

How to save \$6,000 or more when selling your home

When it's time to sell your home, you want to get as much money as possible, as quickly as possible. This special report will tell you how to do both!

Dear Homeowner,

For many people, selling a home entails a mixture of sadness, fear, relief, and excitement. You may have all kinds of mixed emotions. You have very personal, very deep feelings about the value of your home. You know how much you've put into the care and upkeep, decorating and improvement of your property. It's only natural that you want prospective buyers to agree with you.

Whether you decide to see your home yourself, or hire a real estate professional to get the job done for you, there is no room for guesswork today.

The "old fashioned" ways of selling a home that worked back in the 70's and 80's can stall out...or worse...rob you of profits that are rightfully yours. Getting the highest price for your home today involves a thorough knowledge of the market, so you must negotiate carefully. The "right" knowledge is absolutely essential.

Following are costly mistakes many sellers make that can add up to thousands of dollars being lost unknowingly when you sell your home...or cause it to not sell at all.

- Failing to obtain a "total picture" of the entire market before you start to sell.
- Not getting accurate information about how long it will actually take to get your home sold.
- Not understanding the huge difference between "Total Market Inventory" and your local neighborhood and particular style of home.
- Using a standard comparative market analysis of similar style properties to set the sale price of your home. Factors to be considered include upgrades, location, amenities, views, lot size, etc.
- Not understanding the five-step sequence of how buyers really buy homes.
- Paying for ineffective advertising.
- Not knowing the simple steps of how to prepare your home to look like a "model home" so that it has the highest probability of attracting immediate interest from buyers.
- Not insisting that interviewing agents verify their pricing recommendations for your home.
- Letting a real estate company "buy" your listing by promising you an inflated sales price.
- Not setting up bridge financing if you are on a time deadline.
- Not fully evaluating whether you should sell your home yourself! (It might be to your advantage to sell your home yourself)

You have a right to hear the facts

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When it comes to selling your home, you should be the one who decides what is in your best interest:

1. Whether you should sell your home yourself.
2. Whether to hire a real estate professional to handle the sale for you at a cost of 6% or 7% commission.
3. Whether to hire a consultant to put your home on the Multiple Listing Service and give you advice for under \$700 total.

Gone are the easy money days of the 70's and 80's when anybody could buy and sell a home by just listing it on the market. Selling any home today involves greater focus, more financial precision and marketing smarts because buyers are much more discriminating about what they buy.

Getting the highest price for your home today involves a systematic approach.

Today's buyers have a tremendous number of homes from which they could choose. Even if you don't have to sell, you are forced to compete with other sellers who do have to sell, and are willing to cut their price to get the sale.

When buyers are as nervous as they are these days about the economy, every buyer counts! There is a systematic, eight-step system that gets results!

There are eight financial and marketing steps in the home selling process that you should thoroughly understand...whether you decide to sell your home yourself or hire a real estate professional to do it for you. This eight-step system is what's needed today to get your home sold for the highest price...on time... without hype or hassle!

The 8 critical steps of effective home marketing:

1. Understanding "Total Market" conditions (not just your immediate neighborhood).
2. Accurately appraising your home's value (not just an old Comparative Market Analysis).
3. Setting the right price for your home (by setting the right price range first).
4. Calculating your bottom line net profit (using offer price, not list price).
5. Advertising and marketing your home (not with the same old, boring ads everyone else uses).
6. Preparing your home for sale. (Knowing how to make buyers instantly attracted).
7. Qualifying buyers and negotiating contract offers (to get your price).
8. Getting financing and closing your sale. (Avoid costly mistakes that can derail your sale)

By systematically executing these steps, you will get better results. When you decide to sell your home yourself, or hire a real estate professional, you should definitely expect detailed information and straight answers, not "sales talk" or hype that convinces you into going with the company or agent who simply says they're the biggest, or the best, or whatever, to get your business.

Your home is one of your biggest financial and emotional investments. You should not leave any element to guesswork or chance.

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Selling your home systematically makes a big difference for your peace of mind.

Real estate agent Karen Abrams gave Charlie and Donna a big hug as they left the closing room at the title company.

Charlie and Donna were excited as two kids getting a favorite toy for their birthday. This was the moment they had been waiting for. The day when they would be able to move into a brand new home in a beautiful area that had the best schools and was just minutes away from where they both work!

Donna and Charlie couldn't have been happier. And, the best part was that they made the decision to move and sold their previous home, all in the course of one month! Even they were shocked at how fast the house sold, especially when compared to how many homes were listed for sale in their area and how long many of them had been sitting.

