

SELLER'S SECRETS

PREMIERE ONLINE REAL ESTATE SECRETS FOR THE HOMEOWNER!



COLLEEN HEMPHILL

BRINGING HOME RESULTS!

LISTING AND MARKETING CONSULTATION

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TABLE OF CONTENTS

○ PICKING THE WRONG REALTOR COULD COST YOU THOUSANDS OF DOLLARS	PAGE 3
○ HOW TO FIND AN AGENT	PAGE 4
○ WHY CHOOSE ME? WHY AM I SO DIFFERENT FROM OTHER REALTORS?	PAGE 6
○ SELLERS...WHAT YOU CAN EXPECT FROM COLLEEN HEMPHILL AS YOUR REAL ESTATE CONSULTANT!	PAGE 7
○ SELLERS...WHAT COLLEEN HEMPHILL EXPECTS FROM YOU AS CLIENTS!	PAGE 8
○ DECISION PROCESS	PAGE 9
○ MARKETING FOR SUCCESS...SELLER SERVICES	PAGE 10
○ WORKING WITH A REPUTABLE COMPANY	PAGE 11
○ DALLAS PRESTON ROAD...COMPETITIVE EDGE	PAGE 13
○ KELLER WILLIAMS DALLAS PRESTON ROAD	PAGE 14
○ KELLER WILLIAMS AWARD...INDIVIDUAL UNITS	PAGE 15
○ KELLER WILLIAMS AWARD...INDIVIDUAL GCI	PAGE 16
○ KELLER WILLIAMS AWARD...PIONEER AGENT RECOGNITION	PAGE 17
○ ABOUT COLLEEN HEMPHILL	PAGE 18
○ HOW TO SELL YOUR HOME	PAGE 19
○ KEY MARKET FACTORS	PAGE 20
○ PRICING YOUR HOME	PAGE 21
○ SELLING PRICE VS TIMING	PAGE 22
○ WHICH IMPROVEMENTS ADD VALUE TO YOUR HOME?	PAGE 23
○ HOME SERVICE CONTRACTS CAN AID BUYER AND SELLER	PAGE 24
○ PREPARING YOUR HOME FOR SALE	PAGE 25
○ NOW THAT YOUR HOME IS "ON THE MARKET"...OUR DUTIES	PAGE 27
○ UTILITIES PER HOMEOWNER	PAGE 28
○ PREPARING FOR THE OFFER	PAGE 29
○ PRESENTATION OF OFFERS	PAGE 30
○ NEGOTIATING THE SALE	PAGE 31
○ PROCESSING THE SALE	PAGE 32
○ CHECKLIST FOR MOVING	PAGE 33
○ INSPECTIONS	PAGE 35
○ CONTRACT TO CLOSE	PAGE 36

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PICKING THE WRONG REALTOR COULD COST YOU THOUSANDS OF DOLLARS.

95% of sellers who sell their houses are involved in one of the largest financial decisions they'll make in their lifetime; therefore, experience is a must.

Dear Home Seller,

This booklet will help you learn the ins-and-outs of selling your home and what it takes to achieve top dollar with minimal risk.

I am selective with my clients. The fact that you're downloading this booklet shows you are someone who cares about the process and wants to be educated. If you need an agent, or further advice, call me anytime and I will be more than happy to work with you. The majority of my clients are referred, because I meet my clients' needs and make their home selling process run smoothly.

The content of this booklet contains a vast amount of knowledge - from basic terms to steps in achieving top dollar for your home. The information is compiled for successful technique agents to use and obtain results. I'm sure you'll find the book informative, and I'm always available to answer your questions.

Why Am I Willing to Give This Information Away for Free?

I want my clients to feel comfortable in the process. The reality is that many people try to sell their home on their own. This booklet will help. Although I risk the loss of a client, most homeowners, who sell their home, find the process not to be worth their time or risk, so they end up hiring an agent.

If you are someone who already has an agent in mind, please use this information to ensure you obtain proper service. If you have *not* made up your mind, then I encourage you to compare that agent to what I have to offer. Although most people choose their agents based upon referrals, statistics show that some homeowners are not satisfied with their agent by the end of the process. The lesson here is to do your homework and make sure the person you are looking to use is more qualified than me. Otherwise the end result could cost you dramatically.

My website is one of my powerful tools to get my homeowners homes sold for top dollar. Few agents fail to learn the ins and outs of marketing a home sufficiently and instead ride the wave. My interest in being a leading agent allows me to help increase the size of the waves others enjoy riding.

My focus as an agent is to provide you with the utmost attention and ensure that I or my staff is meeting your needs on a consistent basis. As you review this booklet, you'll find key tools that will allow you to find success in selling your home.

CONSULTANT VS AGENT

<u>CONSULTANT</u>	<u>AGENT</u>
ADVISES & CONSULTS	DELIVERS INFORMATION
EDUCATES & GUIDES	TELLS & SELLS
INVOLVED IN DECISION PROCESS	STAYS OUT OF PROCESS
USES JUDGMENT & EXPERIENCE	FOLLOWS THE RULES & PROCEDURES

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HOW TO FIND AN AGENT

You are ready to sell your home or purchase your dream home – now how do you find an agent?

Most people go by word of mouth or referrals, while others chose someone who sold a home near them or an agent they saw in the local paper. In this article, we're going to challenge you with some thoughts and equip you with questions to ask that will help ensure that you've chosen an ideal agent.

