



HOME SELLING TOOL KIT

Congratulations on taking the initiative to sell your home independently!

Selling a property independently can be an exciting yet challenging endeavor.



ABOUT FAUSTO

A portrait of Fausto, a middle-aged man with dark hair, a goatee, and a mustache, smiling. He is wearing a dark suit jacket over a light blue button-down shirt. The background is a solid grey.

I specialize in providing you with an authentic and transparent consultation throughout your real estate journey, whether you're buying, selling, or investing.

Being a part of the #1 Keller Williams office in Montgomery County allows me to bring more to the table, not only the latest technology but also the largest networks to assist you in the buying or selling process. And most important I will bring communication and guidance to assist you in making one of your biggest decisions.

WHAT I OFFER MY CLIENTS

Is simple yet profound: a dedication to delivering results, fostering integrity in every relationship, and genuine gratitude for your business. I'm here to earn your trust, provide you with the essentials for a successful independent sale and should you decide to enlist the services of a REALTOR, be the one you call.

I'm providing you with this resource because I believe having a reliable Realtor on hand is essential. Whether you need advice or decide to list your property, I'm here for you.

Research indicates that over 70% of homeowners ultimately choose a broker's expertise to facilitate their selling process or aid their buyers in doing so. By offering you something of substantial value, my aim is that you'll call me when the need arises for you or your buyer in the future.

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Tips on how to make the phone ring with more buyer calls. Like supply and demand, the more buyers you have for something, the more it could sell for.



Answering Inquiries:

Tips on how to convert ad calls, sign calls and internet inquiries into showings.



Preparing Your Home For Showing And Sale:

Tips on how to present your home in the best light to prospective buyers; and information to have ready to answer buyer questions.



The Guest Registry:

How to keep track of who sees your home, so that you can follow up and capture that "right" buyer; also, security considerations.



Pricing Strategy Analysis:

A series of questions designed to evaluate sales price every 2-3 weeks.



Vendors To Call:

A list of whom you will need to call to complete a sale; what each vendor does for you; and the one most important question to ask of each vendor to assure quality service.



Home Buying Process:

An overview of the services I provide for buyers, in the event you decide you would like me to help your buyer, or to help you when you purchase your next home.

Writing Effective Ads

List all of the best features of your home and pick the top 5. Save the rest for your website and home brochure.



Use an attention getting opening statement about the home.

To create more interest, less is more on your ads. Include some facts about the house [bedrooms, baths, price, etc.] but keep it brief.

Focus your ad copy on the items on your top 5 list.

Avoid exaggerating the features of your home that you like best, as they may not be the features the buyer likes best.



Include your name, phone number, email address and property web site.

Use photos to show the best feature of the house vs. the standard front shot.



End with a call to action, "For a private showing, call 555-1234 today."

According to the Newspaper Association of America, here are the **Top things a buyer wants to know about a property:**



Location



Lot size



Price



Amenities



Type or Style



Garage #



Square Footage



Bedrooms



Bathrooms



Schools



HOA Fees



Utilities



Tax Assessment



Accessories



Exclusions



Pricing Comparables



Available Move in

Answering Inquiries

- 1 To generate more inquiries, don't put everything about your property in the ad. This gives the reader a reason to call and find out more.
- 2 Remember your objective in handling inquiries is to cause the caller to want to see the house. You can't sell a house over the phone.
- 3 Time your ads around your availability. Always put your phone number on your yard sign, so that drive-by shoppers know how to contact you for showings. If you are running an ad on the internet, respond to email inquiries with an invitation to call for a showing appointment.
- 4 Always thank the person for calling about your house. It's a polite and friendly way to start a conversation.
- 5 Realtor Information: This will allow you to contact the Realtor and share your listing. Realtors are always working with prospective buyers.
- 6 The caller will usually ask you questions about your house right at the beginning of the call. Always give a direct answer to a direct question, and then, to keep the conversation going, ask a probing question of your own.

Example

Q: How many bedrooms does your house have?

A: We have three bedrooms. How many are you looking for?

- 7 Invite questions from the caller by asking, "What can I tell you about the house?"
- 8 Before agreeing to an appointment for a showing, always ask the caller, "Have you been pre-qualified by a lender in my price range?" This will avoid getting tied up in a contract with a buyer who cannot afford your home.
- 9 Before agreeing to a showing, always ask the caller if they have to sell their present home first in order to buy yours. Studies show that 7 out of 10 buyers are really lookers who cannot buy until their home is sold, and their home isn't even on the market yet.

