



Selling Your Home Is A Daunting Task But Quinn Can Make It Easier

There are many steps that are involved in the home selling process that can potentially distract your focus away from your most important goal when selling which is: ***Selling your home fast and for the most amount of money***. The following information will give you a good idea of what is involved in selling a home whether you use our services or do it on your own.

We divided the home selling process in the following ways:

Emotional Preparation

Selling a home is not a simple process. Being emotionally ready is one of the most important steps in selling a home. Though we take much of the weight off your shoulders when selling, you still have to be sure that selling your home is exactly what you want to do. DO NOT let anyone push you into selling. We have your best interest at mind. We are here to help you make the best decision based on your wants and needs. Sleep on your decision. Buyers are on the market every day and good buyers are there to find when you are ready.

Pricing

This process generally begins with a determination of a reasonable asking price. We can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

A good place to start this process is with a **Complete Home Valuation** from Quinn. You can find a link to the online form by going to the "Sellers" page at pickquinn.com

Selecting an Ethical Agent

A Listing Agreement must be in place before listing your home. This agreement clearly defines and outlines the relationship between you and your agent. It also prevents any misrepresentation caused by unethical agents.

You simply have to be comfortable with the agent you use. Don't be afraid to ask questions. We take care of our clients and keep them informed at all times. We keep a good line of communication open between you, us and other third parties involved in your transaction such as the qualified buyers, buyer's agents, inspectors, lenders, appraisers, and title companies. We want your home to close on time.

Marketing

The next step is a marketing plan. Often, we can recommend repairs or cosmetic work that will significantly enhance the salability of the property. Marketing includes the exposure of your property to other real estate agents and the public. In many markets across the country, over 50% of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your agent acts as the marketing coordinator, disbursing information about your property to other real estate agents through the Northwest Multiple Listing Service (NWMLS), open houses for agents, etc. The REALTOR® Code of Ethics requires REALTORS® to utilize these cooperative relationships when they benefit their clients.

Advertising is part of marketing. The choice of media and frequency of advertising depends a lot on the property and specific market. For example, in some areas, newspaper advertising generates

phone calls to the real estate office but statistically has minimum effectiveness in selling a specific property. Overexposure of a property in any media may give a buyer the impression the property is distressed or the seller is desperate. We will know when, where and how to advertise your property.

There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of agent contacts through the internet, previous clients, referrals, friends and family, and personal contacts.

For **Quinn's Complete Marketing Plan**, go to the "Sellers" page at pickquinn.com.

Have Fun! Relax. Selling your home can be a rewarding experience. Have a good time and enjoy the process.

Security

When the property is marketed with our agents' help, you do not have to allow strangers into your home. Agents will generally pre-screen and always accompany qualified prospects through your property. A secure keybox will be installed on your door which monitors all agent activities.

Negotiating

The negotiation process deals with much the same issues for both buyers and sellers. We can help you objectively evaluate every buyer's proposal without compromising your marketing position. We will advise you, but the final decision is yours. This initial agreement is only the beginning of a process of appraisals, inspections, and financing -- a lot of possible pitfalls. We can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

Monitoring, Renegotiating and Closing

Between the initial sales agreement and closing, questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. We are experienced in objectively helping you resolve these issues and move the transaction to closing.

How Do Real Estate Agents Get Paid?

Real estate agents or brokers are generally paid through the sales commission paid by the seller when a transaction closes. This is money well spent. For all the good reasons to list with a Realtor® read our report titled: Marketing – How Property Sells.

Summary

As you can see, selling a home is never easy, but a lot of the burden can be taken off of your shoulders with the help of a competent real estate agent. When you are ready to list, to receive all the help mentioned above, and Quinn's Complete Marketing Plan, **Contact Quinn**.

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