

# The Best Strategies for Selling Your Home



# The Steps to Selling Your Home

Your Goals and Needs

Pricing Strategy

The Truth about how Homes Sell

Marketing Strategy

Who We Are, and Why Use Us

# Pricing Strategy

## The CMA Process Consists of Four Steps

### 1. Comparing Recently Sold Homes

Determine the average sales price of 'comparable' sold properties. This comparison produces our initial market-value price.

### 2. Sold, not yet closed (ACS, Pending) & Expired

Refine our initial market-value price with any trends (up or down).

### 3. Active Listings

How does your home's market value compare to other Active Listings? 'Active Listings' are never used in our initial market-value calculation.

### 4. Adjustment for Improvements

There are two areas where money spent on improvements can make a difference: *kitchens and bathrooms*. Typical improvements however, rarely affect the market-value price. Improvements simply help your home sell faster.

# Marketing Strategy

## Why Now is a Good Time to Sell



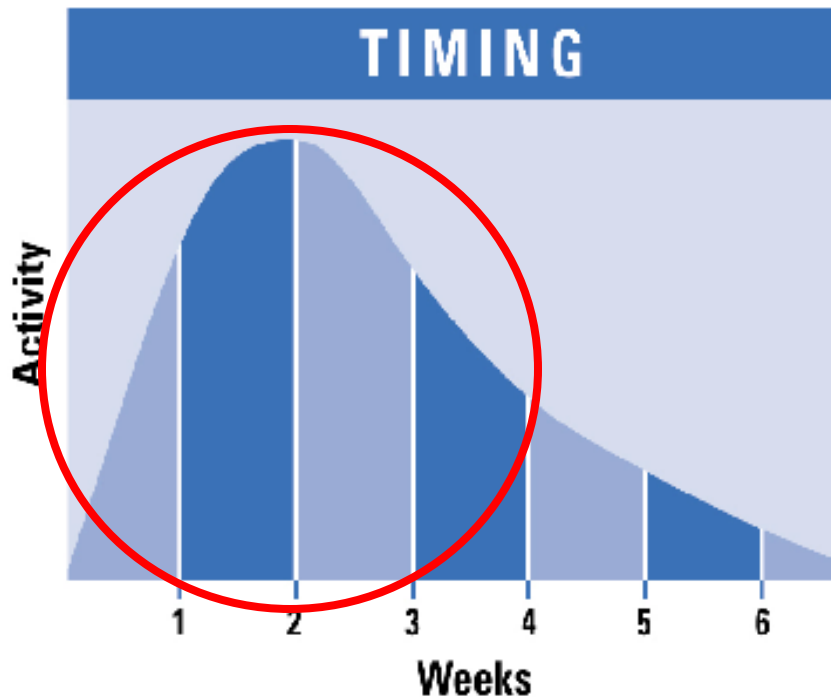
**For every 1% point increase in interest rates,  
Buyer's lose 10% of their Buying Power**

# Pricing Strategy

## Overpricing is the Kiss of Death

When a property is overpriced, your best sales opportunity window is missed.

Broker and Buyer-interest is at its highest when your home is first put on the market. In the first four weeks, the most 'eyes' are on your property. *A mistake here is usually fatal.*



