling to make it look more satisfactory, those outstanding intentions may jeopardize it. That's why it's always great idea to evaluate a buyer's programs about your house when he/she first makes contact.**

### **Tip 55: It's time for he specialist (contractor)**

**Some individuals actually think it's a wise choice to bring in a contractor to have a look at their homes after the professional examination or inspector that came by to valuate needed repairs or house structure.**

**Because they know their company within and out, some contractors are dedicated to planning property that's going on the market for sell, and can tell you what should be repaired and what should be remain untouched.**

**They can help you save a ton of cash. Show them all of the examination review/reports. With the contractor's viewpoint and the house examination inspector reviews in your ownership, you should be able to choose what to fix and what not to fix.**

## **Category 6: Advertisement: Getting the message out: "I'm Selling my House!"**

### **Tip 56: Get the message out**

Okay, you've had your house examined/inspected and you've done your own examination. Now, it's time to get the message out.

You can declare the selling of your house through word of mouth or putting an ad on your local news paper.

Do a test: tell your co-workers at your job that you're selling your house. Jot down the question that they ask you. Their questions can offer you a precise sign of what prospective customers are also likely to be asking you.

### **Tip 57: Stretch out far and wide**

Your announcement can be released in the nationwide and neighborhood news paper. Also, don't forget your 'Free News Publications' -- if you have them in your area. The more individuals you reach, the more leads you have. You may also announce in your company newsletter, if allowed or better yet, create a flyer of some kind to place on your advertisement board at work, it doesn't have to be fancy -- just state you are selling your house - the asking price -- name and contact information is sufficient enough. Next, you try place an advertisement a real estate group paper that are released by property management organizations or the neighborhood real estate

broker.

Use as many sources at your disposal as you can. You have no idea how much more efficient you will be in marketing and selling when there is a larger viewers engaged.

You may be a little bit inconvenienced by the number of inquiries you'll get, but if you want to sell that house of yours in a hurry, it's a query of mathematical ratios.

The more you distribute the message "Your House Is for Sell" around in the press, the more individuals you reach. It's a numbers game!

**Tip 58: Telling your friends, neighbors or cashier at the grocery store is just as highly efficient as advertising**

Ask your workplace co-workers to tell their loved ones and friends about your selling your. They may know of individuals who are moving and looking for home in the area.

The more co-workers you tell, the more you improve your chances of attaining individuals you don't even know. After you've informed them, don't forget to follow-up after a week and ask if they had any questions about your house that you'd be pleased to describe. Make sure it is known to them that you're serious about selling and looking for serious buyers, that way they take you seriously and some of them will even want to help you.

**Tip 59: Can the company organization help me**

After you tell your co-workers, talk with the 'Human Resources' manager or personnel of your company organization and tell her/him that if there are executives moving to your community, you have a house on the market and for sell.

You'll be amazed at what the 'Human Resources' recruiting individual can come up with.

Someone may actually be moving to the community area to take up a position in your companies organization; or your individual 'Human Resource' manager may have been contacted by other human resources experts from other organizations who are desperately looking for homes for their retirees or returning experts (Ceo's, Jr. Ceo's, salesman, etc). This works in your favor, try it your be surprised!

### **Tip 60: Ah, the old reliable never fails - the message board**

Lets go one step further: use the community message panel or board so-to-speak -- to post your house is for sell. Create a flyer as mention before with pull off tabs, with your telephone that can be ripped-off of the primary part of the flyer --so that individuals can get in touch with you or pass them onto their buddies, neighbors and family members.

Post a very good clear image of your house for sell with your ad on the bulletin/message board. You know how the saying goes - ***"A Picture Is Worth A thousand Words"***.

### **Tip 61: Adding a little sugar**

Before you even sit down to word that ad for the local news paper, think about the components of the formula for successfully selling of your house.

There are five components you need to have, according to **-Barb Schwarz**, a professional real estate agent.

Let's take the first ingredient: place. You can't physically uproot your house to take it to a better place. Observe that the price of your house must realistically reflect its place. Are we clear on this? It's not that hard to understand, once you grab the concept.

## **62: Have you been negligent?**

Second component for a successful sale: Condition. Keep in mind that this is where an experienced examiner/inspector and a thorough individual examination by you can make a lot of sense. Schwarz said that the maintenance of the residence is a essential aspect in acquiring the greatest possible price for a house. Price, like place, must indicate a house's condition.

