

Home Seller Guide



Branch Manager/Managing Broker
Windermere Northlake
206-228-2392
jsharrah@windermere.com

Joni Sharrah

Your Real Estate Advocate



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Joni Sharrah - Managing Broker

Windermere Real Estate/Northlake
206.228.2392
jsharrah@windermere.com
www.jonisharrah.withwre.com



You'll Never Need to Turn to the Yellow Pages Again!

Over the years I have established a network of professionals in various fields that I trust and am confident referring to others. If you would like a recommendation for any of the following services, *please circle that group.*

Professionals

- Financial Planner
- Mortgage Consultant
- CPA-Tax Consultant
- Attorney
- Insurance Agent
- Dentist
- Medical Doctor
- Optician
- Photographer
- Car Dealer/Mechanic
- Other: _____

Home Maintenance

- Handyman
- Heating and Air
- Lawn Care/Maintenance
- Landscape Architect
- Interior Decorator
- Carpet Cleaner
- Plumber
- Window Repair
- Remodeling Contractor
- Shelving



My Mission is to Deliver an Experience that is Deserving of Your Referrals!

Take a Good Look

This is the closest thing to a billboard you'll ever see from me.

Why?

Because I work on a "Referral Basis". This means that 100% of my business comes from folks like you who introduce me to family members, coworkers, and friends who need my help.

I am committed to delivering such an outstanding real estate experience that you can't help but tell others about me, rather than trying to come up with a clever catch phrase for you to view on a billboard as you drive down the freeway.

I know that the best billboard I can invest in is you. I look forward to serving you and creating an experience that you will tell others about.



Top Five Selling Mistakes

As You Begin Your Home Selling
Journey Be Cautious Of:

Selecting the wrong agent

Overpricing your home

Being inflexible

Not packing up your belongings

Failing to secure financing for
your next home

88 Types of Turbulence

Things That Might Go Wrong During Your Transaction

The Buyer/Borrower:

1. Does not tell the truth on loan application.
2. Has recent late payments on credit report.
3. Finds out about additional debt after loan application.
4. Borrower loses job.
5. Co-borrower loses job.
6. Income verification lower than what was stated on loan application.
7. Overtime income not allowed by underwriter for qualifying.
8. Applicant makes large purchase on credit before closing.
9. Illness, injury, divorce or other financial setback during escrow.
10. Lacks motivation.
11. Gift donor changes mind.
12. Cannot locate divorce decree.
13. Cannot locate petition or discharge of bankruptcy.
14. Cannot locate tax returns.
15. Cannot locate bank statements.
16. Difficulty in obtaining verification of rent.
17. Interest rate increases and borrower no longer qualifies.
18. Loan program changes with higher rates, points and fees.
19. Child support not disclosed on application.
20. Bankruptcy within the last two years.
21. Mortgage payment is double the previous housing payment.
22. Borrower/co borrower does not have steady two-year employment history.
23. Borrower brings in handwritten pay stubs.
24. Borrower switches to job with a probation period.
25. Borrower switches from job with salary to 100% commission income.
26. Borrower/co borrower/seller dies.
27. Buyer is too picky about property in price range they can afford.
28. Buyer feels the house is misrepresented.
29. Veterans DD214 form not available.
30. Buyer comes up short of money at closing.
31. Buyer does not properly "paper trail" additional money that comes from gifts, loans, etc.
32. Buyer does not bring cashier's check to title company for closing costs and down payment.

The Seller:

33. Loses motivation to sell (job transfer does not go through, reconciles marriage, etc.).
34. Cannot find a suitable replacement property.
35. Will not allow appraiser inside home.
36. Will not allow inspectors inside home in a timely manner.
37. Removes property from the premises the buyer believed was included.
38. Cannot clear up liens -- is short on cash to close.
39. Did not own 100% of property as previously disclosed.
40. Encounters problems getting partners' signatures.
41. Leaves town without giving anyone Power of Attorney.
42. Delays the projected move-out date.
43. Did not complete the repairs agreed to in contract.
44. Seller's home goes into foreclosure during escrow.
45. Misrepresents information about home and neighborhood.
46. Does not disclose a II hidden or unknown defects and they are subsequently discovered.

The Realtor(s):

47. Has no client control over buyers or sellers.
48. Delays access to property for inspection and appraisals.
49. Does not get completed paperwork to the Lender in time.
50. Inexperienced in this type of property transaction.
51. Takes unexpected time off during transaction and can't be reached.
52. Misleads other parties to the transaction -- has huge ego.
53. Does not do sufficient homework on their clients or the property and wastes everyone's time.