When you receive a referral or select the agent you want to use, be sure that you are not using them for any other reason than they are your best solution. A friend, family member or a trusted referral can cost you thousands, if the agent does not fit your needs. With the majority of people using an agent and not being 100% satisfied, this means you must dig harder than you normally desire and make sure you hire the right person for the job.

We suggest you ask them similar questions. Listen to their responses and compare them. Then add in other factors, such as experience, time they took to return a call, how thoroughly they answered your questions, how intuitive and attentive they were to your needs and how well they communicated. Don't be afraid to ask for referrals. Although an agent would likely never give you a negative referral, you can find out the strengths of the agent by talking to their past clients.

Here are some questions you want to ask:

1. **Do you work full time or part time as a real estate agent?**
 - a. An agent who cannot focus on your needs during the week will not make an ideal agent. Most people assume their agent is fulltime, but quickly find out they are hard to reach because they work a second job!
2. **Is your license in good standing?**
 - a. You assume it is, but this is not always the case. Obvious questions can be a life saver; so ask them!
3. **How many years of experience do you have?**
 - a. Experience is key, but even more important is results. A young agent does not mean fewer results, but be careful. If the agent has less experience, then make sure you do more research before choosing them.
4. **How would you assess the current market for selling/buying?**
 - a. An agent that inflates the appearance of the market conditions is a sales person, so be careful. You want an honest opinion and not one that is full of hot air.
5. **How long have you sold homes in this area?**
 - a. An established agent in a specific area is ideal, because they know the market and the needs of the buyers. This does not means someone with less experience in the area means fewer results, but an agent who has sold many homes in your area is a plus.
6. **How many other clients (sellers and buyers) do you represent?**
 - a. An agent who is swamped with clients will give you less time. If their number is excessive, then ask details about their office, if they use assistants and how they can meet your needs with excessive clients. Also, watch closely, because many agents are well organized and this will show by calls being returned quickly and consistently, which means the amount of clients they have can be handled easily. Note: An agent with few clients or none is likely to represent a problem and not an ideal scenario for you.

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7. Will you handle all aspects of my transaction or will you delegate some tasks to a sales associate or administrative assistant?
 - a. If you work with a busy agent, a knowledgeable assistant can be invaluable when you have questions
8. How many homes have you sold in the last 12 months?
9. How much commission do you charge? What other fees are attached?
 - a. The average commission is around 6% of the total sale price. Find out if the agent charges additional fees or charges and what they are for.

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WHY CHOOSE ME?

WHY AM I SO DIFFERENT FROM OTHER REALTORS?

Results

- Top 2% producing agent in the largest real estate office in DFW for 2008 and top 4% from 2005-2007.
- Special Keller Williams award for yearly increased production
- Special Keller Williams award for long term commitment as a partner of Keller Williams

Concern

- Assesses & Reacts to your needs, motivations, wants & dreams
- Looks toward your long-term interests
- Saves time, money, headaches

Experience, Knowledge

- Expert negotiation skills and contract knowledge
- Prior high-level business background
- Full-time partner and assistant, Marilyn Lee, a licensed agent

SELLERS

STRONG MARKETING PLAN

- Tailored marketing and pricing strategy
- In-depth comparative market analysis, similar to a professional appraiser
- Enhanced Realtor.com, Top Producer, Slideshows/Virtual Tours, color flyers, Yahoo Real Estate, Trulia, Google, Homescape, CNNMoney.com, Cyberhomes, Point2Homes, Edgeio, AOL Real Estate
- A rider on the For Sale sign with your own domain name...example www.3PolkSt.com. Interested buyers can go to that address on their computers and gather information and pictures regarding your home.
- Free staging and free props – a value worth hundreds to thousands of dollars
- Weekly advertising, Craig's List
- Open houses as requested
- See Seller Services for more

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SELLERS...

WHAT YOU CAN EXPECT FROM COLLEEN HEMPHILL AS YOUR REAL ESTATE CONSULTANT!

- 1) Treat all parties honestly.
- 2) Communicate openly and frequently. (Weekly)
- 3) Always ensure we keep a win-win relationship.
- 4) Respect your time, needs and finances.
- 5) Represent your best interest in any and all negotiations.
- 6) Develop and implement a complete negotiation strategy.
- 7) Consult you throughout the selling process to an intelligent, informed decision based on your needs.
- 8) Stay focused on the goal of satisfying your needs.
- 9) Always put your needs above the "unit".
- 10) Put your interests above all others, including my own!
- 11) Help relieve you from the details of selling your home.
- 12) Never disclose any confidential information that will affect the sale of your home.
- 13) Market and promote your home in a professional manner.
- 14) Help prepare your home for effective staging and showing.
- 15) Provide comprehensive market information and recommend the best pricing strategy.
- 16) Respond to and resolve all issues quickly and timely
- 17) Follow up with other agents who show your home.
- 18) Provide post-closing information, consulting services and assist you with all future real estate needs!

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SELLERS...

WHAT COLLEEN HEMPHILL EXPECTS FROM YOU AS CLIENTS!

- 1) Keep home available, presentable, neat and smelling good at all times,
- 2) Follow the agreed upon staging plan.
- 3) Complete all repairs as agreed.
- 4) Keep yard mowed.
- 5) Remove pets from home.
- 6) Keep all valuables and prescriptions in a safe place.
- 7) Leave home for all showings.
- 8) Never discuss terms with buyers or their agents without me present.
- 9) Never call other agents for feedback.
- 10) Be honest on the Seller's Disclosure.
- 11) Keep all marketing information displayed and inform me if it is running low.
- 12) Market your home to friends and acquaintances!
- 13) Inform me if you are leaving the home for more than one week.
- 14) Notify me immediately if your needs and expectations change.
- 15) Be brutally honest with me if you feel I am not meeting your expectations!

