



**HOW TO CONVERT FROM JUST  
SELLING YOUR HOME TO HAVING IT  
PROFESSIONALLY MARKETED  
SO THAT IT SELLS FASTER AND NETS  
YOU MORE MONEY**

**AN EDUCATIONAL RESOURCE**



## **“Just A Quick Letter To Introduce Myself And Explain Why I’ve Put Together This FREE Report To Help Home Sellers Just Like You Get All The Information You Need... *For FREE*”**

Dear Home Seller,

Selling a home can be really confusing. Why? Because you're bombarded with misleading information, confusing claims, and bad advice from family and friends that aren't accountable or responsible to you for the advice they give.

How do you ever find solid, practical information that will help you sell your home? **You start by reading this free report.**

I'm providing this report to help you avoid some of the biggest pitfalls I see home sellers make everyday. In this fact-filled report, you'll discover the amazing secrets that I've used to help my clients sell their home.

What I'm going to share isn't theory. My clients and I have tested it. In this simple, yet profoundly powerful report, is a compilation of ideas I've discovered over the years.

**Now, with this information, you can sell your home.**

And if you have any questions about the information in this report, send me an email at [chad@chadhooper.com](mailto:chad@chadhooper.com) or give me a call at 949-529-8787. I've dedicated my business to helping people just like you.

I'm happy to help in every way.

Thank you!

Warmly,

Chad Hooper  
HomeSmart Evergreen Realty  
BRE #01895792

P.S.: If you are feeling overwhelmed with the process of selling your home, and you would like a personalized plan to help you get from point A to point B, I invite you to set up a home selling consultation with me. Call me at (949) 529-8787 to schedule yours today.

## **Factors to Consider:**

1. Realtors® have access to a substantial ‘buyers’ pool’ through hundreds of millions of dollars of combined advertising and promotions off and online.
2. When Realtors® follow up after showing property, it is viewed as a predictable and an enthusiastic follow up. When the homeowner follows up, it is viewed by buyers as a home seller being overly anxious or even desperate – which is injurious to negotiations.
3. Professionally trained real estate professionals are ethically bound – when fully representing you – to vigilantly work on your behalf.
4. Many buyers (and frequently out-of-town/state buyers) are reluctant to directly engage with unknown sellers and corporate relocation (in many markets) generates very desirable and qualified buyers.
5. Many buyers view any and all information provided directly from home sellers (not covered by conventional real estate laws of disclosure) cynically at best.
6. Many home sellers report that their greatest motivation in trying to sell on their own is ‘to save the commission’ – not realizing that certain buyers and investors identify this as an opportunity for them to save the commission and then some.
7. The heads of For Sale By Owner (FSBO) sites have been known to privately use a Realtor®.
8. Statistics indicate that approximately 83% of FSBOs convert to Realtor® representation.
9. It is not uncommon for For Sale By Owner transactions to fall through prior to closing. This is often due to lack of proper negotiation or understanding of the contract, contingency removal deadlines, and disagreements between buyer and seller.
10. Quality buyers tend to prefer professional representation by a realtor and are more likely to purchase a listed property.

## **Should you continue to look to sell your own home?**

1. You would not only need to “market your home” but your entire lifestyle including the community (schools, services, upcoming potential zoning changes, etc.).
2. Don’t give potential buyers the sense that you “have to sell” or that you “have already decided where you’re moving to” or have “already bought your new home.”
3. While you want to be friendly, do not “overdo it,” as this can be construed as being overly solicitous.
4. Be wary of real estate professionals telling you they “already have a buyer.” That keeps you where you are, settling for a buyer versus mobilizing thousands to leverage the laws of supply and demand in order to produce the best (highest paying and best terms) buyer.
5. Make sure you inspect all of your competition – both as part of your pricing strategy as well as so you can speak to the contrasts of your property when face-to face with buyers. However be careful not to be seen as disrespecting other choices.
6. You will need to become familiar with the purchase contract and all other documents needed to complete the sale.

## **Steps to Selling Your Home**

1. Select a price that will position your property competitively and strategically in the marketplace.
2. Complete a curb-to-curb inspection.
3. Coordinate necessary work or repairs with various vendors.
4. Hire a professional photographer to take photos of the property.
5. Post your home on various online sites for marketing purposes.
6. Post an ad on Craigslist.com.
7. Schedule and hold an open house every weekend.
8. Be available as much as possible, all day as well in the evenings and on weekends, to show the property to potential buyers.
9. Install a For Sale sign at your home.
10. Mail a “Just Listed” postcard to 200 surrounding neighbors.
11. Post on social media accounts and notify friends that the home is for sale.
12. Arrange interim financing, if necessary, for your next purchase.
13. Carefully pre-qualify all potential buyers to make sure they can perform.
14. Prepare and execute a purchase contract and all documents required by your state.
15. Follow up daily with affiliates and all involved in the transaction.
16. Attempt to arrange a coordinated closing with your new property.
17. Arrange and coordinate all inspections and walk-throughs.
18. Negotiate offers, inspection terms, and coordinate move dates.
19. Complete all necessary disclosures properly to ensure you have no legal repercussions in the future.
20. Conduct a final walk through and obtain all necessary releases from the buyer.
21. Sign closing documents.
22. Coordinate possession.
23. Deliver the keys.

