



## **Thinking of Selling ?**

*Likely this is not something that you just spur of the moment are contemplating, and therefore a lot of serious thought, discussion and guidance could help to ensure that Selling NOW vs Later or not at all is the best decision for you. While it may seem that a "Realtor just wants you to sell now so they can get paid" – believe it or not, the TIMING of when you sell can be just as important as the way you sell. Here's some helpful talking points, and remember -we'd LOVE to work with you – when the time is right, and at the very least would like to have the opportunity to answer your questions and present why WE are the best for your Real Estate needs.*

### **Questions That May Come Up:**

What costs can I expect to pay to sell my house? During the process and at closing?

How long before we get an offer?

Will I sell my house on the first day? What if we do?

What if we don't sell the first day / week / month?

What if we don't have any showings?

What if I change my mind and don't want to sell?

In today's "digital;", online / information overload, it might be tempting for you to

### **Do It Yourself (DIY) as a For Sale by Owner (FSBO)**

There truly COULD BE a few good reasons for someone to consider selling their own home; but it is important to have the necessary skills. While many choose this option to save on the cost of commission; what they may not realize is they actually COST THEMSELVES MORE by not hiring a professional. As Realtors, we not only want to help people, we have a fiduciary responsibility for our clients, and in the long run that not only usually NETS MORE MONEY but makes the transaction smoother for the clients. When inexperienced, selling a property can be confusing, costly and even dangerous.

### **Ask yourself...**

Do you understand the legal complexities of today's real estate processes?

Are you willing to give up family and private time, evenings and weekends until your home sells?

Will you feel safe letting strangers into your home?

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Are you ready for constant interruptions by potential buyers walking thru your home?

What type of advertising will you do and at what cost?

How skilled are you at setting and negotiating a price?

Can you handle the massive amount of paperwork, legal disclosures, offers, counteroffers and contracts?

Selling a home is full of potential legal pitfalls; can you avoid those liability issues?

What about legally required appraisal, home and termite inspections, home warranty, title search?

Can you provide financing information to buyers?

How will you proceed with escrow?

How will you get the money in your pocket?

How much will you have to pay an attorney if disputes arise? (Granted, once in a while things get a bit out of hand even with a Realtor – and in rare cases legal action may be needed. In all fairness, that cost could apply whether you are selling on your own or with a Realtor).

**A home won't sell by putting a For Sale sign in the yard. There is a lot of hard work that goes into it and Realtors are trained for this type of work, taking the emotional side out of the process and obligated to work in the best interest of their clients.**

## **Have You Heard about iBuyers?**

An iBuyer is a way for an immediate sale. While not necessarily a “norm” in our communities, it is starting to make the way here. Yes, it sounds as if they will make it simple and more convenient process; but it will typically not be for top dollar to the seller. With iBuyer, a company will estimate the value of your home and make an offer, normally less than wholesale (70%) value. If accepted, they take ownership of the home and do the marketing to resell the home. If you think about it, they aren't going to offer top dollar because they are going to need to make profit for themselves. If you are looking for a quick way to sell, listing the home at under the market value (but still at a price you can accept) would likely ALSO get a quick offer and the transaction go smooth with your Realtor handling the necessary paperwork.

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## Hire a Professional

It is important to find someone you trust and connect with. Interviewing different Realtors is a good plan to have when thinking of listing your home for sale. Don't have unreasonable expectations, but still make sure to select the "best agent for you" as working together should be something that serves your needs in communication style as well. If during the conversation / interview with a potential Realtor, you get a sense that they are just saying what they think you want to hear – understand that could be a red flag. Dig a little deeper and ask more questions and always know that you should have signed agreements that clearly indicate what agreements you make for the process of selling your home. Specifically, when it comes to the COST: Realtor Commission is NEGOTIABLE and if there are additional FEES then you would want to know why and how much – ahead of time. We also feel that the services they are going to provide are just as important to be in writing, their level of service should match your expectations. We also like to point out that the SAFETY and ACCOUNTABILITY aspects of our industry are certainly a discussion to have as well. **We 100% use the Electronic Lockboxes** and know that we can pass along the assurance that not just anyone is going to be able to have a code to push in and no accountability to that access. Be sure to share what is Most important to you in selling your home and ensure that the Realtor understands and makes this their #1 goal as well.

There can be – will be delays in the process, sometimes out of the Realtors control or otherwise. Having a good working relationship that allows for honest communication is critical. BTW: Do not change your name, get married or get divorced during the selling process – as this does tend to complicate things 😊

At any point, even with the signed agreements, if something does not feel right, or you are concerned about your interests being served, you can CANCEL / WITHDRAW / TERMINATE an agreement, so long as you provide proper notice. Our Dayton Realtors Board and / or the Ohio Realtors Association are also available to assist people with questions that may arise from a dispute with a Realtor, and if needed, a complaint process can be filed.