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Decision Process

Step 1 Determine Your Concerns & Motivation

Step 2 Analyze the Property

Step 3 Discuss Customized Marketing Plan

Step 4 Determine Price & Estimate of Net

Step 5 Explain Forms & Procedures

Mutual Decision

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MARKETING FOR SUCCESS
SELLER SERVICES

As your seller representative, I will create a customized marketing program for your property involving the interaction of the following activities which will vary and be updated according to existing and changing trends in the market as we determine the methods which will produce the greatest sales opportunity for your home.

- **Prepare custom, computerized analysis** to determine current Market Value of your property.
- **Personally stage your home with free props** to show it at its best...a unique service worth hundreds to thousands of dollars.
- **Give you professional advice** on current market trends, pricing, and staging your property.
- **Professionally photograph** your property and prepare professional color brochures. Professional slideshow.
- **Aggressively utilize** the MLS, computer and Internet systems for exposure of your property. Feature listing.
- **Use our extensive custom computer database** to match your property to our own prospective buyers.
- **Advertising** weekly in The Dallas Observer and all listings put on CraigsList.
- **The Internet** will be featuring your home with photos, details and a **virtual tour/slide show** of multiple pictures in **Realtor.com**, www.colleenhemphill.com, Top Producer, color flyers, Yahoo Real Estate, Trulia, Google, Homescape, CNNMoney.com, Cyberhomes, Point2Homes, Edgeio, AOL Real Estate.
- **Email flyers** featuring your property to other REALTORS.
- **Open House Presentations** will be conducted by myself or a qualified host (at seller's request)
- **A Keller Williams sign**, highlighting the sale and any special features of your home, will be prominently displayed in the front of your home. Virtual tour sign provided.
- **Showcase your home** with an office "show and tell". Much more effective and more exposure than an office tour.
- **Real "hands-on" treatment while staying in touch with you.** Obtain feedback from each showing, immediate attention to 2nd showings, discuss necessary adjustments, and keep potential buyers informed of any new adjustments.
- **Weekly updates** speaking to you personally or via e-mail to offer advice on any market conditions affecting the marketing of your property and feedback from agents and open houses.
- **Provide Sellers with internet access to Centralized Showing Service** to obtain daily information regarding all showings, including comments from the showings.
- **Help you with paperwork** and review sales contracts, addendums, disclosures, your protections, obligations and closing costs.
- **Counsel you on offers** and help you analyze terms and conditions of the proposal in addition to helping you negotiate for the best price and terms.
- **Monitor all details** of contingencies, coordinate all inspections, and assist you and others involved to ensure a smooth and timely closing.
- **Professional team support** including full time assistant, Marilyn Lee, a licensed Realtor.

Once a contract is secured, the continuing process from the representation of all the pertinent documentation to the title company professionals, the guiding of the loan application through the proper channels and consistent timely attention to deadlines will be closely monitored to assure a flawless closing of the sale of your property.

Thank you for this opportunity to service your current real estate needs. The greatest compliment you could ever give me is a referral to your friends and family.

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WORKING WITH A REPUTABLE COMPANY

You're ready to buy or sell a home. Now you are looking to select a company and agent to work with. Finding the right company to help you sell or find your next home is imperative to making the process smooth. A reputable company with a well-known name in the area will give both solutions *and* credibility.

Larger firms that are established tend to have more resources. This is a benefit, because if you are a homeowner, you have more access to homes and other agents. If you are a home seller, then your marketing is likely to be more efficient and obtain greater results. Therefore, when you're ready to shop around for an agent, we encourage you to select one that has the credentials you desire and a popular track record.

People Who Care

A lot of companies say they function as a family. At Keller Williams Realty, we truly do and this approach guides us every day in how we conduct our business.

We support one another in achieving goals and celebrate the accomplishment of milestones. We treat each other with respect and integrity. We challenge ourselves and our colleagues in a productive, meaningful way. We encourage growth and self-discovery, and have fun in the process. And we lend a hand whenever it is needed.

Our Mission:

To build careers worth having, businesses worth owning and lives worth living

Our Vision:

To be the real estate company of choice for a new generation of sales associates and real estate owners.

Our Values:

God, Family then Business

Our Belief System:



Win-Win	Or no deal
Integrity	Do the right thing
Customers	Always come first
Commitment	In all things
Communication	Seek first to understand
Creativity	Ideas before results
Teamwork	Together everyone achieves more
Trust	Starts with honesty
Success	Results through people

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Associate Leadership Council (ALC)

We believe that real estate is a local business driven by individual associates and their presence within their communities. Our associates are the face of Keller Williams Realty, so our associates have a strong voice in guiding the business through their local Associate Leadership Council (ALC).

Each ALC brings associates and management together in the market center on a monthly basis to direct decisions on how individual offices operate. Among the areas ALCs oversee are staff training and local marketing, finances and operations.

ALCs are comprised of top KW agents who know what it takes to succeed in their market and have a desire to see the company as a whole grow and prosper.

What is KW Cares?

KW Cares is the brainchild of Keller Williams' agents who had a dream to reach out and support fellow KW associates in times of need. Mo Anderson, vice chairman of Keller Williams Realty Inc., took this dream and brought it to fruition as a public charity – KW Cares.

Today, KW Cares is supported by all our associates across North America. It has truly become the heart of the Keller Williams culture in action – finding and serving the higher purpose of business through charitable giving in the market centers and communities where our associates live and work.