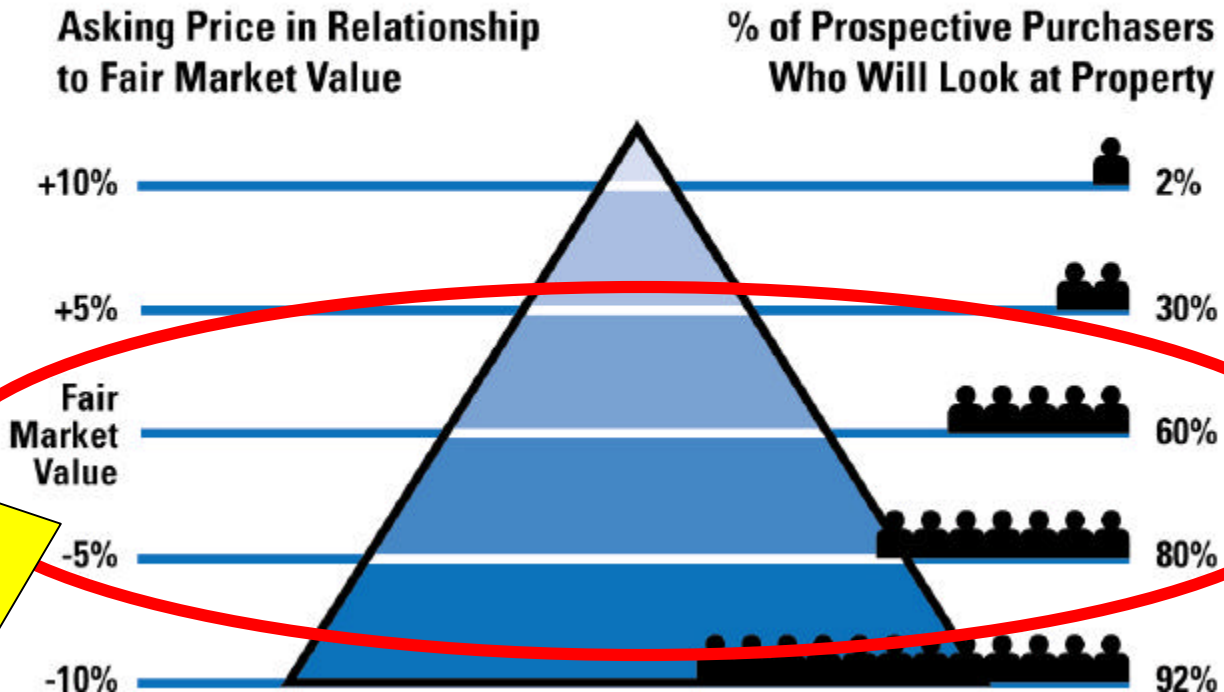
Later, it will be necessary to lower the price, often below market value, to compete with new, competitively priced listings, and to regenerate interest and regain the lost momentum.

Once you start lowering the price, other agents and astute buyers wait for future price reductions – further reducing interest.

# Pricing Strategy

Pricing a property with a “cushion” for negotiation is also overpricing. To sell your home, you need interested Buyers to view it. If overpriced, the number of Buyers who will look at the property is reduced dramatically, so the likelihood of an acceptable offer is also dramatically reduced.

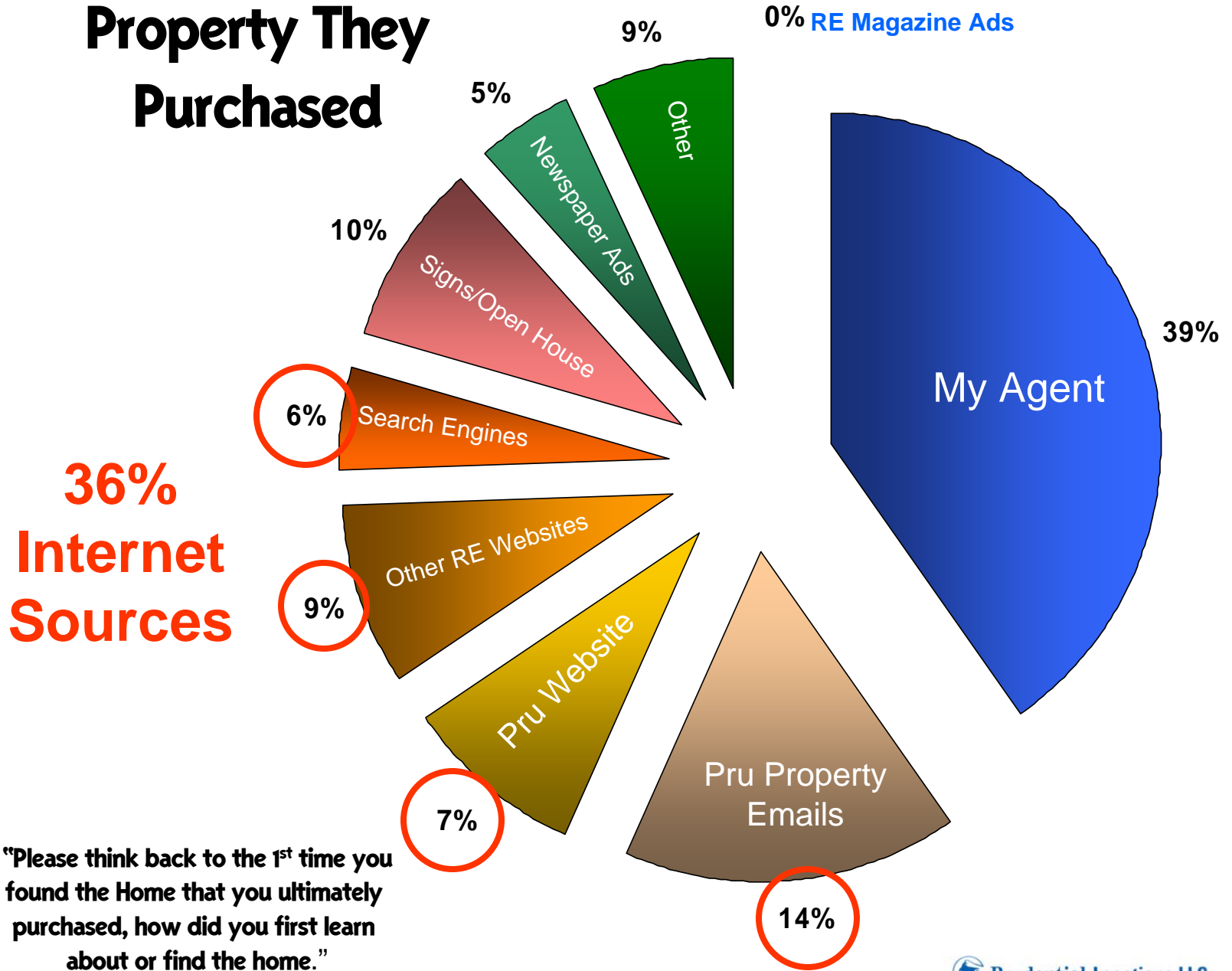
## Percent of Buyers Who Will View Property



