

# *Selling* Your Home?

*an*  
**AGENT**  
*you can count on*

*an*  
**EXPERT**  
*at your side*

*it's all in the*  
**DETAILS**

**MARKETING**  
*for maximum exposure*

*The top 5 reasons to use a*  
**RE/MAX SALES ASSOCIATE**



## 1. An Agent *You can Count On*

Your home may be your biggest personal investment. One of the most important decisions you'll make when selling your home is who you will trust to assist you. You should put the sale of your home in the hands of an experienced agent who'll produce results for you.

To help you sell your home quickly and for the best possible price, an agent must effectively manage the transaction from start to finish. This requires specialized knowledge and skills:

- **Knowing** the market
- **Pricing** your home correctly
- **Staging** your home, inside and out, for maximum impact
- **Marketing** to deliver maximum exposure of your home
- **Negotiating** the offer to deliver the best deal
- **Navigating** inspections, appraisals and the details
- **Successfully** closing the deal



*RE/MAX Sales Associates will put their experience to work for you to improve your odds of getting your home sold for the best price in the shortest time.*

## 2. An Expert *at Your Side*

RE/MAX Sales Associates are professionals who are committed to you and possess the knowledge and experience to help you navigate today's complex real estate market.

### *Experience Equals Results*

Selling your home quickly and for the best possible price depends on accurate market analysis, strategic pricing, effective marketing and smart negotiation.



### *Higher Education Pays Dividends for You*

Pricing your property correctly demands more than simply comparing prices of recently sold homes. The right education helps your agent provide you with the best advice and counsel.

RE/MAX Sales Associates lead the industry in professional designations, which means they have expertise in specialized areas, including foreclosures, short sales, the luxury home market, working with seniors and many others. With access to online, on-demand training in every facet of real estate, they are up-to-date on emerging trends and issues.

Each RE/MAX® office is independently owned and operated.

*Outstanding*  
**RESULTS.®**





## 3. Marketing *for Maximum Exposure*

Looking for more potential buyers to find your property? A RE/MAX Sales Associate can help your home stand out in a very competitive marketplace.

### *Getting the Basics Right*

A yard sign is the No. 1 way to show your home is for sale. The RE/MAX Balloon and yard sign are among the most-recognized real estate symbols in the world. When homebuyers see that sign in your yard, they understand that you're working with a market leader.

### *Local and National Advertising*

TV, radio, billboard, print and Internet ads reach millions of people every day to help your RE/MAX agent drive more potential buyers, more showings and more overall activity to your home.

### *Putting the Internet to Work for You*

More than 80% of homebuyers begin their search on the [Internet. Remax.com](http://Internet.Remax.com) attracts millions of people. Your home will receive extensive online exposure among consumers – one of whom might be the perfect buyer for your home.

### *Marketing Materials That Leverage Technology*

Want to help market your home? Send an e-flyer or Web commercial – which a RE/MAX Sales Associate has created for you – to family, friends and co-workers.

RE/MAX Sales Associates can design customized virtual tours of your home to be placed on [remax.com](http://remax.com) and their personal Web sites for potential buyers to experience.

### *A Network of Nearly 100,000 Agents Working Together*

Marketing to other top agents is critical in generating higher interest in your property. Marketing within our successful agent network means even greater visibility for your home.

# Preparing *Your Home For Sale*

You can help get the results you want by staging your home. Staging is not about redecorating your entire home. It is about rearranging what you do have and making a few improvements to appeal to more buyers.

If you don't want to do this yourself, ask your RE/MAX Sales Associate to recommend a professional stager. It can pay for itself by helping sell your home more quickly and for a better price.

***In a controlled test, staged homes sold on average in half the time of unstaged homes.***  
– Real Estate Staging Association

***A staged home will sell, on average, for 17% more than an unstaged home.***  
– U.S. Department of Housing and Urban Development

*Here are a few ideas to make this process easier.*

## **De-Personalize**

The #1 rule in staging is to de-personalize. Pack up those personal photographs and family heirlooms.

## **De-Clutter**

Almost every home shows better with less furniture.

- Pare furnishings down to the bare essentials
- Pack up those cute knickknacks
- Clean off everything on kitchen counters
- Remove personal items from bathroom counters

## **Rearrange Closets and Cabinets**

Buyers will open closets, kitchen and medicine cabinets.

- Organize pantry and cabinet contents
- Reduce closet contents to half-full and organized
- Neatly arrange clothing, shoes and shelf items
- Put medicines and personal items out of sight

## **Remove Favorite Items**

If you're going to take window coverings or fixtures with you, remove them now. If buyers don't see something, they won't want it as part of the deal.

