

Get the Most Out of Your Realtor®

BUYING OR SELLING REAL ESTATE IS PROBABLY THE MOST IMPORTANT AND POTENTIALLY REWARDING FINANCIAL TRANSACTION YOU'LL MAKE IN YOUR LIFE. THE WAY YOU SELL YOUR HOUSE CAN GREATLY IMPACT HOW MUCH CASH YOU CAN GET FOR IT.

Once you have chosen your Realtor®, here are ways you can facilitate the process:

USE YOUR REALTOR'S EXPERIENCE.

Most Realtors are extremely knowledgeable about the local real estate market. This is a valuable resource, so use it well. Your real estate professional can help you decide your selling price, promote your property, and evaluate offers.

COMMUNICATE

Even the best agent is not a mind reader. Tell your agent what types of offers you're willing to accept, when your home is available for showings, whether you want an open house, what changes you're willing to make to the home's interior and exterior, whether you want to sell the house "as is", whether you have a pressing deadline for the sale, etc.

GET YOUR RECORDS IN ORDER.

Potential buyers are often interested in what your monthly utility bills and other home maintenance expenses are. Be sure to have these numbers ready. Also, gather together any owner's manuals and warranties for your appliances.

BE ACCESSIBLE.

Speed is often important. Be sure that the home is already ready to be shown to accommodate last-minute requests for a showing. Make sure your agent understands that you want to be contacted at once if a showing is requested. Provide phone numbers (home, office, cell) where you can be reached at during various times of the day. If an offer comes in, your Realtor will need to respond to the buyer quickly. Be sure that you're accessible even if you're out of town, on vacation, or on a business trip.

ASSERT YOURSELF.

Agents are salespeople - they typically have strong and out-

going personalities. Don't forget, however, that it is your home sale. Insist on personally reviewing all offers and on making your own decisions about which offers to consider. However, you also need to...

LISTEN TO SUGGESTIONS.

As you prepare your home for sale, don't rely solely on your own judgment. It's hard to be objective when you're the owner. Your Realtor will have helpful, professional tips on how to make your home more marketable.

STAY UNEMOTIONAL DURING NEGOTIATIONS.

Selling your home can be emotionally charged, but don't let that stand in the way of making a deal. Have a businesslike attitude during the process *and remember that the buyer is not your enemy.* (Very often, the buyer of your home is someone like yourself who'd be very happy to have as a neighbor.) Seemingly confrontational negotiations are part of the process and are never intended for you to take personally.

Getting the most money, for the least hassle, is the name of the game. By forging the best possible relationship with your Realtor, you're well on your way to success.

NEED A PRE-APPROVAL FOR YOUR NEXT HOME?

Call Charley Farley at (603) 471-9300
or e-mail charley.farley@weloannh.com



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