## **Tip 63: How much do YOU really want**

Third ingredient: Price. This is the # 1 determining aspect in the sale or no selling of a house. There's a perception among real estate sectors that a house is really only valued what a buyer is willing to pay a seller to obtain ownership of that house.

Price must have a immediate relationship to all the other ingredients

for a successful sale. Never mind what the listings or other individuals say. If your house is costly, you won't have get offers, or else it may take way too long receive offers --if you get any at all.

**Tip 64: Will the customer/buyers ask for flexibility**

Fourth ingredient: Circumstances or Terms. The more terms you have on the property, the more potential buyers you reach. Again, the price of your house must indicate the types of terms available to buy it.

**Tip 65: Is this right time to sell my house**

Fifth ingredient: Industry. Industry conditions is influenced by key aspects such as interest rates levels, supply and demand, houses in your community, competitors and the typical condition of the economic state.

Real property is a cyclical trend. The starting of 2000 experienced a increase in house developing. All of a sudden homes were being marketed quicker than organizations could build them. When there's a property growth, this is an excellent opportunity to make a killing!

**Tip 66: The facts will show it's ugly-head, if not worded correctly**

So keep those five components sharp in your brain at all times. Now you're ready to word that ad.

***-Be sincere.***



**Don't say you have a house in outstanding condition when your inspection evaluation has a lot of inadequacies and repairs your house will need.**

**Don't say you have 3 complete washrooms when you really have only two washrooms and one powdered space. A powdered space, as we all know, does not qualify as a complete bathing room.**

**Also, don't say that you reside in a upscale quiet neighborhood community --when in fact your house is situated near a collage campus where you hear loud music and college students partying all night long into the wee hours of the morning. If you post in your ad, that your house has the latest home security system, it better perform well. Don't ignore this these tips, it'll save you a whole lot of trouble in the end!**

**Tip 67: Huh, how will I construct this ad**

**If you trouble with 'Kings English' so-to-speak, that is, it's getting you fits and taking you way to long to come-up with an ad, go with ads placed in the local and regional news papers that catch's your attention. All you have to do is re-word it and add your house information...don't duplicate the ad.**

***--Try putting yourself in the buyer's shoes.***

**Another substitute would be to relate back to some of the books you study on successful real estate property sales and mull over some of the design ads which made them perform well.**

**Tip 68: Can you just state the primary factor here please?**

When you're ready to create your ad, quality and brevity must be your primary focus. If your price is affordable and realistic and you put the ad in the right ideal locations, you'll get at least 20 or so cellphone calls. Why did I just mention cellphones -- because everyone is using mobile technology these days to communicate.

**Tip 69: Get your thoughts in order before picking up that phone**

Don't do what many individuals do. They get in touch with the classified ads organization department of their regional/local area and to design the art work ad from the ground-up --while on the phone with the ad person at the same time.

Don't spend your time and efforts by offering detailed information only while you're on the cellphone or house phone. Instead, have everything on a piece of paper written down and ad layed-out the way you want it.

And when we say everything, we mean that by adequate time you call the classified as individual, you know in advance what your ad will look like, what it will say, where to put it, what abbreviations to use and whether or not it should have a border (experts say you don't need a elegant boundary for your ad to capture the readers' attention).

***--Bill Effros who marketed his house in 1 week-- said that you don't need a dual line or a elegant boundary for your ad.***

### **Tip 70: Wait and see what happens.**

Be cautious about how long you want your ad to run. An ad that's been around a long time will tell visitors reading your ads that your house is not selling because it may need major repairs. It will also tell them that maybe customers/buyers are arriving to see the house only basically to leave frustrated.

Some experts say a five-day ad is adequate. If you don't get a adequate variety of serious cellphone callers, take out the ad, wait a couple of weeks, and start all over again. Evaluate the ad's wording. Perhaps there's something in the ad that doesn't sound right that you didn't observe originally.

### **Tip 71: Where should I place my advertisement**

Put it in two sure locations where it will get seen. Again, pretend you're the customer looking for a house. Where would you most likely look? That's the area where you should place your advertisement.

Your the regional press/news paper with a little readership flow and your regional paper with a much bigger readership flow should be your target destinations for your advertisement.

### **Tip 72: "1" is enough.**

Buyers often don't really want to buy 4-5 magazines/news papers to look for homes out there. They'd much rather focus on one news paper or Free news papers and mark the ads that could cause to potential visits. They usually go for the news paper which is the

most popular with the greatest number of readerships. That's the news paper where your advertisement must also go.

