

EagleKing Realty



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House Selling Process

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House Selling Process

With more than ten years of experience behind us, our office offers comprehensive services for all aspects of the selling process. We are dedicated to your satisfaction and promise to work with your interests in mind, while offering competitive commissions.

Our professional trained agents (Realtors) are prepared to manage the selling process from start to finish, beginning with determining an appropriate selling price. Eagle King Realty offers a Current Market Analysis (CMA) to anyone thinking about selling his or her home.

Our professional agents are trained to handle the seemingly endless number of changes, conditions, and addendums that such a process often entails. We strive to ease your stress, and work to accomplish all of your goals throughout the selling process.

Call & Contact one of our Seller's Agents now at (508) 230-2448

The first step of the process is to complete a current Market Analysis on your property. A Market Analysis is a matter of extensive research into the current selling rate of other properties in the area, selling rate of similar homes, and market trends. Eagle King Realty offers a Free Current Market Analysis (CMA) to anyone thinking about selling his or her home. Get your Free Current Market Analysis (CMA) now.

Setting the Price

A major of the selling plan is setting the list price. ***If a home is priced too low, it may cost you money. If a home is priced too high, potential buyers may be scared away.*** To determine the best asking price review the cost of recently sold homes, evaluate the competition and study marketplace trends. **Eagle King Realty** Sales Associates are trained to use this information to help you reach the right asking price. It is also helpful to discuss other terms and conditions, such as timing and items that can be included with the sale of the home. Both of these can make your home more attractive to potential buyers.

Several ways to determine the value of a home.

- ❖ An appraisal is a professional estimate of a property's market value, based on recent sales of comparable properties, location, square footage and construction quality. This service varies in cost

depending on the price of the home. On average, an appraisal costs about \$300 for a \$250,000 house.

- ❖ A comparative market analysis is an informal estimate of market value performed by a real estate agent based on similar sales and property attributes.
- ❖ You also can get a comparable sales report for a fee from private companies that specialize in real estate data or find comparable sales information available on various real estate Internet sites.

How much are your home worth and our agents will get the information you need to make an informed decision. The FREE Recent Home Sales Report includes some or all of the following information about homes that recently sold in your area:

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- ❖ Sale price
 - ❖ Date of sale
 - ❖ # of bedrooms
 - ❖ # of bathrooms
 - ❖ Square footage
 - ❖ Age of construction

Advertising your property

The next step of the process is advertising your property to prospective buyers. We offer unique marketing techniques that give you faster results and peace of mind. These techniques are designed for maximum exposure while targeting a specific audience. Your listing will be featured on our website and MLS, where thousands of potential buyers interested in property in Massachusetts visit every day. These potential buyers will have access to your property information 24 hours a day, seven days a week. Eagle King Realty tailors a unique marketing campaign, specifically designed for your property, featuring print and internet advertising, color brochures, open houses, and a host of other innovative and effective sales techniques.

Ask Our Agent and how EagleKing Realty can help you to sell your house.

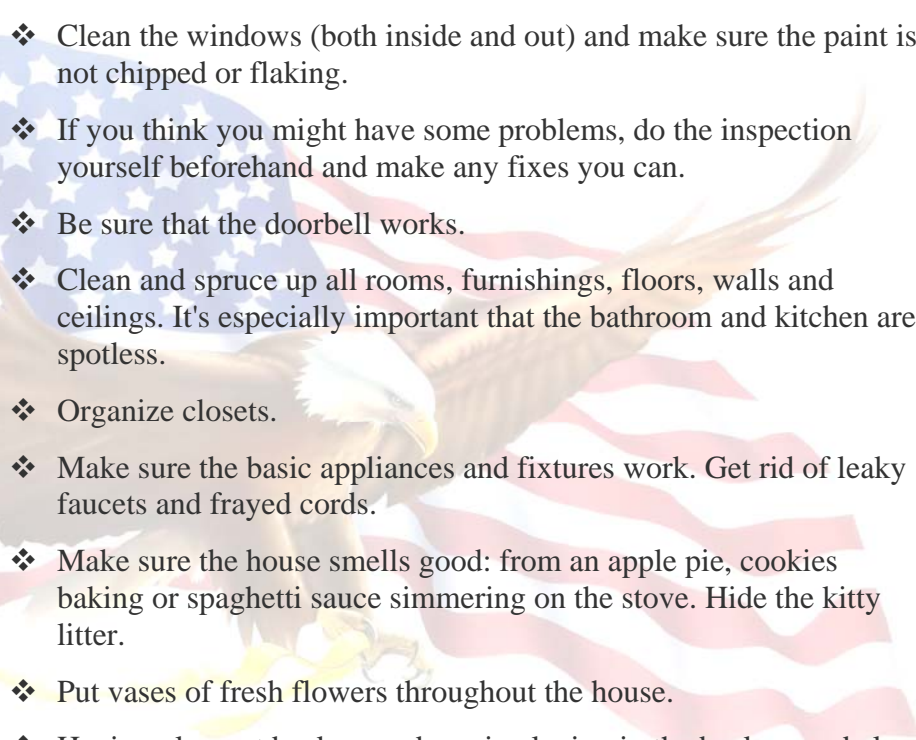
Having a Seller's Agent on your side during the negotiations process is what many sellers find to be the most beneficial aspect of using a Seller's Agent. The Purchase and Sale Agreement is a legal document of the exchange of your property with set terms that bind all parties. In many cases, your future plans are contingent upon this sale and ensuring proper terms is essential. Having a Seller's Agent prepare this document with your best interests in mind saves you time and money and lessens your stress.