The Lender(s):

54. Does not properly pre-qualify the borrower.
55. Wants property repaired prior to closing.
56. The market raises rates, points or costs.
57. Borrower does not qualify because of a late addition of information.
58. Lender requires a last-minute second appraisal or other documents.
59. Lender loses a form or misplaces entire file.
60. Lender doesn't simultaneously ask for all needed information.
61. Lender doesn't fund loan in time for close.

The Property:

62. County will not approve septic system or well.
63. Termite report reveals substantial damage and seller is not willing to fix.
64. Home was misrepresented as to size and condition.
65. Home is destroyed prior to closing.
66. Home is not structurally sound.
67. Home is uninsurable for homeowner's insurance.
68. Property incorrectly zoned.
69. Portion of home sits on neighbor's property.
70. Unique home and comparable properties for appraisal difficult to find.

The Escrow/Title Company:

71. Fails to notify lender/agents of unsigned or unreturned documents.
72. Fails to obtain information from beneficiaries, lien holders, insurance companies or Lenders in a timely manner.
73. Lets principals leave town without getting all necessary signatures.
74. Loses or incorrectly prepares paper-work.
75. Does not pass on valuable information quickly enough.
76. Does not coordinate well, so that many items can be done simultaneously.
77. Does not bend the rules on small problems.
78. Finds liens or other title problems at the last minute.

The Appraiser:

79. Is not local and misunderstands the market.
80. Is too busy to complete the appraisal on schedule.
81. No comparable sales are available.
82. Is not on the Lender's "approved list."
83. Makes important mistakes on appraisal and brings in value too low.
84. Lender requires a second or "review" appraisal.

Inspectors:

85. Pest inspector not available when needed.
86. Pest inspector too picky about condition of property.
87. Home inspector not available when needed.
88. Inspection reports alarm buyer and sale is cancel led.



A Powerful First Impression

An inside look at Tips for Staging Your Home.

- Open curtains to allow sunlight in-this enlarges the room.
- Air out rooms before a showing.
- Keep floors vacuumed-steam clean carpets so they show clean and fresh!
- Have live plants or flower arrangements around. Flowers add freshness, color and make a house a home.
- Spot clean walls-especially by light switches and doors.
- Remove from countertops as many objects as possible such as toaster, blender, etc.
- Take out the garbage.
- Clean appliances, especially the oven. New burner pans are good! Clean the windows. Fix leaky faucets.
- Clean the light fixtures and put in higher-wattage bulbs.
- Tighten all door knobs. Remove worn rugs.
- Keep a set of guest towels on hand to put out before showing.
- Remove items you don't need from your closets; buyers like to see ample storage.
- Fix any damaged doors or drawers.
- Don't burn incense. Empty clothes hampers.
- Turn on all lights throughout the house before showing.
- Find a temporary home for pets.
- If it's a cold day, have a cozy fire burning!
- Open shower curtain to enlarge the room...replace curtain if needed. Keep lawn in good repair -cut, fertilize, and edge regularly.
- Mend fences as needed.
- Remove any debris cluttering the yard.
- Paint as needed -shutters, trim, entire house, and especially the front door!
- Keep cars in garage -put your home in the spotlight!
- Clean out the garage for the look of more space.
- Remove grease spots from driveway/garage floor.

Paying close attention to the little things adds up to a big return.



How Value is Determined

Your House Through the Eyes of:

- ...Yourself
- ...Your Lender
- ...Your Buyer
- ...Your Appraiser
- ...Your Tax Assessor

Everyone sees the value of your house differently...

The highest realistic price for your home will ultimately be determined by the market. It is highly unlikely that a buyer will pay more for your property than would have to be paid for a similar property with like amenities and features. All other considerations aside, homes that do not meet the current competition in price and terms simply do not sell.



Reasons Sellers May Overprice



Poor Advice

Often a home will be overpriced because the Realtor is afraid to explain the true market value of the home to their clients.

Bargaining Room

Buyers sometimes offer low, but they may not offer anything at all when your home is overpriced. It is better to hold firm at the "fair market value" than to never receive an offer.

Testing the Market

Testing the market when you really don't need to sell can cause a property to become "shopworn." Realtors and their buyers will often overlook the property when you are truly ready to sell.

Lack Factual Data

Value must be based on recent, documented sales prices. Many times a neighbor will exaggerate their actual sales price in order to protect their ego.

Over-Improved the Property

Improvements should be made for enjoyment, not just for resale. You cannot add an item to a home, select it to your style, use it, and then expect a buyer to pay the original cost.

Need More Proceeds

An owner's need for money does not increase the value of the home. Values are location specific. High values in the destination do not increase the value of the existing home.