About Keller Williams:

Keller Williams Realty Bucks National Business Trends During the Toughest Real Estate Market on Record

RISMEDIA, January 29, 2009. Keller Williams® Realty Inc., the fourth largest real estate company in North America, announced that it outpaced the market in 2008, while remaining free of debt, and gave back more than \$30 million in profits to its agents. As we watch companies throughout the country take on billions of dollars of debt, we are proud to say that our company has not one dollar of financing debt and we remain strong and financially sound. Despite pervasive downward trends in the real estate industry, Keller Williams Realty continues to outperform the industry.

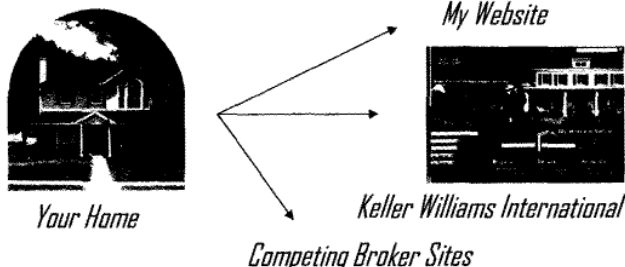
Keller Williams was founded 25 years ago during one of the toughest markets on record - when interest rates were higher than 18 percent.

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DALLAS PRESTON ROAD COMPETITIVE EDGE

1 When I list your home, it will appear on my website, Keller Williams Realty International, and all other competing brokers who use IDX (Internet Data Exchange) links



2 In addition to the websites just mentioned, your home will be found on the following sites



3 Keller Williams Preston Road allows your listings to be found on these websites in addition to the previous sites listed.



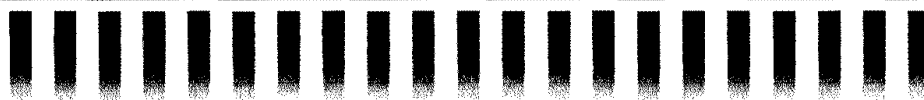
www.KWPreston.com



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KW Advantage

**Preston Road
2008**



KW

KELLER WILLIAMS

R E A L T Y

Dallas Preston Rd.
Numbers You Should Know!

