

A strong marketing strategy will incorporate both internet and traditional print media, with an ideal balance of 70/30. Ask how she plans to market your home with print media. What papers will your listing appear in? Will flyers be offered on the yard sign? What kind of mail marketing campaigns will she use?



Ask for a Guarantee

If an agent is genuinely confident in his/her ability to sell your home for full market value, she should be willing to offer a guarantee.

Guarantee Programs Offer Security and Confidence!

Some competitive agents offer sellers a full market value guarantee program. Through these programs, an agent works closely with the home owner to determine the home's full market value. She then agrees that, should the home sell for less than that price, she will make up the difference from her commission.

This does two things:

1. It keeps an agent from promising inflated value to secure a listing,

2. And ensures that your home benefits from an agent's full attention and marketing efforts.

When signing the agreements for a guarantee program, be prepared to make some commitments yourself. Most agreements require a home to always be in "showcase" condition, while some require homeowners to do specific improvements such as painting walls or replacing broken shutters.



For a *FREE* Over-The-Net Home Evaluation, visit:
www.SashaMiletic.com

Not intended to solicit property currently listed for sale.

Copyright © 2010 by Sasha Miletic all rights reserved. Reproducing any part of this report without obtaining written permission from Sasha Miletic is strictly prohibited.

SELLING YOUR HOME



How to Get Full Market Value

Selling Your Home: How to Get Full Market Value

If you're like most, your house is the largest investment you'll ever make. Whether you've been pouring your loving care and hard earned dollars into your home over a lifetime, or you've just purchased it as a rehab project- one thing is for sure. When it comes time to sell, you should secure its full market value.

So why do so many sellers let precious profit slip through their fingers? In a word- experience. Choosing an experienced agent is vital when seeking to maximize your property's value. Studies show that an agent's experience is directly related to his/her sales success.

An experienced agent will be better equipped to price and market your home correctly. Since these are the two most important factors in selling a home for top dollar, it's important to get them right.

You may need full profit from your home to put down on the purchase of a new house, pay off old debt, or finance retirement. Whatever your reasons, you'll be glad to know that, with the right



Pricing and Marketing are the two most important factors in selling a home for full value.

Partner with an experienced agent to make sure your home is priced and marketed correctly.

agent on your side, selling for top dollar doesn't have to be a crapshoot. In fact, it can be guaranteed!

The Pareto Principle

Before choosing an agent, you should understand The Pareto Principle. Also known as the 80/20 Rule, it says that, in most cases, 80 percent of the effects are generated by 20 percent of the causes. In real estate sales, this means that 20 percent of the agents are selling 80 percent of the homes. Obviously, if you want to sell your home for top dollar, you need to choose an agent from the 20 percent group. Interview at least three agents, and focus your questions around two primary factors to determine their level of experience.

Pricing

Ask an agent how they determine the market value of a home. If an agent has sold homes in

your immediate neighborhood, she may have particular insight into the current value of your home. Ask her what overpricing limits she uses. If a home's asking price is 5 percent over that of its competitors, buyers will pass it by. Experienced agents will not go over 2 percent of market value.

Marketing

Attracting the highest amount of qualified, motivated buyers should be an agent's priority.

With nearly 90 percent of today's buyers starting their home search online, an agent must have a strong web presence to be effective. Ask what sites your home will be listed on and how many visitors those sites receive on a daily basis. Does the agent have her own website and if so, what kind of traffic does it receive? Does she use blogging and social media to connect with the market on a daily basis and drive traffic to your listing? How many internet based referrals did she receive last month?

