



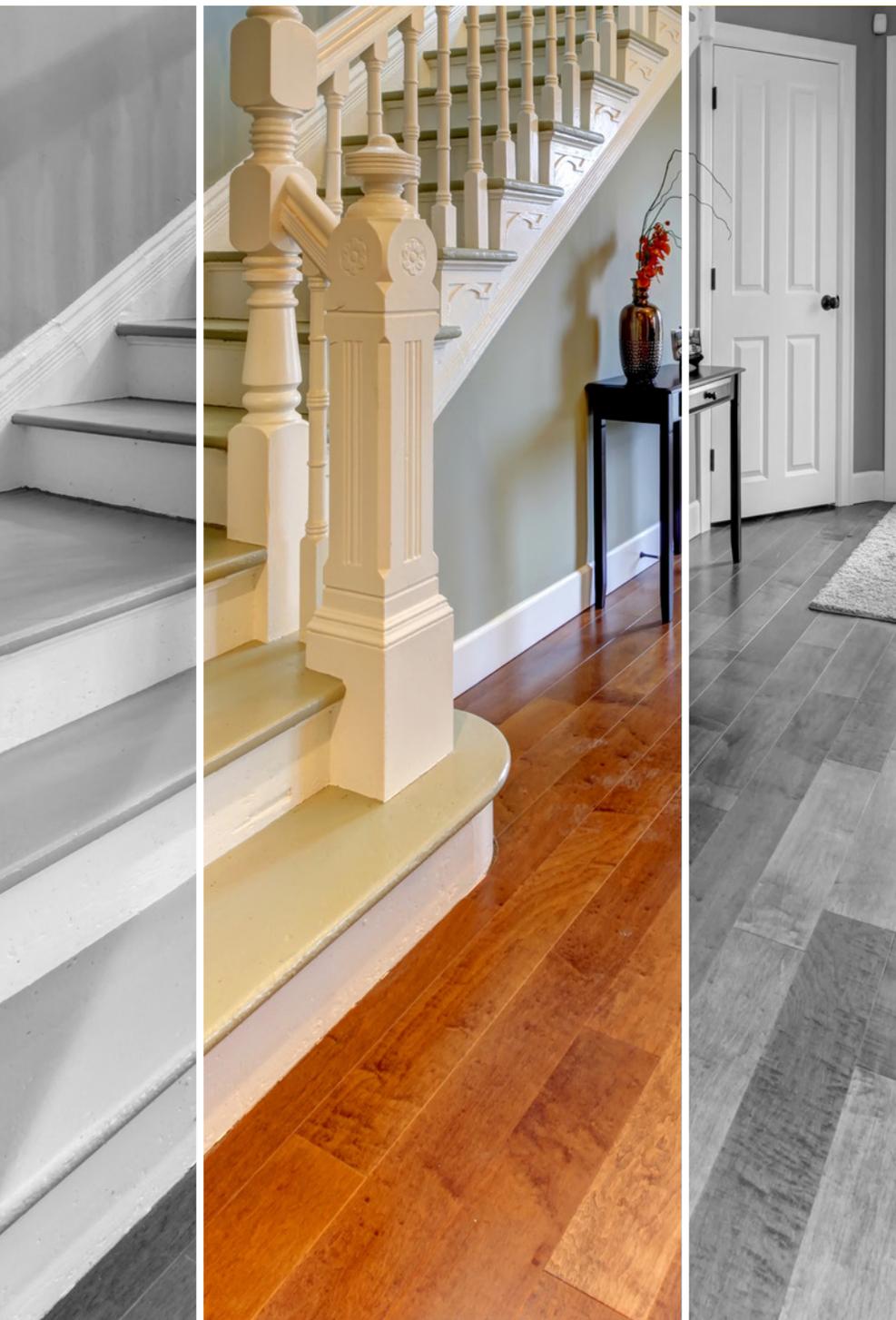
Getting your Home Ready for Market

SHORELINE REALTY

- Listing it for the Right Price
- Staging
- Marketing
- What Repairs are Needed Before Home is on the Market
- Curb Appeal
- Make Sure All Features of the Home are in Working Order (Light Bulbs, etc.)
- Prepare Home for an Open House
- Give Every Opportunity to Make This Sale Successful

PLUS:

- Let's find you a House!



a **SELLER'S
GUIDE**

Asking the Right Price



How do you price your home for sale?