**Tip 73: The World Wide Web: Do I really want Jones purchasing my house?**

What about putting my ad on the Online classified sites, you ask? If our guess of the human traits is correct, individuals may look at the Online sites for homes out there, but may not actually be serious customers/buyers.

So the Online classified sites for now would be an substitute to traditional newspaper marketing. Just observe individuals in coffee shop bars who are reading the traditional classified ads. They usually make a mark or some sort of circle on the newspaper document, circling those ads that they're enthusiastic about.

While Online, the customer would either jot down the detailed contact information on paper or print it out by – this can be bothersome. At least with the paper at hand, individuals can just put it in between the seat of their vehicles as they drive off to check out the residence, and can look at the ad again, if required.

**Tip 74: Do you want to create a house story? Try the home section, not the classified ads**

Think twice, even four times before you get that ink pen or laptop moving. Prevent lavish terms. Avoid expressions like "it will capture your heart", or "a house of your dreams", or "here's a house where you can have many memorable days".

People are not really looking for something to entertain their hearts or remembrances. They're looking for a actual house to live in, for a ceiling over their heads. The goals and memories can come later, but at this point, customers/buyers are only interested in a physical structure that they declare ownership of.

### **Tip 75: What should add or say in the ads**

Word your ad so that it answers the questions that buyers/customers would want to know: Place, the facts that you're marketing and selling it yourself (no agents or real estate brokers), brief details of the house, a starting affordable price.

Mention that you'll take the best fair offer, and put your area code and cellphone number. These are the only points that customers are originally interested about. Other details like facilities and accessories and real value can be discussed face to face with or during a follow-up cellphone calls...which ever comes first!

--**Bill Effros** suggests that your ad should be placed as follows: Place, upper top left and and "For Sale BY OWNER" right hand side top.

Type of house (condo, duplex, bungalow, etc) on the next line. Brief details of significant function/features on the following line.

Then your starting price,-- "\$175,000 or best fair offer" on the next line, to be followed by examination times or open house(Sat-Sun 10am-5pm).

Last line on low bottom left, the words: "HIGHEST BIDDER", and your

home phone or cellphone number beside it.

**Note:** your ad is intended to offer you as many cellphone callers as possible. Details about the residence can be provided to them on the cellphone if they requirement them.

And to be secure, e-mail or fax the duplicate of the ad exactly as you want it to appear in the news paper document. You could be dealing with an ad taker who is getting ads for the first time and may not know what “flush left” or “flush right” mean.

**Tip 77: Monitor cellphone calls.**

If you're a active individual with a full-time job, you may want to filter your cellphone calls. Before you get in touch with the news paper company to have your ad pulled, make sure you set yourself up with an answering machine or answering support service.

You don't want to be called late at night or at meal time to answer questions about your house and be forced to schedule an appointment. With an answering machine, you choose who you want to get in touch with and call back.

You will also be able to tell who the serious customers are versus the trivial ones. Those individuals who leave their names and phone numbers and a short message make a good prospect.

You want to prevent getting cellphone callers who are long-wined so-to-speak or ask questions the answers of which are already in the ad.

Be cautious of individuals who also try to negotiate the price down over the cellphone without even asking to see the residence.

This should raise a red-flag to the factor that one, they probably can't manage the price to start with, or second, they can't get their economical institution or loan organizations to fund that amount.

**Tip 78: Add "Or best fair offer"**

*-A well-known property investor author says that it's not so much the description of the residence that will get you a sufficient number of callers; it is the mentioned price on your ad.*

If it is within their price bracket, they will get in touch with you. If not, they'll go on to the next ad. So make sure you don't bypass this detail but add, "or best fair offer."

**Tip 79: It's my preferred day of the week**

Only you will choose the times you want your ad to appear. The approach is to successfully achieve as many visitors as possible. In the United States of America, Sundays are when the ads run in the hundreds, and in North America (Canada), Weekend has the greatest number of visitors.

Wednesday is also ad day in North America but to a smaller extent than Weekend. Don't let the ad taker persuade you to put your ad on

certain times of the A week. Go with what you know and what typical used in every day practice.

Keep in mind that unless individuals are really looking for something particular in the news papers, they don't look at the news paper during the week days...but that isn't written in stone.

They are more relaxed during Saturdays and Sundays and are likely to pick up the local news paper from the dinner table. For anxious buyers however, they purposely study the news paper every morning with the wish that they discover the "house of their dreams".