Preparing your house for sale

Now it's time to get your home ready for the spotlight. Start with a good cleaning, then eliminate any clutter, add a fresh coat of paint and tidy up the yard.

Doing whatever you can to put your house's best face forward is very important if you want to get close to your asking price or sell as quickly as possible.

Here are several ideas for making your home show better:

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- ❖ Sweep the sidewalk, mow the lawn, prune the bushes, weed the garden and clean debris from the yard.
 - ❖ Clean the windows (both inside and out) and make sure the paint is not chipped or flaking.
 - ❖ If you think you might have some problems, do the inspection yourself beforehand and make any fixes you can.
 - ❖ Be sure that the doorbell works.
 - ❖ Clean and spruce up all rooms, furnishings, floors, walls and ceilings. It's especially important that the bathroom and kitchen are spotless.
 - ❖ Organize closets.
 - ❖ Make sure the basic appliances and fixtures work. Get rid of leaky faucets and frayed cords.
 - ❖ Make sure the house smells good: from an apple pie, cookies baking or spaghetti sauce simmering on the stove. Hide the kitty litter.
 - ❖ Put vases of fresh flowers throughout the house.
 - ❖ Having pleasant background music playing in the background also will help set your stage.

Ask our professional agent about other Preparation Guide that can help boost a home's curb appeal and impress potential buyers once they're in the door. One way to make a home more attractive is to purchase a Home Protection Plan. This insurance protects you, the seller, from paying repair or replacement costs of major items during the listing period. It also protects the buyer during their first year of homeownership.

In addition, make sure you are aware of all the federal, state, and local disclosure laws. This information can be obtained by the specific local and federal government agencies or from your professional agents.

Protecting Yourself

Here are some things you can do to make the process safer. In some cases, a home sale can also be an invitation for danger.

- ❖ Ask for identification
- ❖ Ask for pre-approval letters
- ❖ Lock up and hide collectibles and valuables
- ❖ Remember "For Sale" signs bring in buyers. Do not allow your children to open doors to strangers.
- ❖ If you have pets, make sure they are controlled
- ❖ Remove any dangerous items
- ❖ Talk to your CENTURY 21 Sales Professional about additional safety tips to help protect you and your family.

Most important factors when selling a home

The price and condition are the two most important factors in selling a home, even in a down market. The first step is to price your home correctly. Use comparative sales information from your agent, or pay for a professional appraiser to objectively evaluate your home's worth.

Go through the house and repair any obvious cosmetic defects that could deter a buyer.

In a down market, you may have to consider lowering your price and/or making a major repair, such as replacing the roof, in order to lure a buyer. Also, make sure that your home is getting the exposure it deserves through open houses, broker open houses, advertising, good signage and a listing on the local multiple listing service or online listings provider.

If this isn't happening, take it up with your agent or agent's broker. If you are still not satisfied you are getting the service you need, you may have to switch agents.

Making the Deal

When the buyer has made an offer, it is time to negotiate. Your real estate professional will guide you through this process and help you arrive at an acceptable price, terms and conditions.

Once you have accepted an offer, help keep the deal together by meeting deadlines and criteria, including home inspections, appropriate buyer visits, scheduled deposits and other steps. In fact, during this period there may be a renegotiation of the accepted offer price depending on the outcomes of these visits.

As the closing nears, you may also need to perform repairs or do additional work to the house as agreed upon in your contract. In addition, you will need to have the house "broom clean" prior to the closing so that the buyer can complete a final walk through.

When you finally arrive at the closing table, come prepared with the appropriate certificates and approvals as required by your town, county and state. Ask the appropriate agency or get a list of what you need from your professional agents. Once the money has exchanged hands and all the papers signed it's time to hand over the keys and concentrate on your next big project - getting YOUR new home in order.



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