An accurate Value for your Home is Most Important. How do we price your home for sale. Any mistakes that are made can cost you thousands of dollars.

To properly market your property, you must price your home very close to the current market value. Potential gains can be lost by over listing your home. Ask your Realtor for a professional Market Analysis.

Make sure your agent gives you all the up-to-date trends, including pending sales and expired listings.

Along with helping set the price, an agent can map out a marketing plan designed to bring the highest possible offer for your home.

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Be wary of online estimates of a home's market value, which may be significantly above or below true market value. A wealth of data is available, but there is no substitute for the informed, in-person judgement of a professional real estate agent. As one major real estate search portal states, its estimate "should not be used for pricing a home.



Realtors offer expertise in a variety of areas, including sales, market conditions, contracts, and the ins and outs of marketing and negotiating. About 90 percent of today's buyers purchase a home through a real estate agent or broker.
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Pricing Do's & Don'ts

Do's

DO seek the advice of a real estate professional.

DO make a list of the house's special features and any upgrades you have completed. Review that list with your agent.

DO look at the most recent sales for homes similar to yours. A real estate agent will have accurate and up-to-date information.

DO step back emotionally and prepare mentally to let go of your property. Once a house hits the market, it's time to stop thinking about the place as a home and start thinking about it as a marketable asset. Attitude makes a huge difference in all aspects of the sales process.

DO tally up estimated expenditures. Manage your expectations of any potential profit from the sale by calculating net proceeds. Items that usually affect the seller are the home's original cost and any remaining mortgage obligations, taxes, real estate commissions, repairs, closing costs and moving expenses.

DO consider offering purchase incentives:

- Buy and provide a home warranty
- Offer to negotiate furnishings or appliances that might move a buyer into a final contract

DO expect a qualified agent to have a compelling marketing plan.

Don'ts

DON'T be emotional and argumentative about price. If you insist on a higher than recommended price point, understand that the house may end up selling for less than fair market value after price reductions. Conditions of the homes, price, timing, and location are the main variables in real estate sales.

DON'T assume you can price your home based on the amount you paid. What matters is its value now, under current market conditions.

DON'T assume that offering a cash discount for a needed repair is as effective as getting the problem fixed. Buyers often don't want to deal with the hassle of repairs and would prefer a home in working order. Offer both options to see what the buyer wants.

DON'T expect that every upgrade or remodeling expense will provide a proportionate increase in your listing price. If you're undertaking projects specifically for a sale, take care to research which ones will provide the most bang for the buck in your area. Buyers everywhere love nice kitchens and baths, and it's interesting to note that limited makeovers of those spaces often have a better rate of return than full-scale redesigns and renovations. A little work can go a long way.

DON'T forget to check how the sale will affect your income taxes.



How to get the Highest Possible Offer



Home preparation

Getting your home ready for sale is no easy job. Your home needs to be clutter free and ready for professional pictures to be taken at all times. You can never take back a first impression. Not only does your Home need to look its best, it needs to make buyers feel like it's the only home for them. Address things like odors, squeaky hinges, sticky windows etc.

Buyer's don't have a schedule so your home must be ready to show at all times. Home inspections may go smoother if the look of the home is in great condition.

Your Realtor can give you tips on making your home ready for sale.



