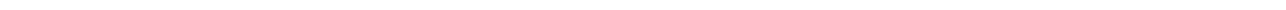


THE SELLERS GUIDE



JUSTIN JACOBSON

SUMMER 2022 EDITION



I WILL HELP YOU BY:

1. Taking time to understand your wants, needs, and expectations; answering your questions and being honest with you at all times.
2. Helping you obtain the highest possible price for your house in the shortest amount of time.
3. Advising you on pricing and staging once I have evaluated your home thoroughly against the market.
4. Implementing a comprehensive marketing plan to expose your house for buyers through as many channels as possible.
5. Coordinating the home-showing process with your family's needs in mind.

IT'S ALL ABOUT YOU

My real estate business is
built around one guiding principle:
it's all about you.



6. Presenting all offers, and advising you on the terms and contingencies contained within.

7. **Negotiating** on your behalf for the best offer.

8. Scheduling and coordinating completion of contingencies and inspections, and monitoring the buyer's loan process.

9. Coordinating and supervising the **preparation** of all real estate closing documents, and guiding you through the closing process.

10. During the entire listing, from start to finish, always representing **YOUR** best interests.

GET READY TO SELL

WHAT WILL IT SELL FOR?

The market tells us how much your home is worth. I will advise you on pricing after my thorough analysis of your property compared to the market, and with my recommendation, you will make the final decision.

5 FACTORS AFFECTING THE VALUE OF YOUR PROPERTY

1.

Price — Based on Recent Sales

Comparable Homes in the area that have recently sold are how buyers and their agents will determine the fair market value of your home.

2.

Location

Location is one of the most important factors in determining the value of your property.

3.

Condition

The condition of the property affects the price and the speed of the sale. Prospective buyers often make purchases based on emotion, so the first impressions are important.

4.

Competition

Prospective buyers are going to compare your property both the condition and the price—to other active listings in and around your neighborhood. In order to get the buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.

5.

Timing

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.



GET READY TO SELL: CONDITION

You don't get a second chance to make a first impression.

- Most buyers make decisions about the property they see within the first 15 seconds of entering the home.
- Homes in great condition attract more interest and offers, and tend to sell for more than homes in less than great condition.

Staging makes the difference.

Decluttering and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. More buyers become interested and make offers allowing you to;

...Stand out from the crowd.

1. Start at the curb of your house, notice any maintenance or landscaping issues?
2. Inside the home, observe... is it tidy, clean, and odor-free? Does the layout flow easily?
3. Throughout the house, make note of any areas that need painting or repair, and check flooring for wear and cleanliness.
4. Pack away personal items.



THINGS TO CONSIDER WHEN SELLING YOUR HOUSE

High Buyer Demand

Demand is strong right now, and buyers are active in the market. Homebuyers aren't just great in number — they're determined to find their dream home.

Low Inventory of Houses for Sale

The market is running out of available homes to buy. According to the latest CoreLogic Home Price Insights Report, nationwide, home values increased 11.3% over the last 12 months. The dramatic rise happened when the inventory of houses for sale reached historic lows.

Where Will Home Values go from Here?

If supply remains low and demand remains high, prices will continue to increase, making it a great time to sell your house.

We're in the ultimate sellers' market. High buyer demand paired with very few houses for sale makes this the optimal time to sell.

Housing Demand

Low mortgage rates have powered buyer demand. While rates have risen slightly and are projected to continue rising this year, they're still much lower than the historical norm. Low rates create a great opportunity for homebuyers, which is one reason why demand is expected to remain high throughout the year.

Taking into consideration the projections on housing supply and demand, real estate analysts forecast home prices will continue to appreciate through 2022.

Home values will continue to appreciate, making it a fantastic time to sell your home!



REASONS TO HIRE A REAL ESTATE PROFESSIONAL

Contracts

We help with all disclosures and contracts necessary in today's heavily regulated environment.

Experience

We are well-versed in real estate and experienced with the entire sales process.

Negotiations

We act as a buffer in negotiations with all parties throughout the entire transaction.



Education

We simply and effectively explain today's market conditions and decipher what they mean for you.

Pricing

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase.

Contact Me to Talk More

I'm sure you have questions and concerns about the real estate process.



Thank you!

I'd love to talk with you about what you read here and help you on the path to selling your house. My contact information is below and I look forward to hearing from you.

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