

Phyllis Leonard Real Estate

Buy or Selling Property can be a problem. Here are suggestions that may make the process a easier for you.

The Buying Process

A seasoned professional understands that **house hunting** is a time consuming proposition.

Buying a home involves:

Assessing your objectives.

- Where do you want to live?
- What type of property would be ideal- style, age, living space, lot size, # of bedrooms, condition, neighborhood, etc.?
- What can you afford to spend?

Educating yourself

- Research towns & school systems in your price range. (See our 'Towns & Schools' page)
- Tour any house on the market that comes close to meeting most of your objectives. If none do, it's time to re-prioritize.
- Research lending institutions and get yourself pre- qualified - it'll make your offer more attractive.

Negotiating an offer:

- Determine what similar homes have recently sold for.
- Make an offer and include a consideration to bind it. **Remember:** This is a legally binding document. Be sure to add the necessary dates & clauses to protect your interests.
- Negotiate any counter offer to your best advantage.

Finalizing the deal

- Schedule & attend all home inspections. Note: This is a critical point in your transaction! Many sales unnecessarily fall apart over issues arising from the home inspection.
- Draft and execute a mutually satisfactory, Purchase & Sale Agreement. An additional deposit is required at this point. It is important to have a 3rd party act as escrowing agent.
- Stay on top of all deadline & execute any necessary extensions; secure home insurance and switch over utilities.
- Resolve any outstanding issues (and there are always outstanding issues!) and schedule a walk-thru 48 hours prior to closing.

And you still haven't unpacked one box yet! If you'd like to minimize the effort & maximize your results, consider having a seasoned realtor work as your agent. Generally, the selling agent splits the commission with the buying agent, so hiring a buyer's agent is no added cost (and a lot of benefit) to you.

Let's work together for 1 month and see if this option is for you.

Phyllis Leonard Real Estate

The Selling Process

When it comes to selling your home, a seasoned professional will tell you that timing is everything. Here's how to minimize the time your home is on market and maximize your profit:

Prioritize your selling objectives:

- How quickly do you need to move?
- Assesses the condition of your home. Focus on making only those improvements that traditionally improve home sales.
- Have a game plan for any environmental issues that current law requires addressing (i.e.; homes w/septic systems need a Title V inspection.)

Market your home aggressively:

- Set an advertising schedule & budget - **BE CAREFUL** - Ads are expensive! Monitor which ones make the phone ring.
- Put together an attractive listing packet.
- Follow up on all leads. Be available for all showings and open houses. **CAUTION!** It's not wise to be alone when bringing strangers into your home.
- Record and analyze all activity on your property - Make an educated judgment about when to adjust your selling priorities. **NOTE:** the first few weeks of marketing are a critical factor in maximizing your selling objectives.

Negotiate the offer:

- Qualify buyers prior to consideration of any offer.
- Assess offers in terms of your selling objectives. Make a counter offer when appropriate and legal to do so.
- Avoid bidding wars - they'll backfire on you. Legally, these situations can be very tricky.
- Take a monetary consideration to bind the offer. It's important to have a 3rd party escrow these funds for you.

Finalize the deal

- Attend all home inspections. Be prepared to overcome objections or negotiate the terms of your agreement as a result of these inspections. **NOTE:** This is a crucial point in your transaction! Many sales unnecessarily fall apart over issues arising from home inspections.
- Draft and execute a mutually satisfactory, Purchase and Sale agreement. An additional deposit should be made upon execution of the agreement. Again, it's a good idea to escrow these funds.
- Stay on top of all deadlines and oversee any roadblocks to clear title. Resolve any outstanding issues (and there are **always** outstanding issues!) prior to closing.

As they say, 25% is getting the buyer, 75% is getting the deal to close.

A seasoned professional understands that your home is often your most valuable asset. We're here to help you in this in this most important transaction.