Tidy-up & Organize:

Simple cleaning and de-cluttering will go a long way toward making a house ready to show, For example:

- Steam clean existing carpet, clean tile and grout, and polish floors.
- Scrub bathrooms and kitchen to the point of sparkle.
- Dust and polish all furnishings.
- Dust or wash blinds, and wash or replace window treatments.
- Clean appliances inside and out.
- Clear all clutter such as toys, clothes, paper, files or piles of anything
- Organize items in boxes and create separate space for storage — don't stuff clutter in closets.
- Clean closets as much as possible. Donate or store unneeded clothing.
- Clean and organize drawers and cabinets.
- Don't forget the garage, basement and attic. While these areas are traditionally used for storage, make sure they are clean and uncluttered.
- Consider hiring a cleaning service on a weekly basis.
- Keep boxes and packing materials neatly in designated areas and don't block walkways.



Make repairs

Believe it or not, something as minor as a blown or missing light bulb can become a big deal during a sale. If a light doesn't come on when a home inspector flips a switch, you may find yourself facing a request that "non-working fixtures" be checked by a professional electrician.

Here are a few other common issues of the fix-it-now-or-hear-about-it-later variety:

- Plumbing leaks, including in fixtures such as jetted tubs
- Roofing defects such as missing shingles or damaged flashing
- Rotted or otherwise damaged trim or siding
- Loose handrails or deck rails
- Cooling and heating system deficiencies
- Unsealed or non-working windows

Quick takes:

- Do doors, cabinets and drawers open smoothly and quietly?
- Are the toilet seats presentable?
- Do any switch plates need to be replaced?

Freshen the Look

Everyone's taste in decor is different, but the universal decorating principle of real estate marketing boils down to one word: neutralize. A neutral palette offers buyers a move-in ready interior that won't clash with their existing furnishings.

- A good paint job in an off-white or pale neutral can do wonders.
- Updating decor on the most basic level can add pizzazz. A new window treatment or shower curtain may be just what the place needs.
- De-clutter or pack away displays of photos, collectibles and artwork. Your tastes may not translate and could hide shelf or wall space.

Don't Forget Scent

- Air out your home and replace air filters.
- Keep indoor pets clean and regularly clean their food bowls, cages, dedicated or enclosed pet areas, and litter boxes.
- Keep garbage out of the main living areas and put it out regularly.
- Consider using air fresheners but don't overdo it.

Create Curb Appeal

As any real estate professional will tell you, a house can't have too much curb appeal, and not only from the front view.

- Clean or paint your home's exterior.
- Touch up or clean exterior doors, garage door, trim, shutters.
- Clean and align gutters.
- Wash windows.
- Repair or paint porch, fences, gates.
- Reseal driveway and tend to walkways and steps.
- Tidy landscaping by removing weeds, trimming lawn and shrubs.
- Replace worn doormats.
- Remove out-of-season decorations and tone down ornate lawn or home adornments.

Staging your Home

What to do before opening your doors to buyers and their agents

After your home has had the necessary repairs and touch ups to have it in the best showing “shape” possible:

- Always have soothing music playing (the more soothing the better).
- Candles, fresh flowers, and plants to add to the ambiance.
- Baked goods are a fantastic way of bringing homey smells to your home
- If you have a fireplace, make sure it is burning.
- Turn on all lights and fans
- Open all window treatments to give your home a larger and brighter feeling
- Freshly washed towels in all bathrooms
- Closets organized
- Have a sign in sheet at your Open House
- All prescriptions and valuables need to be removed or secured
- Pets should not be in the home for an Open House



Preparing for an Open House

An Open House is a great way to market your home. Work with your Realtor to designate a time frame for the event. Open Houses often are held on the weekend to accommodate work schedules. Be mindful of government or seasonal holidays, and community or religious events that might reduce the number of visitors.