Preparing your Home For Showing and Sale



- Set the asking price comparable to similar homes in your area which have sold recently.
- Be prepared to defend your price.
- Secure all necessary legal documents and use them to protect yourself from fraud.
- Both the buyer and lender will require satisfactory proof that you have a good title to the property.
- Buyers and lenders will want a satisfactory survey including all easements, rights of way, and encroachments.
- Have current tax information available.
- Have all utility bills available.
- Have all warranties on roof and appliances available.
- Check your property with a critical eye. Buyers will look for faults that could cost them money to remedy.
- Clean up, fix up and paint. You have only one chance to make a good first impression, so lavish time, money, and energy on curb appeal.
- Rearrange the furniture to create the most open space. If you have "too much?" furniture, remove some and store them. Six very important words: no clutter, no clutter, no clutter!

- Keep the house immaculate at all times, since showings are not scheduled events. Remember that you are competing against professionally decorated builder's model homes. Pay particular attention to the bathrooms and the kitchen. In the bathrooms, towels should be fresh and clean, sinks and baths scrubbed, and the floor freshly cleaned. In the kitchen, make sure all dishes are put away and countertops and sinks cleaned.



- Turn off the TV. Play soft music on the radio. Build a fire in the fireplace. Open the shades and turn on the lights. Check the thermostat to make sure that the house is at a comfortable temperature.

- Keep children and pets out of the way during showings.
- Get every buyer's name and phone number for follow-up. Almost no one buys a home on the first visit.
- Give all family members assigned jobs in advance that will go into action when a short-notice showing is scheduled. Everyone must know their duties and carry them out so that you don't end up banging into one another trying to get everything done quickly.
- Open every window covering. All drapes, curtains, and blinds should be positioned to let in maximum light. Buyers like a house to be "light and bright," so accommodate them! Turn on as many lights as possible.
- Make sure the house smells good. Baking cookies, often recommended, may be overdoing it, but pet odors, smoke, or greasy cooking odors definitely will not work! Air out the house just before the scheduled showing, but close the windows (unless it is a perfect day) before they arrive.
- Make sure Fact Sheets are available and easily accessible. (The dining room table is an ideal place for them).



- If you are using an Agent, leave! If this is not possible, make yourself as inconspicuous as possible. If it is comfortable outside, go there until the buyers leave. If you are selling on your own, of course, you don't have this luxury. If this is the case, be as helpful as you can but don't crowd the buyers.
- Average showing time is about 20 minutes.
- Do all of your DIY (Do it yourself) home repairs prior to putting the home on the market.
- Once the home is under contract, all repairs must be handled by a licensed professional and receipts shared with the buyer.

Guest Registry

Welcome to our Open House! I am requesting your feedback to help us sell this home.

Curb Appeal: ☐ Excellent ☐ Average ☐ Needs Improvement

Kitchen: ☐ Excellent ☐ Average ☐ Needs Improvement

Master Bath ☐ Excellent ☐ Average ☐ Needs Improvement

Floor Plan ☐ Works for us ☐ Could work for us ☐ Not Interested

Interior Condition ☐ Excellent ☐ Average ☐ Needs Improvement

Do you plan on submitting an offer for this house? ☐ Yes ☐ No ☐ Maybe

Name of Realtor: _____ ☐ N/A

Brokerage: _____

Please complete your information in its entirety

Name(s): _____

Current Address: _____

City _____ Zip _____

Best Contact Telephone # _____

Email : _____

Do you ☐ Own my home (plan to sell) ☐ Rent a home Lease expiration: _____

☐ Own my home (plan to keep) ☐ Other

Pricing Strategy Analysis

Analyze how you arrived at your price. This will help you understand your pricing and positioning strategy.
Every two weeks if no offers, evaluate each strategy point to determine if adjustments are needed.