Before choosing an agent to sell their house, Donna and Charlie decided to interview several Real Estate Agents. (They toyed with the idea of selling it themselves, but decided to talk to some real estate agents first, "to see what they had to say".)

The first four agents that came over all sounded like a broken record. They all said the same old things like...

- "We're the biggest company."
- "We sell more homes in your area than anyone."
- "I'll work harder for you than anyone else."
- "We have the most aggressive marketing plan in the world."
- "No one has more resources than we do, to sell your home fast."
- "I'm the top agent in the area."

And on, and on, and on... Donna and Charlie were less than impressed! When Karen came over, she told them that she was going to show them an eight-step sequence on how to sell their home quickly; at the highest price the market would pay. And, she said that these eight steps could be done by her or them, if they chose to sell the house themselves.

Donna and Charlie almost fell over!

A real estate agent teaching them how to sell their home themselves! Donna and Charlie tried it themselves for a few weeks, with Karen's help. Eventually, they listed the house with Karen, using her Super Saver Plan where they got Multiple Listing Service coverage for only \$695. Within three weeks, they were the happy recipients of a signed and accepted contract on the property.

Here's what Donna and Charlie learned from Karen:

- How to use state of the art technology to attract buyers like a magnet!
- The single biggest marketing mistake most real estate agents make!
- The importance of having a "Total Market" picture to get the highest price!

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- The reason why a local neighborhood competitive marketing analysis isn't enough!
- Why you should never let a real estate agent set the price of your home!
- Why it's so important for you to learn, firsthand, what really causes your home to sell!
- The critical importance of market conditions and timing to squeeze the highest price!
- Why most boring real estate advertising fails to attract telephone calls from buyers!
- What is the right kind of real estate advertising that gets interested buyers to call!
- How to avoid wasting g precious dollars needlessly fixing up your home!
- The five steps of the home buying process every seller needs to know!
- The three things every buyer wants to see in your house before they're willing to buy!
- How to use little known advertising techniques to sell your home!
- How to get buyers to accept your price...without back and forth counteroffers!
- Applying the eight-step system to get highest price...even in a tough market!

After learning all these home-selling secrets, and after putting them to use, Donna and Charlie are happily carrying boxes into their brand new home!

What Donna and Charlie learned was that there are specific techniques that can be used to sell a home for the highest price – on time. What Karen taught them is applied by fewer than one in a hundred real estate agents. We can show you how to do it, too!

We'll be happy to show you different options: how to sell your home yourself or how to get Multiple Listing Service exposure to all REALTORS for as low as \$675! E-mail us anytime at TheBoyerGroup@DiscountResidential.com to schedule an appointment.

The old fashioned ways of selling homes just don't work today!

You don't need to hear a sales talk or a "Why we're so great" story. What you need is, "What will work, now!". You need precise ways of using today's conditions to get your house sold...at the highest price the market will pay.

At your appointment we will show you how to apply these eight steps yourself, in the marketing of your own home! When we're done, you will have a choice that's entirely yours; if you like what you see, you can take the information you will learn and use it to sell your home without us, or you can use it with us, or any other agent getting paid a commission.

As is the case in many instances, you may want us to complete the eight steps for you. However, **THAT WILL BE YOUR DECISION.** What we promise you is this: we will show you a plan that will make more sense to you than anything you'll see from anyone else about how to get your house sold for the highest price.

The last thing most "traditional" real estate companies want you to think about is selling your home yourself.

The truth is, sometimes it's very appropriate to do so! Well... I hope this gets you thinking.

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Whether any, or all, of this makes sense, you will probably have some questions. Maybe lots of them. That's good! If we have stimulated to think about this, then we have done our job. Now, it's time to do yours!

Please e-mail us at TheBoyerGroup@DiscountResidential.com while this is still fresh in your mind and you're excited about the possibilities. Even if you're skeptical (which is only natural).

So, again, e-mail us at TheBoyerGroup@DiscountResidential.com at anytime if you have any questions or would like to set up an appointment.

Sincerely Yours,

The Boyer Group
Discount Residential Real Estate Inc.

P.S. We promise to teach you this entire eight-step system of home marketing that will save you thousands of dollars. Then, we'll let you decide what's truly in your own best interest regarding the sale of your home. If you decide to sell your home yourself, learning these eight home selling steps is critical to getting the highest price in the shortest possible time.

If your home is currently listed with another broker, this is not a solicitation. I am prohibited from providing additional information to you, unless you are released from your current listing agreement.

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