## **What Services You Should Expect From An Agent**

1. Assist you in selecting a list price that will position your property competitively and strategically in the marketplace.
2. Complete a curb-to-curb inspection including home staging tips, at no additional cost, and provide a list of recommendations to increase marketability.
3. Take digital photos of your home to be used for marketing purposes.
4. Post your home on their company website.
5. Post your home on their personal website.
6. Post an ad on Craigslist.com.
7. Schedule a Broker's Preview.
8. Schedule open house, if agreed upon.
9. Post your home to Homes.com, Trulia, and Realtor.com.
10. Install a lock box.
11. Install a for sale sign at your home.
12. Promote your home at company meetings.
13. Promote your home to top buyer agents in the area.
14. Mail a "Just Listed" postcard to 200 surrounding neighborhoods.
15. Personally prospect 3 hours per day, making approximately 30 contacts per day, looking for potential buyers.
16. Over the next 7 days, contact any current buyers, past clients, and his or her personal circle of influence who might be interested in your property.
17. Assist you in arranging interim financing, if necessary.
18. Arrange and coordinate all necessary inspections and walk-throughs.
19. Use tracking software to monitor online interest on your property and email reports to you weekly.
20. Provide a vendor list with a local handyman, electrician, etc., if needed.
21. Have a full time transaction manager monitor the progress of your file daily.
22. Negotiate offers, inspection terms, and coordinate move dates.
23. Keep you constantly informed.
24. Deliver your check at closing and review final closing statements

## **What Has Stopped My Home From Selling?**

If you have had a bad experience selling your home, you most likely have some very strong opinions about what went wrong. If you decide to list your home with a new agent, it can be extremely helpful to share your observations and opinions.

Your new listing agent can use this information to further customize the appropriate game plan to ensure a successful sale and stress free closing.

1. What marketing campaigns, materials, or methods did your previous agent utilize that you do not feel were appropriate or successful?
2. What new marketing strategies would you be interested in discussing with the next agent you hire?
3. What information did you feel you needed in order to make a wise choice for price adjustments or offer negotiations that you were not provided with?
4. Was the home demonstrated effectively at showings?
5. Were you satisfied with the photography, staging, or any other methods employed to showcase the home's benefits? If not, what do you feel went wrong?
6. Did the agent offer you advice on minor improvements you could make to maximize the value?
7. Did you receive showing feedback in a timely manner?
8. Did you feel your agent communicated often enough and updated you appropriately on the sales activity?
9. For you to have a service experience that exceeds your expectations, what would that need to look like?
10. Did the company that your agent was affiliated with show the property and support the sales efforts?
11. Did your agent use active, or only passive, methods of marketing? Active meaning they actually prospected aggressively to find buyers.
12. What criteria will you use to select the next agent you hire?
13. What information do you want him or her to provide you with prior to making your selection?
14. If not already covered in the above questions, what was your biggest frustration during this experience?

## Frequently Asked Questions... Answered

### **What recommendations would you make that would make my home more attractive and more in demand to home buyers?**

If you've had your home on the market previously, I would imagine that you already have some feedback that you received from the buyer's agents looking at your home.

Review the comments that you received while having your home on the market. What are the commonalities in those comments?

If it's an issue that's brought up over and over again, it's most likely something that you need to take care of to make that home more attractive. Now when you're choosing your next real estate agent, what I would suggest is that you start out in front of the home and you try to, do as objectively as possible, do a curb to curb. Walk through your home, interior to exterior, and make a big wish list of all of the ideal things that could be done, and then sit down with your agent and choose those items that are the most important to the sale of the home, and then from that list you can select the items that you are willing to do. Most likely your agent will help you coordinate repairs and staging services that will be needed at no additional costs.

### **What should I be looking for in terms of unique marketing?**

What you're going to want to do is put the burden on the agent to provide a custom marketing proposal. Agents will often tell you that price is the only thing that sells a home. While price is certainly part of it, the way that an agent presents your home to the market and the aggressive manner in which they contact other agents, buyers and the public to expose that home to those potential prospects can make a world of difference in the price that you achieve.

Exposure equals demand and a greater demand equals a higher price. So have them present their custom proposal. If you feel there are things that that proposal does not cover that you would like to

have done, you can simply let them know what your request might be. Now if your requests are a little above and beyond the normal or they're out of the box in terms of expense, remember that the agent is not earning anything upfront. So in a sense, they are taking on the risk and the expense of marketing the home.