**2008 Closed Production
\$710 Million**

**2008 Written Volume
\$761 Million**

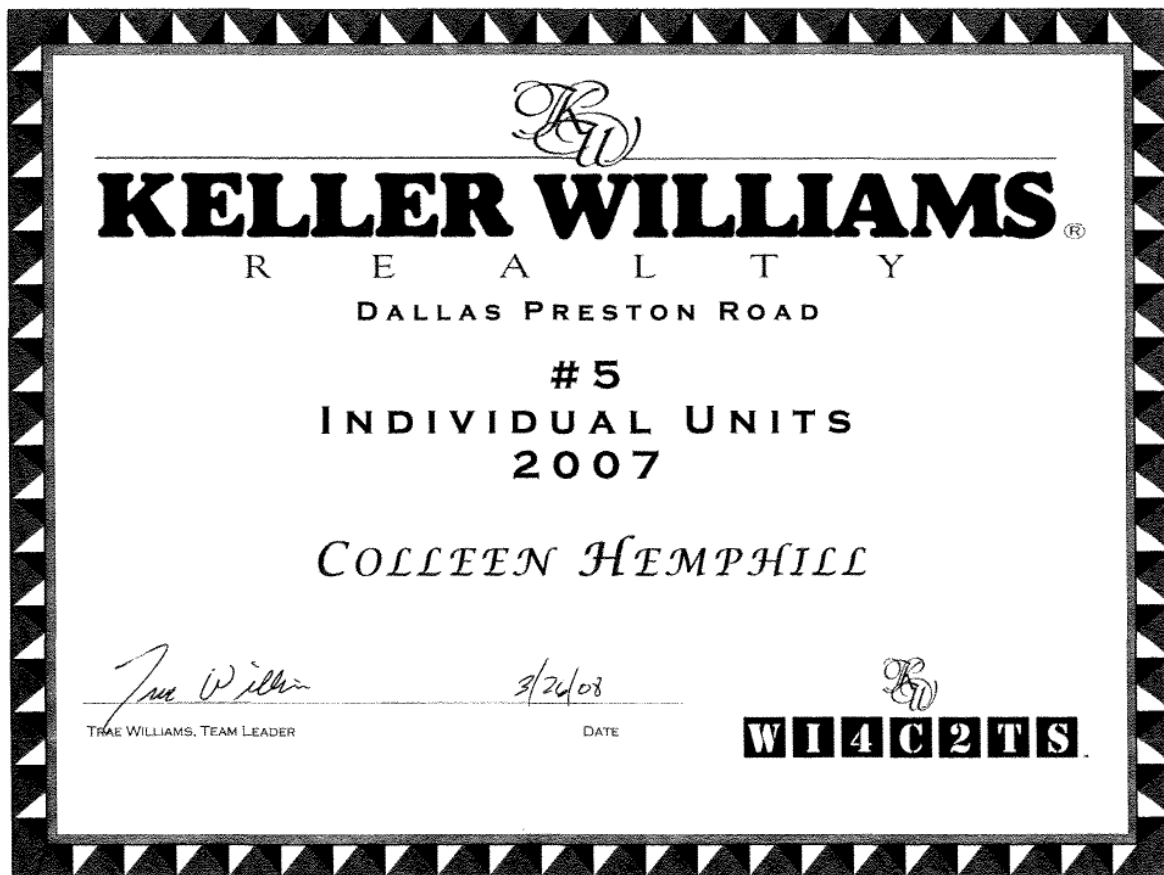
**2008 # of Listings Taken
3178**

**2008 Total Gross Commission Income
\$20 Million**

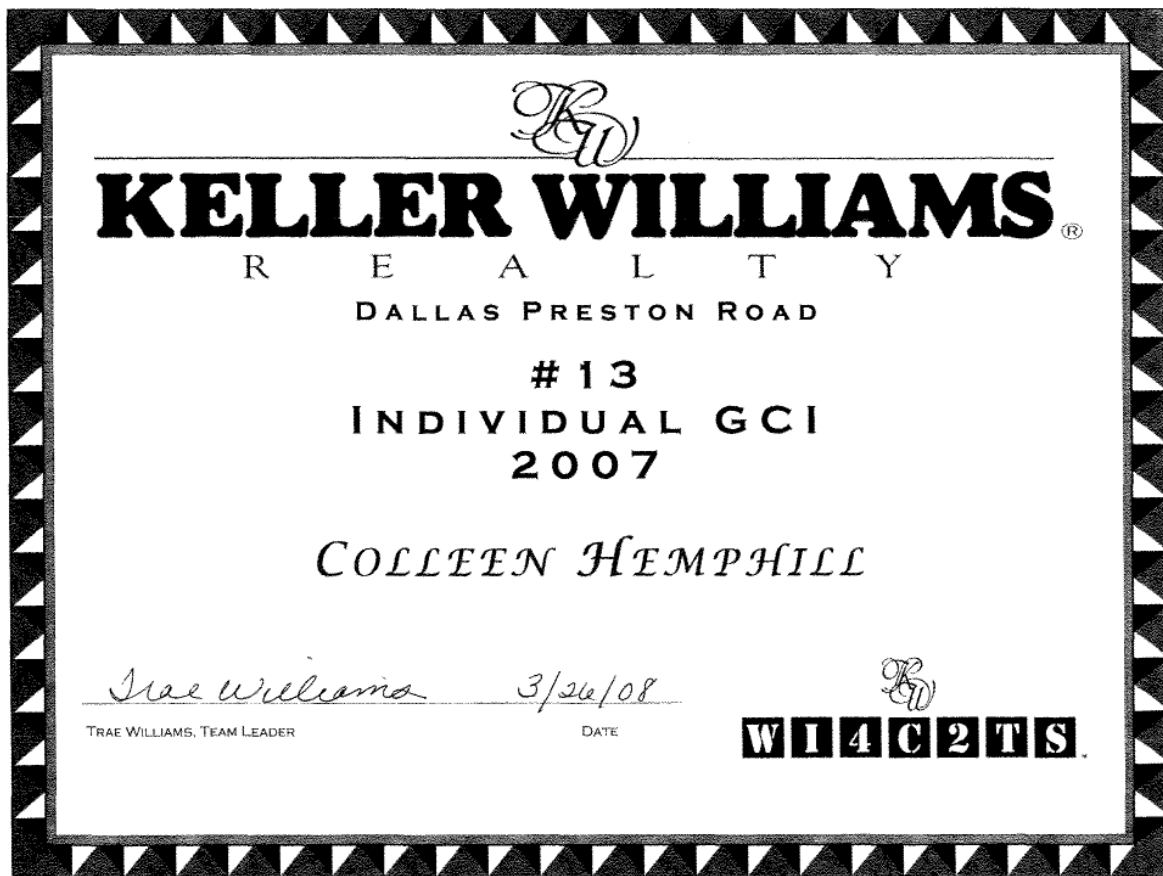
**Year To Date Profit Share
\$380,000**

**# of Agents
404**

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ABOUT COLLEEN HEMPHILL

Colleen Hemphill joined Keller Williams, Dallas Preston Road, November 2001, the largest real estate office in all of DFW. She is in the top 2% in dollar volume for individual agents in 2008 and in the top 4% for 2005-2007. She was one out of 6 agents who received a special award for increased yearly production in 2005, a path she continues to follow. Colleen is currently serving on the Associate Leadership Council Board (ALC) for 2009.

In 2007/2008 she was in the top 2% for units closed for individual agents. Her extensive corporate business experience and her degree in business has helped her tremendously in her real estate career with expert negotiation, contract, statistical, marketing and people skills. Also, her attention to detail, follow thru and client concern has resulted in many referrals and happy clients. Because of her fashion background and passion for it, she personally stages all listings with props for free...a tremendous benefit to sellers. She has a full time assistant, Marilyn Lee, an inactive agent with Keller Williams for 6 years, who contributes greatly to her success.

Her prior experience has been a corporate fashion buyer for various department stores. Her last position was with JC Penney Corporate in New York City and in Plano, TX. While she was with JC Penney Corporate for 16 years, she travelled extensively around the United States, Europe and Asia.

She recently was asked to be on the ALC Board for 2009 at Keller Williams Preston. Colleen has her ABR, SHS and NHS designations and is a member of the Women's Council of Realtors.

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HOW TO SELL YOUR HOME

There are ten steps in selling a home. If you're having trouble, review the following. Perhaps, it will assist you in identifying the problem correctly.

*** STEP 1 – ANALYSIS:** The critical element is to correctly predict the price that your home is worth in current market conditions. When the expected value of your home is wrong, you're asking for trouble right from the start. The typical problem is that a home is priced too high for the market. This is the case for the majority of homes currently for sale. It is either the fault of the agent, the seller or both. You decide.