### **Tip 80: Would you say that again that please**

Once your ad is released, buy the news paper your advertisement is in and study your ad a few times, make sure that all facts are printed correct -- No type-Os--are your detailed information in the right position like you wanted it?.

For example: What about your cellphone or 800 number is it listed correctly. Do not forget your area phone code -- is it listed there too?

The same city may have two different places phone area codes -- one for the eastern end region and another for the western end of town. You could loss a large number of home buyers with this omission.

### **Tip 81: How do YOU sound**

So the ad has been placed. Prepare yourself for calls! They will



double or triple in numbers as individuals read your ad and then pass it off to loved ones.

This may sound kind of ridiculous, but try to come up with a phone script to respond to your potential home buyer. Jot down questions you would ask the seller if you were buying the house. This will give a general idea what to expect from the callers. Next, rehearse your lines. You'll want to give off the impression that you're a serious seller and you know what you're talking about. So anticipate the same from them as customers/buyers.

Don't 'Loss It' if you're getting too many cellphone calls or none at all on the first day. Relax breath in slowly and get ready for the avalanche. While having an answering machine or voice mail service is a good idea for the benefit of filtration serious cellphone callers from the frivolous, it's completely wonderful idea too for you to take the call yourself if you are in the mood.

### **Tip 82: Jot it down**

Have a ink pen or pencil and paper ready. Jot down each caller's name and cellphone number. Write down their questions. This provides you with an idea of upcoming questions, and you'll know how to answer them effectively when the next call comes in.

### **Tip 83: Are you a (phone) grouch or grinch**

When you respond to cellphone calls, come across as helpful and approachable. The impression you DON'T want to be bother -- your that of a exhausted, harassed seller who's fed up with responding to questions on the cellphone or homephone.

**Practice common sense courtesy. Be an expert. And sound like one--remember your trying to sell you house**

### **Tip 84: Let's get serious here**

**Here's an essential tip: if you get 25 cellphone calls by the third day, your ad proved helpful. Getting 25 cellphone calls indicates that 25 individuals read your ad and called your phone or voice mail.**

**Don't anticipate 25 customers though. Callers and customers/buyers are two separate individuals.**

## **Category 7: Displaying Your Home**

### **Tip 85: It concerns me**

**When customers come to check-out the house, there are toys, pets, kids etc -- in the way. Make sure there is nothing about your house that will disturb them. Make sure that the entry way is fresh and clean, and if it's winter time, make sure the snow has been removed and if necessary put salt on the ground so they won't slip a fall -- you want them to buy the house, not have a law suit on your hands.**

**Ensure that the driveway is well lit and doesn't look in disarray. Eliminate coats and other outfits from their field of sight -- put them in the closet where they belong. no ski board by the entry way, no football or other play objects that may prevent the direction or cause**

them to trip over. A customer/buyers who trips in your house is a dreadful way to start.

**Tip 86: Dirt lovers.**

Buyers must think that the seller has great taste and class. Get rid of mess before their appointment. Dirt gathering awards and souvenir products purchased during trips can make an unpleasant sight especially if they're too near to one another without any order and are dense with dust -- could be a deal breaker!

**Tip 87: Encompass yourself with elegance.**

Of course be old-fashioned: outstanding lighting and flower blossoms would be awesome (not too much though – your customer could be allergic to plant scents).

**Tip 88: I thought you'd ask that**

Putting up signs to answer frequent questions can save you time. It's also an efficient way to let you get through the tour without being disturbed too many times.

Signs can consist of aspects like: Apartment charges are \$200.00 per month, appliances devices, other accessories and curtains are included with the sales, garage area and lawn devices are included, china not included, there are 8 home phone ports on the first level and 3 on the second level, there is a wi-fi Internet connection, shelves are included, etc.

### **Tip 89: Kids OK, creatures NO!**

Get your creatures out of the way. You won't know in advance who is sensitive to creatures. Plus the woofing of dogs and the meowing of kitties can be very annoying, and an annoyance for non-pet fans.

### **Tip 90: Who's that standing by the front door entry**

Before customers start coming, it's outstanding to have a closer near by. The closer should be clearly noticeable to customers, and should be near the door so he/she can keep a record of customers who appear and leave the residence.

The closer can usually tell by your intuition who are the interested customers. When the closer asks if they want to know how the putting in a bid procedure works, those who are not interested will basically say no and keep moving.

