



Five Things Every Buyer Will Want To Know About Your Home

(and telling them could mean a FASTER SALE!)

Today's homebuyers are die-hard information seekers, and the internet makes getting information very easy. However, there are FIVE basic questions that all buyers will have about your home, and they'll be looking to you to provide the answers. And the sooner you provide the answers...the greater the likelihood that **your home will get SOLD quicker**.

1. **What does it look like?** Intrigued by the 'For Sale' sign, the buyer will most likely write down your address. But before they can even get back home to the computer, they'll likely use their cellphone to find your home's listing on the internet to see if there are any pictures available. As your listing agent, I will give your home it's own unique website address (for example: www.6431CastlefinWay.com) and with a custom made sign rider, buyers stopping in front will see a message directing them to send a text message to a unique number, and photos of your home will automatically be sent to their cellphone.
2. **Have you done any upgrades recently?** Buyers are value shopping. When buyers look at homes, they want to have the ability to do cosmetic enhancements that suit their tastes at their own pace. Buyers see the 'need' to upgrade as a *turnoff*, so one of the ways to make your home shine is to itemize the improvements that you've done. As your listing agent, I prepare a 'Feature Sheet' that details everything you've done to enhance the value of your home.
3. **How old are the operating systems?** We have a saying in real estate that when it comes to repairs, "sellers think in hundreds, and buyers think in thousands." Buyers tend to become nervously overwhelmed when it comes to maintenance repairs, and when a repair is obvious, they are likely to overestimate the repair cost during negotiations. In addition to itemizing the cosmetic enhancements that you've done, it's also important to note to buyers how new the HVAC system is, point out that you have a service agreement for termite prevention, indicate when the roof was replaced. These maintenance items help put buyers at ease about purchasing your home.



"I always knew what was going on because you supplied complete lists of what to expect." - Cathy Rodriguez.



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4. **What are the average utilities?** It's a good thing when a buyer asks this question because it means they're really interested in your home. Everyone is energy conscious, and when it comes to budgeting, buyers want to know what to expect in monthly utilities. As your listing agent, I will provide you with a 'Utilities Sheet' so that you can show future buyers the record of your utilities.
5. **How much is this really going to cost?** Every buyer agent should ensure that their buyer is qualified prior to showing your home. Even if the buyer is qualified and has been approved for a mortgage, these information seekers are still looking for details, details, and more details. As your listing agent, I will have my preferred lender prepare a 'Financing Sheet' that offers different financing scenarios. Buyers will see an estimate of what the monthly payment and closing costs at the current market interest rates.

Percentage of Net Sales Price to Original List Price	
McEneaney Associates	94.7%
Keller Williams	94.4%
Jobin	93.9%
Re/Max	93.7%
Coldwell Banker	93.5%
Prudential Caruthers	93.5%
Long & Foster/Miller	92.9%
Weichert	92.7%
Century 21	92.7%
Fairfax Realty	89.6%

"Our home was under contract in 30 days after listing. We really appreciated Tamara's calm reassurance and expert advice throughout the entire process. Tamara was the outstanding professional we were looking for and having her work with us made a stressful time a wonderful success!"
 - Dennis and Elke Tucker

Average Number of Days on the Market	
McEneaney Associates	55.6
Jobin	58.0
Keller Williams	61.9
Long & Foster/Miller	69.9
Coldwell Banker	69.9
Re/Max	70.2
Century 21	70.7
Prudential Caruthers	75.0
Weichert	76.7
Fairfax Realty	90.0