*** STEP 2 - MULTIPLE LISTING SERVICE WORDS AND PRICE:** The data entered into the Multiple Listing Service computer will affect the number of times your home's information appears in other agents' computer searches of properties to consider. It will also determine whether your home will be shown to a prospective buyer. Carefully review the words and the price.

***STEP 3 – MARKETING YOUR HOME:** Effective marketing is crucial for the sale of your home.

***STEP 4 - TRAFFIC:** A home needs steady showings. If this is not happening, you need to be concerned.

***STEP 5 - REMEMBERING:** It is important that the buyer is able to remember your home. The brochure he or she has picked up in your home will help. It is critical at this stage for the buyer to rank your home among the best he or she has seen and to keep it under active consideration. Be sure your home's brochure is well prepared.

***STEP 6 - RETURN FOR A SECOND VISIT:** If the buyer decides to return for a second visit, either he or she has forgotten some detail or, more likely, your home is on his or her "short list." It is most important to put your home's best foot forward at such a critical time.

***STEP 7 - THE OFFER:** When you receive a written offer, your home is almost sold: At this point most buyers have decided your home is the one. But be careful: Many will have a second choice, and a good buyer-broker will not forget to mention this when the contract is presented.

***STEP 8 - AGREEMENT:** Assuming you have a serious buyer and you have avoided an emotional confrontation, you will come to an agreement. What is said during negotiations is often less important than how it is said. What is *not* said can be critical.

***STEP 9 - REMOVAL OF CONTINGENCIES:** Although you can hit a bump or two at this stage, they normally are not fatal. Possible problems that can surface very late in the game are a low appraisal or lack of loan approval. While these are serious problems indeed, especially in the week or two before settlement, they can usually be resolved with the help of experienced agents.

***STEP 10 - FINAL INSPECTION AND SETTLEMENT:** When you get to the settlement table, the only issue remaining is usually the result of the buyer's final inspection. Any findings are customarily minor. At this point significant problems are unthinkable, so relax and keep signing.

There's no excuse for not selling your home. You and your agent should be able to pinpoint and resolve any problems. Save time and fix the problem today.

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KEY MARKET FACTORS

How long does it take to sell a home?

There is no easy answer – some homes sell in a few days, others may take several months.

Recognizing the key factors influencing a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION...

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

COMPETITION...

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

CONDITION...

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

TERMS...

- The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

PRICE...

- If the property is not properly priced, a sale may be delayed or even prevented.
- Keller Williams Realty's comprehensive market study will assist you in determining the best possible price.

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PRICING YOUR HOME

THE MARKET

The best chance for selling your property is within the first five weeks. Studies show that the longer a property stays on the market, the less the seller will net.

- Your price should be based on SOLD properties rather than the current listings.
- Your home should be priced to compete – not sell the competition

It is very important to price your property at a competitive market value at the signing of the listing agreement. The market is so competitive that even overpricing by a few thousand dollars could mean your house will not sell. **Interestingly, your first offer is usually your best offer.** You want to obtain the highest amount of money in the shortest length of time!!

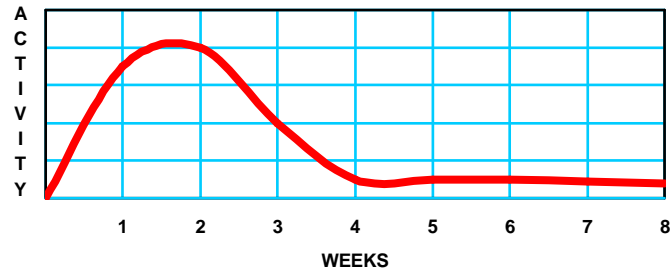
DANGERS OF OVERPRICING

- Overprices properties usually end up selling below market value
- Buyers concentrate on objections – minimize good points
- Properties left on the market for an extended time become "shopworn"
- Lengthens marketing time
- Sellers lose valuable time
- Advertising dollars and marketing efforts are wasted
- Negotiations between buyer and seller usually break down
- Sellers lose opportunities to buy another home
- Presents appraisal problems
- Lowers response from agents
- Limits qualified buyers
- Reduces showings

The weakest Realtor will give you the highest price & lowest commission.

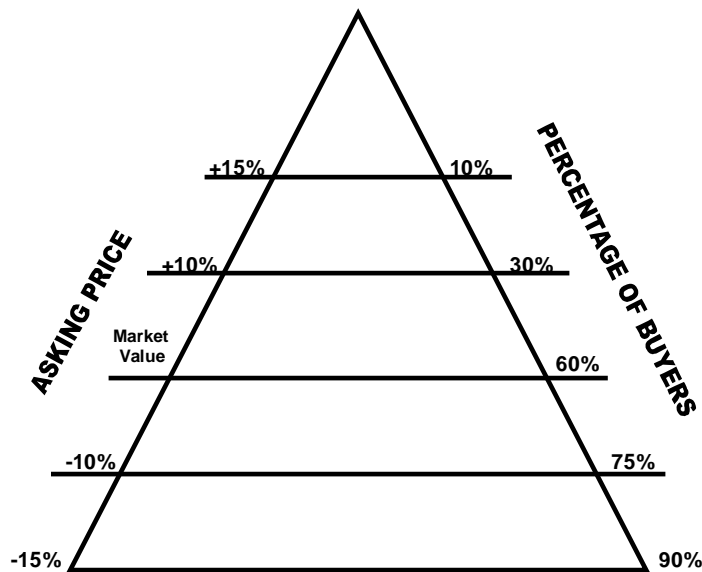
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Selling Price vs. Timing



Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance of a sale when it is new on the market.