Sweet Spot



# How Buyers Found the Property They Purchased



# Marketing Strategy

We promote your property on the most popular home search websites:

**craigslist**



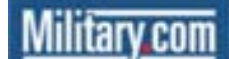
Start your home buying and selling with OpenHouse.com



Official Site of the National Association of REALTORS®.



**backpage.com.**



**enormo**



**LYCOS** classifieds



**Local.com**

# Marketing Strategy

## Neighborhood Expert

*Since 36% found property on the Internet - When your home is listed, a photo-email is instantly sent to thousands of people who are looking for properties like yours.*

### Neighborhood Expert Update Inbox | X

☆ ricardo.martinez@pruhawaii.com to me

[show details](#) Jan 12 (9 days ago) [Reply](#) | ▾

 Prudential Locations

## Neighborhood Expert Update



Dear Andrew Roth,

Here are the new and recently updated properties matching your Saved Search criteria. Visit [www.PrudentialLocations.com](http://www.PrudentialLocations.com) anytime to see a full list of the properties that interest you most.

As always, if there is anything I can do to help you with your real estate needs, please let me know.

Sincerely,  
Ricardo Martinez

#### Quick Links

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Save time by saving your favorite search criteria.  
[learn more](#)

#### New on Market



[View Details](#)

520 Lunalilo Home Rd 6118

**\$629,000** 

MLS#: 2800618

Beds: 2

Baths: 2

Living Sq Ft: 1269

Land Sq Ft:

Year Built: 2008

Condominium

Active

Island: Oahu

Region: Hawaii Kai

Neighborhood: WEST MARINA

Building: Colony at the Peninsula

Unit: 6118

Parking: Y

Tenure: FS

# Marketing Strategy

## Targeted-Agent Strategy



**Prudential Locations LLC**

**Just Listed!**



James Chan  
Realtor Associate  
(808) 551-7966  
james.chan@pruhawaii.com  
www.jameschanhawaii.com



**468 Mananai Place, 11 D**  
Upgraded and Contemporary single-hvl ground floor end unit with two bedrooms, two bathrooms and two parking. Extends a desirable floorplan and a 300 sq. ft. courtyard with high fencing for added privacy. Features include wood lam flooring, carpet, and newly painted walls. Renovated master bathroom with contemporary glass-block shower and stone finishes. Priced to sell!

**Offered at \$429,800 Fee Simple**

<b>Bedrooms:</b> 2	<b>Bathrooms:</b> 2
<b>Interior Living Area:</b> 874 sq. ft.	<b>Open Lanai Area:</b> 300 sq. ft.
<b>Parking:</b> (2) 37 & 92	<b>Year Built:</b> 1985
<b>Maintenance Fees:</b> \$352/month	<b>MLS:</b> 2802029