### **I have my own prospects. Can I still work with them without paying a commission if I list with an agent?**

You could, if the listing agent agreed to that, but that would need to be negotiated and written into the contract. Most listing agents who are going to invest time and money into selling your home will probably not be likely to agree to this.

Also, you may want to consider that there is potentially some benefit in having an agent actually get in the mix, take this off your plate, and negotiate the contract on your behalf and protect your best interest. So that really is up to you to decide.

### **Can I list with more than one agent?**

You can, that would require a different type of listing agreement than an exclusive right to sell. It is not really, in most markets, a common practice. It does occur at times, I do sometimes see listings here and there where they have multiple agents. What would be more common, could potentially be a shared listing where possibly an out of area agent elects a local agent to service a client that the out of area agent has a great connection with and they share that listing. But again, not a common practice, certainly one though that can be arranged.

### **Do most real estate agents actively prospect to bring buyers to my home, and should they?**

It is a good practice that many top producers have, to aggressively market the homes that they list not only to the real estate community, but also to their database, their leads, and the areas where they think the move up buyers may be coming from. This is really the definition of a strong marketing

agent. They don't list your home, go to Starbucks and wait for someone else to sell it. They are an active participant in adding value by maximizing the exposure because additional exposure equals a greater demand, which will often net you a greater price.

**What databases, networks or sources of quality prospects should my agent have access to?**

Most seasoned veterans are going to have a database of peers, professional connections, past clients, of course friends and family, and they'll probably be involved in professional network groups. So simply ask them – what is their reach into the community? And see what they say. Based on their answer, you're going to know right away how well connected they are.

**What is your post listing service plan? How should I expect my next agent to keep me informed in all that they are doing?**

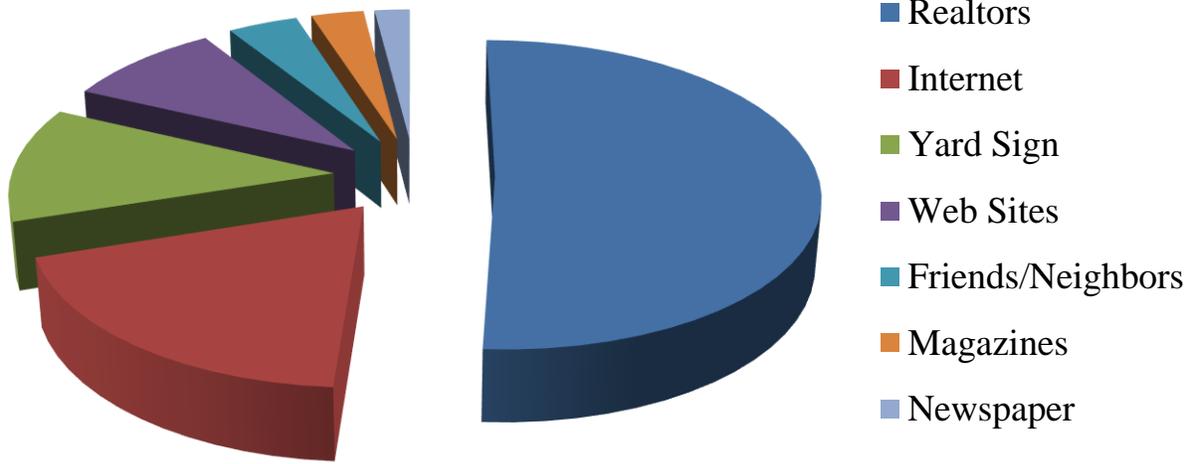
My suggestion would be to first of all ask them what their standard service plan is. Make sure that it meets with your standard, and if it does not, ask them for the additional service items and updates that you feel you need. Most quality agents will stay in touch with you weekly by phone, will be very responsive to your emails and texts, and will

provide periodic reports about market activity showings, feedback and also internet traffic. So you decide what services will make you feel like you have all you need to be comfortable and that all you are expecting is being done to sell the home.

**What do I do if I'm listed with an agent and I'm not satisfied with the service – how can I escape my contract?**

Technically if you've signed a listing agreement and there is no easy exit clause written in, you would be obligated to continue with that agent for the term of the contract or pay some sort of fee, commission, or cancellation fee. Basically you would have to negotiate with them to escape that contract. Most reputable agents though, if they feel you are not happy with the service, may not want to continue to work with you. Because really it is a team effort and everyone needs to cooperate. There's the old saying – the devil you know may be better than the one you don't. So while your current agent may not be perfect, you may want to consider giving them the opportunity to correct any mistakes that you feel that they're making, because at least you have an established relationship with them and you never are 100% sure that if you trade them in, you'll actually be trading up.