Risks of Overpricing

Window of Opportunity

When a home first goes on the market, it generates excitement among Realtors and the backlog of prospects with whom they are working who are immediately interested in purchasing property. If they are discouraged by the price, no offers will be presented and the long, drawn-out process of finding a new buyer begins.

Shopworn

The perception of a listing which stays on the market for a long time is that it becomes "shopworn," much like merchandise in a store when it has been picked over by many buyers. Some buyers assume there must be something wrong with the property.

Ultimately Sell for Less

Starting out high and periodically reducing the price causes a property to become stale. By the time a home is finally reduced to the market value, it may be too aged for a buyer to offer full price. Did you ever ask how long a home has been on the market? What conclusion did you draw?

Longer Marketing Period

Homes priced above market value take longer to sell. In fact, at some percentage over market, no reasonable amount of time will produce a sale. Even when priced right it may require a month or more of exposure to sell your home depending on the current real estate market.

House Does Not Sell

The greatest risk of overpricing your home is that after months of the inconvenience of preparing and showing your home, it does not sell. Buyers have become more and more sophisticated. As a rule, a buyer simply will not pay more for a home than market value.

Be Cautious of Appreciation

Depending on the current real estate market, waiting for top dollar from the home you are selling could actually end up costing you more money. If you are considering purchasing another home, it may appreciate in value and cost more to purchase. Generally, it will be more than the extra couple of dollars you were holding out for.





World-Class Service, World-Class Introductions

When buying or selling property outside of our local market, our world-class connections can help with real estate needs throughout our continent and to points around the globe.

We can assist you anywhere in the world. As an affiliate of Leading Real Estate Companies of the World®, we have access to the highest caliber of real estate professionals in over 70 countries and across six continents.

Let us introduce you to a carefully selected sales associate that will provide you with extraordinary service—anywhere your real estate needs take you. Our global network is comprised of the very best real estate companies and the most talented professionals in the world. These associates ensure personal service with access to quality real estate connections. This level of service and quality is the reason why a meaningful introduction is made through our network every five minutes.

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

OVER 70 COUNTRIES
550 FIRMS
4,600 OFFICES
135,000 ASSOCIATES
1.1 MILLION TRANSACTIONS
\$257 BILLION IN SALES


Windermere
REAL ESTATE

Years of Experience, Credentials to Back Them Up



As a Master Certified Negotiation Expert, I have been trained in advanced negotiating tactics and approaches. This training enables me to approach your negotiations with confidence and professionalism. Your real estate negotiations will be handled with skills such as strategic planning, conflict resolution, leading to less stress, and better results.



When you hire an ABR® before you look for a home, you'll be served, not sold. I love to earn your business and your interests become my interests. With me, you'll be working with a Broker who has gone the extra mile by completing specialized training in delivering the best in buyer representation services. Plus, a REALTOR® who has an ABR® Designation also has an established track record, with proven experience in representing the concerns of home buyers and negotiating on their behalf.

What Clients Are Saying

Joni is a first rate Real Estate Professional that is a cut above her contemporaries. Our firsthand experience with her as our representative for both sale and purchase of our home(s) showed her understanding of the market at both a regional and neighborhood level. Her assistance in staging our home for sale helped us come to market fully ready to show the home at its best and realize its best pricing potential. As our agent for buying our next home she was thorough and communicative beyond expectation. She maintains relationships with other service and financial professionals that help take the stress out of the home buying & selling experiences. Finally, Joni's ethical conduct is exemplary in her field. Her clients need not worry about their interests being fairly and professionally represented when they choose to work with her. - Jon H.

Working with Joni as my real estate agent was extremely rewarding. She is a rare agent whose primary focus is her client's best interest first and foremost. She works tirelessly to ensure her clients have all the education and resources available to them to make the best possible decision. - Brian S.



Not every Real Estate Agent is a REALTOR®.

Only real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS® (NAR) can call themselves REALTORS®. With over one million members, the NAR is America's largest professional association and is involved in all aspects of the residential and commercial real estate industries. As a REALTOR® I pledge to abide by the NAR's strict Code of Ethics, which is based on professionalism and protection of the public. Only REALTORS® are held accountable for their ethical behavior.



A Seniors Real Estate Specialist® is experienced and knowledgeable in meeting your specific needs and that can make all the difference in the world. A Senior Real Estate Specialist is a real estate agent who is uniquely qualified to assist the 50+ market in housing sales and purchases. The SRES® Designation is only awarded to realtors who have additional education to how on to help seniors and their families with later in life real estate transactions.