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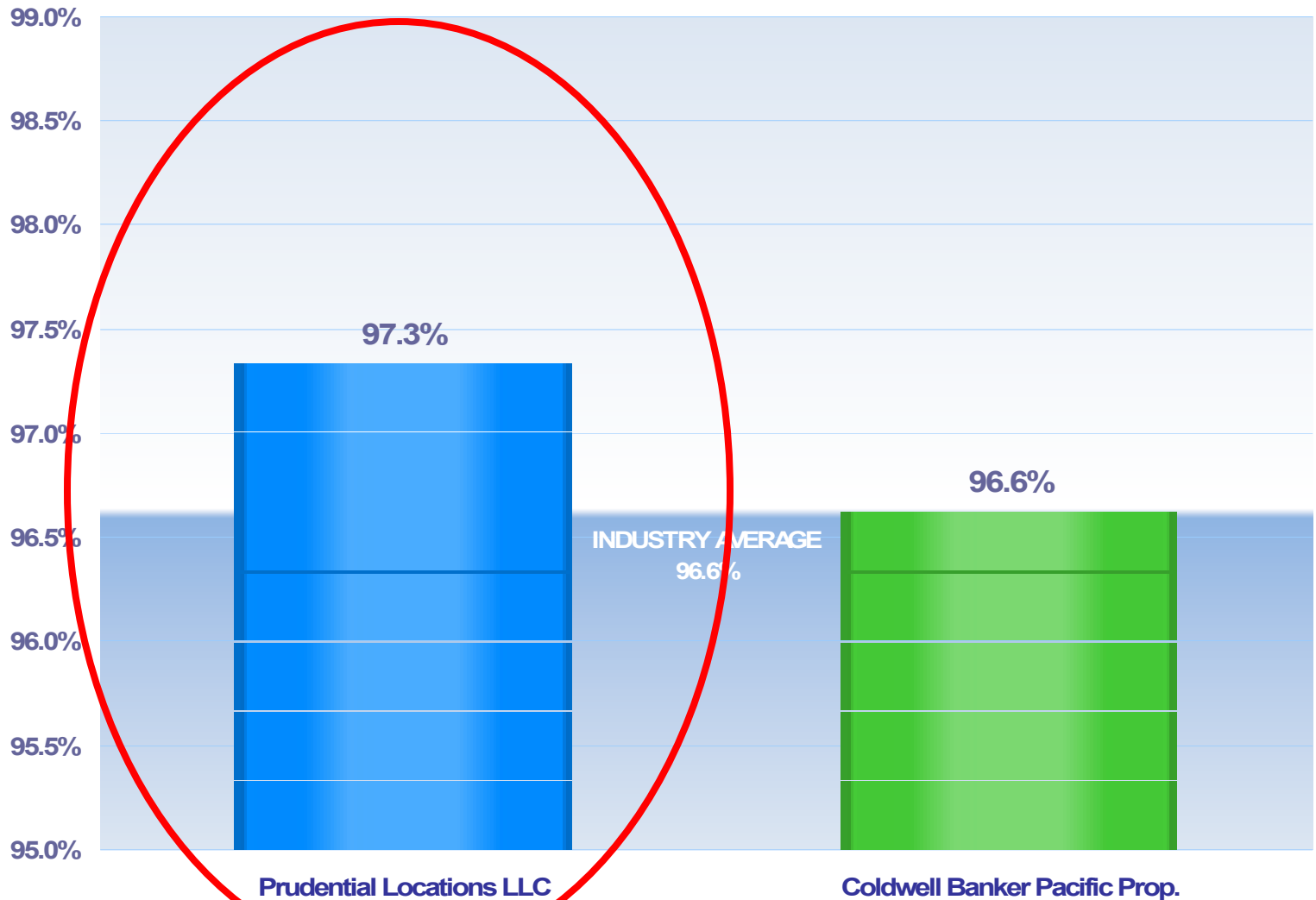
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Email marketing  
flyer to  
targeted group  
of agents

# Who We Are, and Why Use Us

## Average Sold to List Price Ratio (Seller Side)

From Oahu Residential MLS Sold Data 01/01/08-12/31/08



# Who We Are, and Why Use Us

## There is a big difference in Real Estate Companies!

A unique, rich, stable kamaaina heritage:

- We are the largest locally owned Real Estate company in Hawaii
- Over 39 years in Hawaii – We are the oldest Real Estate company in the State
- Four Oahu offices, three Maui offices & affiliates on the Big Island

**We own our own Building:**

- In 2006, to show our confidence in the Hawaiian Real Estate Market, we bought a 33,000 square foot building on Kapahulu Avenue.



# Where We Go From Here

## Hawaii General Excise Tax

There is nothing unusual about collecting GET:

- GET is a pass-through tax, we don't keep it!
  - You pay GET in all other purchases and transactions you make
- We collect the GET because we have to:
  - GET is not 'built in' we have to pay it to the State on the commission:  
"The State requires us to pay GET on our transactions, as you know this is a pass-through tax just like you pay at Longs Drugs or at the car dealer when you buy a new car. We don't get to keep it, we just pass it on to the State. The good news is that GET is paid only on the commission amount, not your sales price"