## Where Do Buyers Come From?



### NOTE:

The statistics above are from the National Association of Realtors and reflect the national picture.

## Upgrades That Boost Your Property Value:

- 1) Curb appeal is critical. You don't have to spend a fortune to give your home a facelift!
- 2) Kitchens and bathrooms can be a turn on or turn off. A complete remodel usually is not necessary and may not be a wise use of funds. Anything you can do to update on a budget in these rooms can make a significant difference. Replacing an old appliance, changing an old toilet or upgrading the counter tops can be affordable and do make a big difference.
- 3) De-clutter and then de-clutter some more. Make your home decor as lean and clean as a model home. In fact, taking a walk through a few model homes could give you some simple staging ideas that you can implement easily in your own home.
- 4) Remove wallpaper and brighten up especially dark rooms with lighter color paint. A neutral palette is best to allow the buyers' imaginations to run free.
- 5) Fix obvious defects: broken tile, torn screen, cracked driveway, etc. Buyers may feel these minor flaws are hiding bigger issues, or they may ask for significant discounts for repairs that won't actually cost you much to do.
- 6) Clean or replace carpet and remember to keep the color neutral. If your carpet is bad and there are hardwood floors underneath, you may be able to get away with stripping the carpet and cleaning up the floors. Even if they aren't perfect the buyer may prefer it to dirty carpet.
- 7) Ask your realtor to begin at the front curb and complete a curb to curb check up with you. They will be able to best advise you best for your market conditions and price point what improvements are a must do and what improvements would be an over do.

### Outdoors

- Keep lawn mowed, trim hedges
- Store hoses neatly; be sure sprinklers don't water walkways
- Repair gates, fences and sidewalks
- Remove or replace dead/dying plants
- Add color with blooming flowers
- Clear yard of all debris
- Sweep front walkway
- Paint, fix, or wash railings, storm drains, screens and doors

### Garage

- Keep the floors clean and swept
- Store or neatly arrange all items
- Show maximum storage space

### Bathrooms

- Polish the floor, mirror and fixtures
- Repair grout and caulking
- Repair running toilet or faulty plumbing

### Closets

- Replace burned out light bulbs
- Hang clothes neatly; store shoes in boxes
- Not too overcrowded, this suggests inadequate storage space

### Kitchen

- Clean appliances, cabinets and floors
- Organize cabinets
- Sink should be spotless
- Clear and clean countertops
- Repair faucets and appliances

### Overall

- Wash windows
- Quick once-over with vacuum
- Flowers in main rooms
- Play soft music and add air fresheners
- Keep pets out of the way
- Oil hinges, tighten knobs and faucets

# Key Features To Showcase When Marketing My Home

Note: This worksheet will give your real estate agent valuable information to help them showcase your home and highlight key features and benefits in the marketing campaigns. Supply as much detail and you can and they will know which items are best to use to add value and create excitement.

1) What I have enjoyed about living in this community:

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2) Recent upgrades and improvements:

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3) The features about the home we utilize most:

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4) What we will miss most about living here:

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5) The order I believe the photos should be taken to give the buyer the best sense of the homes style:

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# Referral Request

(if applicable)

I am leaving the area and need a referral agent to provide preliminary information to me.

My destination: \_\_\_\_\_

When I would like to be contacted by the agent: \_\_\_\_\_

Best method of contact: \_\_\_\_\_

When I expect to be in town to view homes: \_\_\_\_\_

\_\_\_\_\_

(Please complete the enclosed needs and wants list  
so that I can forward it to the agent in your  
new destination so he or she can begin the search.)

## **4 Steps To Getting Your Home Sold:**

### **Step 1: Make a Commitment to Act.**

Funny as this may sound, I can't tell you how many times people have requested this report and then said to me, "If I would have known what you just showed me before I hired my agent to sell my home, I would have avoided so many problems!"

I've shared just a few simple ideas in this report. Ideas that if acted upon could prove to be worth thousands of dollars when selling your home. But these ideas are only as good as the action put into them. Decide to act right now.

### **Step 2: List Your Objectives.**

Jot down what your goals are in selling your home. What is your ultimate goal? Selling quickly? Getting top dollar? Not selling before you have an accepted home offer on your next home?

What do you expect from the agent you hire? How and how often do you want them to communicate with you? Do you want an open house done? If so, how often do you expect it?

### **Step 3: Contact an agent that knows how to market your home effectively.**

Of course I'd love to be the agent you choose to work with, but let's face it, I'm not right for everyone. That's why I've given you the questions to ask your potential agent – or as I like to call them – your marketing partner.

If you would like additional information, please reach out to me at (949) 529-8787 or via email at [chad@chadhooper.com](mailto:chad@chadhooper.com).

### **Step 4: Act.**

Do I need to say anything more? Reach out to me and let's talk about how to get your home sold for top dollar. Let's work together!