The Importance of Intelligent Pricing



As the triangle graph above illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.

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WHICH IMPROVEMENTS ADD VALUE TO YOUR HOME?

What follows are "best estimates" for the most typically consistent remodeling projects we have seen across the country. Unless otherwise noted, the maximum time between remodeling and re-sale must be five years; otherwise the "value-added" figures are void.

PROJECT	COST	VALUE ADDED	COMMENTS
Kitchen	Low: \$15,000 High: \$20,000-up	80 to 110%	Cost includes new cabinets and countertops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: \$7,500 High: \$10,000	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Room Addition	Low: \$30,000 High: \$40,000	50 to 110%	Depends on type of room; a family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
Converting an attic, basement or garage to living space	Low: \$10,000 High: \$15,000-up	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a game room or exercise area).
Adding a deck	Low: \$5,000 High: \$10,000-up	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
Re-painted exterior	Low: \$1,200 High: \$1,500-up	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the "best profit" to selling an older home.
In-ground swimming pool	Low: \$20,000	20 to 40%	Cost assumes an average-size pool (16' x 32') in a rectangular shape; value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).

Source: Home Remodeling Magazine

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HOME SERVICE CONTRACTS CAN AID BUYER AND SELLER

Many home purchasers erroneously assume that the Seller is always somehow liable when there is a defect or failure found in the home's cooling, heating, plumbing, electrical and/or appliances after the Buyer moves in. Unless otherwise provided for in the contract however, risk of loss often falls on the Buyer. Even where the contract provides that heating, plumbing, pool & equipment, electrical, etc., be "operative" on or until date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded, and when they are to be made.

Home service contracts go a long way to alleviate these risks and concerns. For a modest price (currently basic coverage is \$325 to \$385 for 5000 square feet or less and slightly more for optional coverage), Seller can provide to Buyer a one year warranty covering, specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing (although some can be made to commence during the listing period as well). In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).



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PREPARING YOUR HOME FOR SALE

With a little effort on your part, your home can be sold more quickly and at a better price. The following tips have proved invaluable to owners and are worth your special attention:

Preparation For Showing:

1. First impressions are lasting! The front door greets the prospect. Make sure it is fresh, clean, and paint the trim.
2. Keep lawn trimmed and edged, and the yard free of refuse. Reseed the lawn and fertilize if necessary, weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. Decorate for a quick sale. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. Let the sun shine in. Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal)
5. Do the windows and window screens work well and look good? Have the windows spotless.
6. Are the appliances operating properly and sparkling?
7. Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
8. Repairs can make a big difference. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. From top to bottom. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. Pack excess linens and clothing to make closets look bigger. Neat, well-ordered closets show the space is ample.
12. Bathrooms help sell homes. Check and repair grout in bathtubs and showers. Make this room sparkle. Don't let the Handy Man add gobs of caulking when grout is what you need.
13. Arrange bedrooms neatly. Remove excess furniture. Use attractive bedspreads and fresh looking window coverings.
14. Have I removed or mentioned to my Realtor any attached items that are not included, such as special chandeliers, shelving or garden plants?
15. Am I familiar with similar homes on the market that I may be competing against?
16. Have I asked my Realtor for a list of ways I can improve the "marketability" of my home without wasting time and money?

17. Can you see the light? Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.
18. Am I ready to disclose any structural defects such as roof, foundation or wiring problems?
19. Have I started looking for my new home? Do I know what I want in another home?
20. What do I need to do to prepare for my upcoming move?

Showing The House:

1. Whenever possible leave your house for showings, if not, follow the tips below.
2. Three's a crowd. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
3. Music is mellow. But not when showing a house. Turn off the blaring radio or television. Let your agent and buyer talk, free of disturbances.
4. Pets underfoot? Keep them out of the way--preferably out of the house.
5. Silence is golden. Be courteous but don't force conversation with the potential buyer. He wants to inspect your house--not to pay a social call.
6. Be it ever so humble. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
7. Remain in the background. The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
8. Why put the cart before the horse? Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
9. A word to the wise. Let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.
10. Use Keller Williams Realty. We ask that you show your home to prospective customers only by appointment through this office. Your cooperation will be appreciated and will help us close the sale more quickly.

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NOW THAT YOUR HOME IS "ON THE MARKET" ... OUR DUTIES

COLLEEN HEMPHILL	YOU
<input type="checkbox"/> Install signs and submit to MLS.	<input type="checkbox"/> Complete all repairs and cleaning.
<input type="checkbox"/> Arrange for office tour by agents.	<input type="checkbox"/> "Stage" your home to be appealing.
<input type="checkbox"/> Prepare marketing information and advertising.	<input type="checkbox"/> Keep home ready for showing.
<input type="checkbox"/> Place marketing data in home for prospective buyers.	<input type="checkbox"/> Hide valuables (also prescriptions).
<input type="checkbox"/> Distribute marketing information.	<input type="checkbox"/> Keep marketing information out for buyers.
<input type="checkbox"/> Attempt to give 1-hour notice to show.	<input type="checkbox"/> Call me if information is depleted.
<input type="checkbox"/> Review market continuously.	<input type="checkbox"/> Leave premises for showings.
<input type="checkbox"/> Follow up with other agents who show home.	<input type="checkbox"/> Call me with any questions.
<input type="checkbox"/> Communicate with you regularly.	<input type="checkbox"/> Market your home to friends and acquaintances.
<input type="checkbox"/> Advice of possible solutions if home has not sold.	<input type="checkbox"/> Keep me advised where to reach you or give permission to show if you are unavailable.
<input type="checkbox"/> Negotiate best contract for your needs.	<input type="checkbox"/> Refuse to discuss terms with buyers or their agents without me present.