- You agent will likely promote the Open House about a week before it occurs. If your home isn't on a main road, it's a good idea to provide specific directions in advertising materials.
- Arrange for permission to hold the Open House if you're part of a homeowner association or community development district.
- As a courtesy, notify neighbors of the event. Some will stop in to satisfy their curiosity. They can provide word-of-mouth advertising.
- On the day of the Open House, make sure directional signs are properly displayed along common routes leading to your street, and put an “Open House” sign in the front yard.
- Keep your driveway clear to allow for parking.
- Potential buyers want to be candid while looking and feel pressure if the owner is present. Leave and let your agent handle the visitors.

Wants vs. Needs



Evaluating Prospective Homes

After you've set your priorities, it's time to search in earnest. As you find homes of interest, put them in a file and note which features match your list of needs. Ask your real estate agent for listing sheets describing the specifications and key features of the homes you tour. After seeing even a few houses, it can be difficult to remember details, so it's important to take notes. Compare each listing sheet with your ranked priorities sheet. Focus on your "1" items, and your "must-haves."

This exercise will help you focus your attention on the features that are most important to you. Using the numbers 1 through 3, rank each item below by level of priority. In some instances, you may have to write-in additional information for clarification.

1 = Mandatory

2 = Neutral

3 = No Desire

- | | |
|--|---|
| <input type="checkbox"/> One Story | <input type="checkbox"/> Outside Deck |
| <input type="checkbox"/> Two Story | <input type="checkbox"/> Brick Exterior |
| Minimum Number | <input type="checkbox"/> Siding Exterior |
| of Bedrooms ____ | <input type="checkbox"/> Wood Exterior |
| Minimum Number | <input type="checkbox"/> Stucco Exterior |
| of Bathrooms ____ | <input type="checkbox"/> Hardie Board Exterior |
| <input type="checkbox"/> Jacuzzi Tub | <input type="checkbox"/> Swimming Pool |
| <input type="checkbox"/> Separate Shower | <input type="checkbox"/> Fenced Yard |
| <input type="checkbox"/> Half Bath | <input type="checkbox"/> Large Yard |
| <input type="checkbox"/> Garage for ____ Cars | <input type="checkbox"/> Landscaped Yard |
| <input type="checkbox"/> Carport | <input type="checkbox"/> Small yard or no yard |
| <input type="checkbox"/> Great Room | Natural Gas (water heater, |
| <input type="checkbox"/> Formal Living Room | kitchen, fireplace) |
| <input type="checkbox"/> Formal Dining Room | <input type="checkbox"/> Septic Tank |
| <input type="checkbox"/> Upgraded Kitchen Appliances | <input type="checkbox"/> Sewer System |
| Granite or Upgraded | <input type="checkbox"/> Waterfront Property |
| Kitchen Countertops | <input type="checkbox"/> Golf Course Property |
| <input type="checkbox"/> Breakfast Nook | <input type="checkbox"/> Located in ____ school zone(s) |
| <input type="checkbox"/> Storage/Closet Space | <input type="checkbox"/> Close to public transportation |
| <input type="checkbox"/> Basement | Located within ____ miles |
| <input type="checkbox"/> Bonus Room/Play Room | from work |
| <input type="checkbox"/> Fireplace | Located within ____ miles |
| <input type="checkbox"/> Hardwood Floors | from _____ |
| <input type="checkbox"/> Inside Laundry Room | In a neighborhood with a |
| <input type="checkbox"/> Home office | ____ homeowners' association |
| <input type="checkbox"/> Covered Porch | |

Create a list of priorities, then stay organized to find the best match for you

Looking for a home to buy is similar to any shopping excursion. You can either act on impulse and risk buyer's remorse, or target your needs and find the perfect house. Before you shop, arm yourself with a list of priorities. Include features you need versus features you want in your new home. Do some research in local publications and on real estate websites like HomesAndLand.com to get a feel for the market and the inventory that's available.

Services You May Need



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by
Rick Foster

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Home Improvements and Inspections

Myrtle Beach SC

267-342-4655
rfoster552@aol.com

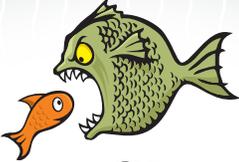


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Owner

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