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Charles Burt's _____
Home Sellers'
_____ Guide

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When selling your home, you should focus on three primary objectives:

1. Get the best possible price
2. Sell as quickly as possible
3. Sell as easily as possible

With knowledge, expertise, and experience a Charles Burt agent can help you achieve all of these objectives.

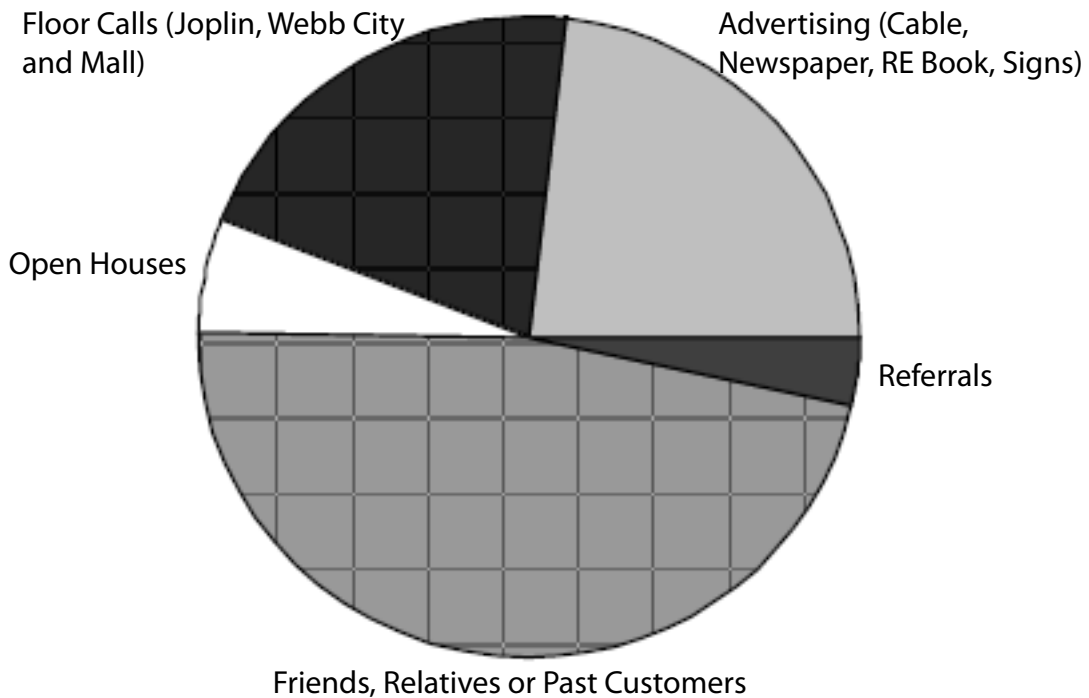
An important first step in this process is the Market Analysis. In order to find the best price for your home, we look at homes in your area which recently sold and homes that were put on sale but did not sell, as well as the current prices of homes in your area. By comparing this data just as a buyer would, we can determine the highest price at which your home is still likely to sell. By avoiding overpricing, you allow those sellers to make your home look even more attractive by comparison!

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Where Do Most Buyers Come From?

Sources of Buyers



* Sources Based on 1996 Client Follow-Up

As you can see, buyers come from a variety of sources. The knowledgeable seller doesn't just wait for buyers, but actively seeks them out through sources such as ads, friends and relations, and by taking advantage of the contacts that firms such as Charles Burt have made over time. We will use all of our resources to help find interested buyers, and with our knowledge of the market and negotiating skills, you can be sure that your home will sell.

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The Sale Of My Property

What factors influence the sale of my property?

Two kinds of factors influence how well your property sells, and for how much. General considerations are fixed; they need to be taken into consideration, but cannot be changed. Specific considerations are things you have a direct influence over.

General considerations include:

- ▶ Location
- ▶ Market conditions
- ▶ Competition

Specific considerations include:

- ▶ Listing price
- ▶ Terms
- ▶ Condition of property
- ▶ Advertising
- ▶ Ease of showing

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Showing Your Property

When selling your home, you want to give the best impression of it that you possibly can. The better your home looks to a prospective buyer, the more likely they are to purchase it, and the more they're willing to pay.

Many of these tips require no financial investment on your part. For those that do, be sure that you don't invest more into fixing up your property than you expect to get back when it sells.

As a start, here are some tips to follow when showing your home:

- ▶ Be sure that your home is as clean as it can be. Pay particular attention to the kitchen and bathrooms.
- ▶ Fix small problems such as leaky faucets, burnt out light bulbs, loose door knobs, broken or cracked windows, etc. They may not be important, but together they can leave the buyer with a negative impression of your property.
- ▶ The larger your house looks and feels the better. Box and store all unnecessary knick-knacks, clothing, toys, etc.
- ▶ Buyers look for storage space. Clean out your closets to make them look and feel bigger.
- ▶ Fresh paint can do wonders. If your house could use a fresh coat of paint, inside or out, consider making the investment--you will see a marked increase in buyer appeal.
- ▶ A well-lit house looks larger, more spacious. Brighten your house as much as possible. Open drapes and blinds before showing; wash the windows to allow the sunlight to stream in. If your house is being shown in the evening, make

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Showing Your Property Cont...

sure the light bulbs in all fixtures are working and are bright enough to light the room.

- ▶ If you have pets, try to keep them out of the way, and make sure that their areas are clean and odor free.
- ▶ The outside of the house is a buyer's first impression. Keep the grass cut and the yard in general repair. If necessary, consider making repairs to the gutters, eaves, siding, and anything else that may detract from your home's appearance.
- ▶ Soft music on the radio can be appealing if turned down low. You should leave the TV off, as it may distract or even irritate the buyer.
- ▶ Make sure jewelry and other valuables are put away in a safe place. It is rare for there to be any kind of problem, but it's always better to be safe.
- ▶ It is best not to be at home when your property is being shown. The buyer will stay longer and talk freely. Trust the agents to show your house to its best advantage. Remember, they get paid when the house sells, so they are motivated to work hard for that to happen.
- ▶ If anyone wants to see your house who is not represented by an agent, refer them to your Charles Burt agent. We will screen them for your convenience and piece of mind.
- ▶ Put pots of flowers around the deck and patio if the season warrants it.

Remember, anything you do to increase positive impressions also increases your chance of selling your property for the price you want.

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Further Questions

We hope this small guide has been helpful to you as start the process of selling your home. If you have further questions, feel free to writer or call us--we're glad to help, even if you don't choose a Charles Burt agent to represent you.