## **Category 8: Discussions, Agreement and Contract**

### **Tip 91: Can we discuss your price**

You can be 99% sure that customers/buyers will negotiate to bring the price down; this is why homes can be purchased and sold as a result of negotiations, which could take time, if you're fortunate, or more time, if you fulfill customers who really want your house but don't want to pay the price you're asking for.

**It's interesting what kind of justifications customers/buyers will come up with to persuade you to reduced your price. "But your backyard needs a lot of tending"; "The kitchen area floor tiles are not in good shape and we'd have to substitute them ourselves"; or "But your house is near a graveyard (or a jail or a quarry), who'd want to buy your house?"**

**Don't let customers run you and your house down in the dirt. If you want to unburden yourself easily of your residence because you've got an essential journey planned or you need to make a counteroffer on another residence, then by all means you should lower your price.**

**However, if you're assured that your residence is worth more (based on the bids you've obtained so far), then be firm with your price.**

**Buyers will always take advantages of those circumstances where you show a little doubt about the price. Tell them your price is firm and nonnegotiable -- you're not ready to negotiate any deals at this time.**

### **Tip 92: There's nothing wrong with being honest**

**When negotiations start, keep in mind loyalty is still the best plan. There is this great enticement to get selfish and you bid against your customers/buyers. Don't...I Repeat Don't. You may end up still owning your house a few months later because the bidders couldn't keep up with the price.**

**The more essential concern for you is not how much huge amounts of cash you can get above your original price, but if you're a decent human being, your # 1 issue should be who, among these customers, will pay me for what I asked for and take proper care of my house the**

way I did?

### **Tip 93: My house is your house now**

Once you've discovered a customer for your house and all the terms have been mentioned and agreed upon by both parties fulfillment, the next step is to exchange ownership of the house. Since you're on your own, you'll need to start the documentation yourself. Lets get the ball rolling!

This is where the govt can help you. The US Department of Housing and Urban Development Center has published a guide called "Settlement Costs". It is 100 % free and contains useful recommendations on settlement issues (the booklet headline may have been modified, check with your city government).

From this guide, you'll be able to choose who to consult with with regards to the different actions of the closing procedure. You will need a attorney (or notary), or an escrow organization or your economical bank institution. Agreement techniques differ from state to state and from nation to nation.

### **Tip 94: How easily will he or she negotiate this issue for me**

After you have selected your settlement broker, get the name of the settlement broker of your customer/buyer and offer this to your own broker.

The way it works, is the two brokers/agents will then work together to get in touch with the economical bank institutions, arrange for title searches and title insurance, drawup the sale agreement and

determine any other fees that have to be compensated.

Settlement brokers/agents don't work the same rate of speed as other agents. If you think that the procedure has delayed and it's not your agent's mistake, then your buyer's broker may be causing the setbacks. If setbacks become significant issues, you may want to seriously consider the next customer on your list, but inform the first customer that you can't manage or afford to wait anymore.

### **Tip 95: This includes just about everything**

When settlement detailed information are completed, a agreement is drawnup. The agreement must consist of the following details:

- **Amount/location of property**
- **Moment or time of the sale**
- **Transfer of the funds or cash**
- **Items included in, and omitted from, the sale**
- **Conveyance of title**
- **Apportionment of charges to be paid**
- **Insurance plan matters**

And other such aspects that are generally parts of a sale contract for private property. If there are any conditions that you don't comprehend, have your attorney describe them to you. Ask questions until you're satisfied that everything is crystal clear.

### **Tip 96: Can we modify this a little bit**

Be ready for demands from the customer to alter areas of the agreement. Don't vocally accept to anything until your lawyer verifies that the requested for changes are to be able.

This aspect of the procedure may take more time than you predicted. Lawyers are intelligent creatures and will make every attempt to get the most for their customers. They're only doing their job, and they're doing what they're best at – disagreeing and haggling.

It is up to your attorney to secure your interests-- so hopefully, the attorney you employed is a 'Pit Bull' so-to-speak and intelligent as your buyer's lawyer.

When agreement discussions are going on, ask your lawyer's opinion as to the pros and cons of agreeing or disagreeing with a particular stipulation. Discuss potential consequences and how modifying a stipulation could jeopardize your privileges as a seller.

And if you do accept to alter a stipulation, make sure all changes are put in writing either within the body of the contract or as an addendum.

### **Tip 97: It comes down to the money**

Ask your attorney about asking for a down payment, also called "Earnest Money" from the buyer. Some agreements require it to secure the seller: This down payment transaction will usually make the customer honor his or her commitment to buy the residence within a fair amount of time.