## **Make Minor Repairs**

- Replace burned-out light bulbs
- Replace cracked floor or counter tiles
- Patch holes in the walls
- Fix leaky faucets and doors that don't close properly
- Consider painting the walls neutral colors

## **Create Great Curb Appeal**

If buyers won't get out of the car because they don't like the exterior, you'll never get them inside.

- Keep the sidewalks cleared
- Mow the lawn and trim the bushes
- Paint faded window trim
- Plant or pot colorful flowers
- Make sure visitors can clearly see your house number

## **Make the House Shine**

- Wash windows inside and out
- Re-caulk tubs, showers and sinks if necessary
- Polish chrome faucets and mirrors
- Clean out the refrigerator
- Vacuum regularly
- Dust furniture, ceiling fan blades and light fixtures
- Clean dingy grout
- Replace worn rugs
- Hang up fresh towels
- Replace that old shower curtain

## **Showing Your Home**

If the house looks comfortable, but not personal, you are almost done.

- Open drapes to let the sunshine in, and turn on lights
- Fresh flowers are a little luxury that make people feel good
- Make sure the temperature is comfortable
- Appeal to all the senses. Your home should smell fresh.
- Outdoor living spaces are becoming more important to people today, so add a few decorating touches

Visit [remax.com](http://remax.com) for more ideas



## 4. *It's All in the Details*

Pricing, staging and marketing are the first steps in successfully selling your home, but closing the deal requires in-depth knowledge and experience. Once you've accepted an offer, a lot of details remain before you get to the closing table.

### *Strategic Negotiation*

Purchase offers on your home may be complicated and might contain special clauses. Price is not the only consideration. Your RE/MAX Sales Associate will help you understand and evaluate offers and work hard to get you the best terms possible. Understanding contingencies and closing loopholes will help you close the transaction.

### *Navigating Inspections, Appraisals and the Details*

In many cases, the most critical elements of a home sale occur after the buyer and seller have reached an agreement. These components of the transaction may include home inspections, objections, resolution deadlines, mortgage lender appraisals, title searches, surveys and more.

A RE/MAX Sales Associate will help you understand the process and keep the transaction on track.

### *Close With Confidence*

Your RE/MAX Sales Associate will help you navigate the critical steps once the final offer is made so that you can close with confidence.

### *Moving On*

If you're relocating, your RE/MAX Sales Associates can find an agent at the other end with the right qualifications to meet your interests and needs.

When you relocate, you're doing more than changing your address; you're making a life transition, ideally with as little disruption as possible. That means finding a pediatrician, a vet for the dog and gymnastics classes or soccer teams for the kids. RE/MAX Sales Associates have contacts throughout the community to help you make the connections you need.

## 5. Involved *Community Citizens*

RE/MAX Sales Associates are well-known locally and nationally for their involvement in many community programs. When you use a RE/MAX agent to sell your home, you contribute to the well-being of your community.



### *Children's Miracle Network*

Since RE/MAX became a national sponsor of Children's Miracle Network in 1992, RE/MAX Sales Associates have donated nearly \$100 million to help millions of kids. Funds raised in your community benefit the children in your community.

### *Susan G. Komen for the Cure*

We are all affected by breast cancer, either personally or through someone we know and love. RE/MAX is a national sponsor for the Susan G. Komen Race for the Cure, and thousands of agents and offices sponsor and participate in local events



### *RE/MAX Green*

Concerned about the environment? So is RE/MAX. Together, you and your RE/MAX agent can take steps to ensure a better environment for future generations.

Each RE/MAX® office is independently owned and operated.

*Outstanding*  
**RESULTS.®**



# EVERYBODY



## Everybody Wins

When we founded RE/MAX in 1973, our dream was to grow the best real estate network in the world, an organization where everybody wins – our customers, our Associates, our owners, our employees. That dream is now a reality.

Our network has always been focused on Main Street, not Wall Street. We've built RE/MAX one agent and one customer at a time. RE/MAX is still owned and operated by its founders and we are beholden to no one except our customers.

RE/MAX Associates are experts at helping homeowners and buyers fulfill their dreams. They understand that when you win, they win.

When you hire a RE/MAX agent for your real estate needs, you'll be tapping into this win-win concept and making the right choice for you and your family.

Sincerely,

A handwritten signature in black ink that reads "Dave Liniger". The signature is fluid and cursive, written in a professional style.

Dave Liniger  
RE/MAX International Chairman and Co-Founder



*Assisting you in residential, luxury-home and commercial real estate.*



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