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PREPARING FOR THE OFFER

In slow economic times, offers to purchase routinely come in "low" whereas in healthy economic times, offers are closer to the asking price. Do not be offended by any offer received. Be offended by buyers who tour your property and don't submit an offer.

- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you're on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in the renegotiation stage.
- **NO ACTION.** Equals rejection. Your home is still on the market.

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PRESENTATION OF OFFERS

When an offer is generated on your home I will do the following:

1. Present the offer to you personally.
2. Have the cooperating Broker share Buyer Qualifications.
3. Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.
4. Discuss all offers with you in private, after listening to the other agent.

Give you as much input as I possibly can regarding:

1. Current market and finance activity
2. Other sales to date
3. Competition
4. Broker comments

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NEGOTIATING THE SALE

When purchase contracts are negotiated, you will be kept informed every step of the way.

During the selling process, I will:

- Establish and explain guidelines prior to presentation.
- Present all offers to you... as quickly as possible.
- Review the contract with you.
- Keep you up-to-date on current market activity, which may affect the strength of the offer.
- Ensure that all parties in all transactions are treated fairly and with honest consideration.
- Make certain there is compliance with disclosure laws and ordinances.

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PROCESSING THE SALE

A Realtor™ has more responsibilities than listing and showing! You should be aware of what your Realtor™ does after the contract is signed:

1. Open Title.
2. Deliver Earnest Money Contract and check to the Title Company.
3. Obtain receipt for earnest money check from the Title Company.
4. Order all necessary inspections.
5. Examine the Title Commitment for clouds and make sure problems are disclosed early so closing is not delayed.
6. Insure that you receive copies of all documentation pertinent to the transaction.
7. Note all contingencies and attempt to remove them within the time limit provided or get an extension of time, if needed.
8. Keep you abreast of buyer's loan application and the progress of the appraisal on your home.
9. Be present during inspections and keep you informed of their findings:
 - A. Roof
 - B. Pest Control
 - C. Pool
 - D. Building
 - E. Plumbing & Heating
10. Arrange any required termite treatment and obtain certificate.
11. Coordinate execution of any required repairs.
12. Verify survey has been ordered and completed.
13. Provide Title Company with any charges for HUD1.
14. Have closing papers drawn before closing so that if any problems arise, we can solve them.
15. Coordinate the closing and move-in dates so that they are as convenient to both parties as possible.

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CHECKLIST FOR MOVING

Before you leave...

GIVE ADDRESS CHANGE TO:	<input type="checkbox"/> Post Office
	<input type="checkbox"/> Charge Accounts, Credit Cards
	<input type="checkbox"/> Subscriptions: Notice requires several weeks.
	<input type="checkbox"/> Friends and Relatives
BANK	<input type="checkbox"/> Transfer funds, arrange check cashing in new city.
INSURANCE	<input type="checkbox"/> Notify company of new location for coverages: Life, Health, Fire and Automobile insurance.
UTILITY COMPANIES	<input type="checkbox"/> Gas, Light, Water, Telephone, Fuel
	<input type="checkbox"/> Get refunds on any deposits made.
MEDICAL, PRESCRIPTION HISTORIES DENTAL,	<input type="checkbox"/> Ask Doctor and dentist for referrals. <input type="checkbox"/> Transfer needed prescriptions, eyeglasses, X-rays. <input type="checkbox"/> Obtain birth records, medical records, etc.
DON'T FORGET TO:	<input type="checkbox"/> Empty freezer
	<input type="checkbox"/> Defrost freezer and clean refrigerator. Place charcoal to dispel odors. <input type="checkbox"/> Have appliances serviced for moving. <input type="checkbox"/> Clean rugs or clothing before moving (have them wrapped for moving). <input type="checkbox"/> Check with your Moving Counselor <input type="checkbox"/> Insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.

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CHECK-LIST FOR MOVING (CONTINUED)

ON MOVING DAY:	<ul style="list-style-type: none"> ❑ Carry enough cash or traveler's checks to cover cost of moving services and expenses until you make banking connections in the new city. ❑ Carry jewelry and documents yourself, or use registered mail.
AT YOUR NEW ADDRESS:	<ul style="list-style-type: none"> ❑ Plan for transporting pets; they are poor traveling companions if unhappy.
	<ul style="list-style-type: none"> ❑ Double check closets, drawers and shelves to be sure they are empty.
	<ul style="list-style-type: none"> ❑ Leave all old keys needed by new tenant or owner with Realtor™ or neighbor.
	<ul style="list-style-type: none"> ❑ Check on service of telephone, gas, electricity and water.
	<ul style="list-style-type: none"> ❑ Check pilot light on stove, water heater, incinerator and furnace.
	<ul style="list-style-type: none"> ❑ Have new address recorded on driver's license/apply for state driver's license.
	<ul style="list-style-type: none"> ❑ Register car within five days after arrival in state or a penalty may have to be paid when getting new license plates.
	<ul style="list-style-type: none"> ❑ Register children in school.
	<ul style="list-style-type: none"> ❑ Arrange for medical services: Doctor, Dentist, etc.

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INSPECTIONS

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.

YOU SEE YOUR HOUSE



BUYER SEES YOUR HOUSE



INSPECTOR SEES YOUR HOUSE



***Save Yourself Time, Money and Disappointment
— Do Deferred Maintenance Now!***

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Contract To Close

