



# HOW TO SAVE \$6,000 OR MORE WHEN SELLING YOUR HOME

*Compliments of Tim and Pat Buffham*

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

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 have put into the care and upkeep, decorating and improvement of the property. It is only natural that you want prospective Buyers to agree with you.

Whether you decide to sell your home yourself, or hire a real estate professional to get the job done for you, there is no room for guesswork in the current housing market.

The "old fashioned" way 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 housing market including Buyers likes and dislikes, prices of homes similar to yours and current market times. You must negotiate carefully in your favor - the "right" knowledge is absolutely essential.

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## **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 not to sell at all:**

- \* Not obtaining 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 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.
- \* 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 (and feel) like a "model home" so that it has the highest probability of attracting immediate interest (and top dollar) from Buyers.
- \* Not insisting that real estate agents show you evidence that their pricing recommendations for your home are valid.
- \* Letting a real estate company "buy your listing" with a temporarily 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).

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**You have a right to hear the facts and when it comes to selling your home, you should be the one who decides what is in your best interest:**

Whether you should sell your home yourself.

Whether to hire a real estate professional to handle the sale for you.

Whether to hire a consultant to put your home on the Multiple Listing Service and give you advice.

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Gone are the easy money days of the 70's and 80's when anybody could buy and sell a house 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 and much better informed.

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

- \* Today's Buyers have a tremendous number of homes from which they can 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 a 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 is needed today to get your home sold for the highest price... on time... and without hype or hassle!
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**The 8 Critical Steps Of Effective Home Marketing:**

- \* Understand the "Total Market" conditions (not just your immediate neighborhood).
- \* Accurately appraise your home's value (not just an old Comparative Market Analysis).
- \* Set the right price for your home (by setting the right price range first).
- \* Calculate your bottom-line net profit (using offer price, not list price).
- \* Advertise and market your home (not with the same old, boring ads everyone else uses).
- \* Prepare your home for sale (know how to make Buyers instantly attracted).
- \* Qualify Buyers and negotiate contract offers (to get your price).
- \* Get financing and close your sale (avoid costly mistakes that can derail your sale).

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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 are 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 expect to leave any element to guesswork or chance.

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### **You Should Know:**

- \* The single biggest marketing mistake made by both real estate agents and “For Sale By Owners”.
  - \* This single mistake costs many Sellers \$2,000 to \$4,000 and sometimes more!
  - \* The reason why a “CMA” (Comparative Market Analysis) of your local neighborhood isn’t nearly enough to sell a home for the top price.
  - \* The importance of having a Total Market Overview, a bird’s eye view of the entire market and how it will help you get the highest price possible for your home in the shortest period of time.
  - \* The five most important steps in making your home sell fast at the highest possible price.
  - \* The critical importance of understanding market conditions and using urgency and timing to obtain the highest possible price from Buyers who are comparing your home against other homes.
  - \* Why most traditional real estate advertising costs far too much and produces poor results.
  - \* How to run simple 3 or 4 line classified ads to create a stream of interested prospects.
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We will share these home marketing secrets with you because we believe that by helping you save thousands or tens of thousands of dollars now, if you ever do need or want the services of a real estate professional in the future, we will be your professionals of choice – although you will certainly never be made to feel under any obligation.