1. Is the local market rising, falling or staying even? ☐ RISING ☐ FALLING ☐ STAYING EVEN
2. Is my opinion of our value based on actual neighborhood sale prices (or emotion)? ☐ YES ☐ NO
3. How many homes in the area are competing against mine right now? -----
4. How does mine compare? ☐ PLUS ☐ MINUS ☐ EVEN
5. Have any neighborhood homes been on the market too long? If YES, Why? -----
6. Is my home consistent with larger or smaller homes in the surrounding area? ☐ LARGER ☐ SMALLER ☐ AVERAGE
7. Are my financial needs influencing my asking price? ☐ YES ☐ NO
8. Is my original purchase price influencing my asking price? ☐ YES ☐ NO
9. Am I willing to price it right and stand firm? ☐ YES ☐ NO
10. Are the benefits of moving important enough to price my home at market value? ☐ YES ☐ NO
11. If I were a buyer looking at the inventory in my neighborhood, which home would sell next? -----
12. How many homes need to sell before mine is positioned to sell next? -----
13. Have competing homes had price reductions recently? ☐ YES ☐ NO
14. Does this impact the positioning of my home? ☐ YES ☐ NO

Vendors to Call

Vendors	Company	Phone	Email
Lender 1	Capital Lending Group	267-767-5759	sterra@lcgloans.com
Lender 2	Mid Penn Bank	610-348-5235	monica.palatano@mpbmortgage.com
Home Inspection Services	LDS Inspections	215-896-2961	cplennox@verizon.net
Home Warranty Company	America's Preferred Home Warranty	484-460-6615	mfellin@aphw.com
Contractor	RBS General Contractor	215-630-4541	ryan@rbsgeneralcontracting.com
Plumber	PlumbProServices	484-310-8344	plumbproservices.com
Electrician	Shelby Electric	215-450-1070	joe@shelbyelectricllc.com
HVAC Company	Kinkaid HVAC	215-657-1262	kinkaid-hvac.com
Real Estate Photographer	SR Productions	267-294-6036	sonnyrey40@gmail.com
Home Stager	Shane Bone	757-515-6047	simplestepsconsulting.com
Stucco Inspector	LDS Inspections	215-896-2961	cplennox@verizon.net
Radon Inspector	LDS Inspections	215-896-2961	cplennox@verizon.net
Home Warranty Company	America's Preferred Home Warranty	484-460-6615	mfellin@aphw.com
Home Insurance Agency	Insurance Direct	257-587-5990	insurancedirectpa@gmail.com
Real Estate Attorney (Attorney States)	Fiore & Barber LLC	215-256-0205	cfiore@fiorebarber.com
Title Company (Title Company States)	American Legal Abstract	267-433-2444	jennifer@alegaltitle.com
Appraiser	Craig Silverman	215-738-1840	appraisals@silvermancompany.com
Surveyor	Vincent C. Chadrow	215-672-8671	chadrowsurvey@comcast.net

Home Buying Process

This Home Buying Analysis is designed to help you save time, money and energy in the process of finding, purchasing and moving into your next home. Although there is no cost or obligation to you, my hope is that if you, or someone you know, should need the services of a Realtor, that I would be considered.

The following checked items will be found in your customized package:

☐ Pre-Qualification Services

The process usually begins with helping you find the right lender, and determining price range, payment options and timing. This avoids wasted time in the search and selection process.

☐ Needs and Wants Questions

A series of standard questions designed to clarify what you want in your next home, and why. This will save time and energy in the search, and avoid losing the special home you are looking by over shopping.

☐ Buy/Sell Analysis

If you have a home to sell before you can buy, the Buy/Sell Analysis will help you determine how to time the sale of your current home and the purchase of your next home. Helps you avoid overpaying for the home you purchase, and being pressured into selling your current home for less than market value.

☐ Real Estate Timing Analysis

An overview of the time frames normally required to market a home, process and close the sale; and the time frames normally required to search, select, negotiate and close a home purchase. Helps you avoid committing to a purchase prematurely, and also helps you avoid mistiming the purchase and creating moving date problems.



☐ List of Properties In Your Interest Range

There's no substitute for actually looking at homes and "kicking the tires," but this list will get you started with the selection process; save a lot of time later on in the search; and help you avoid missing the special home you're looking for.

☐ Ancillary Service Referral Checklist

A list of service providers for people selling and moving into a new home, with contact information and customer satisfaction ratings.

☐ Sample Forms

These sample forms will give you a bird's eye view of the contractual safeguards built into your purchase, including: An Exclusive Agency listing agreement, an Exclusive Agency Buyer's agreement, a Purchase Agreement, a Deposit receipt, and a Transaction Follow Up checklist.

PLEASE NOTE: Do not use any of these sample forms without consulting your Realtor or attorney.





Client Testimonial



I had the pleasure of working with Fausto recently. He represented the Buyer on a very popular listing I had.

Fausto was diligent with his follow up and crafted an excellent contract that ultimately won his client's the house. It's so refreshing to work with such a true professional like Fausto.

–Pam Butera