**Exactly what is 'Earnest Money'?.** It fairly requires the customer/buyers to complete a mortgage with his or hers economical bank institution, to have the residence examined within a reasonable time and to be ready to negotiate by a certain date.

This down payment transaction is not returned back to the customer should the sale not take place. Down payment expenses may vary from \$1,000-\$1,500 to as much as 10% of the sticker price and is kept in escrow by your settlement broker.

### **Tip 98: Traversing the T's and covering the I's**

As soon as all documentation is final and both parties are ready to sign the agreement, the settlement (also known as closing in some parts of Canada) occurs in either of the following places: the settlement agent's workplace, economical bank institution, insurance workplace, or anywhere where you and the customer/buyers and your respective agents accept to fulfill and sign documents.

This is the day you will probably get the greatest cash windfall in your lifestyle, and when someone else takes ownership of your house.

You can take a deep breath and feel your blood pressure turn to normal again when that check is presented in your hands, and you and your furniture, etc are physically out of your house!

### **Tip 99: Say What, you've changed your mind**

Expect back door surprises. A deal cope can go south, so-to-speak

because:

- The customer could not get funding and has no money of his/her own.
- Something went incorrect with the title search or an insurance details was not handled.
- Someone instantly is scared and wants to back out of the deal.

**or**

- Some individual emergency circumstances – like a unexpected death of a close relatives members or hospitalized (sickness) – are forcing the parties not to go through with the deal.

Whatever happens, just make sure you're not strolling down a road of economical damage.

### **Tip 100+: You're willing to pay more for my house**

When you put an ad for your house, and the price looks reasonable to the share of customers that are out there, you'll get end customers/buyers.

**End customers are customers who are looking to buy a house to live in.**

**You'll also get expert customers – they consist of actual estate brokers looking for homes to buy, contractors expert in remodeling and selling homes or designers who want to buy the residence because of the area.**

**Don't be scared of the expert customers, because they know the real value of your house. They'll force the bidding price greater because they know what they're doing, and by pushing up the price, they weeding off the end customers who eventually fall out because the price is beyond their budget.**

**If an experienced customer offers you a price for your house that will satisfy you, then by all means, go with the professional customer.**

### **Tip 101: Eliminating tire-kickers or the curious**

**If after you place your ad, you get 100 cellphone calls, don't get relaxed thinking that your house is going to be marketed instantly.**

**The fact is, of those 100 cellphone calls, less than 50 percent are serious buyers. Or 50 percent of them want your house but don't have the means to buy it.**

**Of that collection, there is only 1 truly qualified customer, and that qualified customer is the one who can offer the cash when it's time to offer it. The other 99 are just "probably" customers/buyers and may not have the cash on hand immediately.**

## **Conclusion**

**These recommendations tips are offered as your beginner kit. You'll now need to make up your mind about whether you still want to go in at it alone. Many have done so; and after they've marketed their first house, they wouldn't think twice to do it again!**

**Knowledge is your strength, that's how the conventional saying goes. And it's more significant when you're selling your house. Soldiers don't go to fight without their orders, plans, charts and guns.**

**Entrepreneurs don't make organizations that will one day flourish without details of the item or service they want to peddle or sale.**

**Surgeons don't go into the operating work space without knowledge of their individual patient – his or her illness and the medication he/she taking.**

**As a new seller, these 100+ recommendations are your ammo, your primary knowledge. And it's up to you to use them to your benefit. You want this encounter to be a win-win situation.**

**After all, aspect of your value as a individual is linked with your house. Your residence is a representation of the long decades of blood, sweat and tears and savings you've put into it.**

**If you're about to sell your house and the marketplace in the United States of America is at an all-time low with all the foreclosure going on -- but that's not in every State and surely not in all countries**

around the globe. You can still make a decent amount of money selling your house, you just have to do a little more work, but not that much.

Look, regardless what the experts may say -- the real estate market is still 'Hot'...if it wasn't, why are we still building? That cash windfall you've always imagined is right there in your face. Your house will offer you a new beginning. So I hope you've taken proper care of it. When you sign those settlement documents, it's your house's turn to take care of you.

**Best of luck to You!**



**How would you like to make some extra**

**CASH? Become a 'Bird Dog'...What's a Bird Dog? Check out our Free video to get the full details today. Go to:**

**<http://tinyurl.com/ogjde3y>**

**Note: If you have trouble clicking the link above ( Copy & Paste into your Internet browser).**