

**SELLING A HOME** is an important financial – and emotional – decision.

**A professional REALTOR®** can make all the difference. Sterling Real Estate, Incorporated will effectively promote your property to prospective buyers using proven and innovative marketing tools and resources.



Respected for their high ethical standards, Sterling Real Estate Realtors tackle routine challenges that inevitably accompany real estate transactions with competence, confidence and genuine consideration for their clients.

CONTACT US AT  
**(812) 333-1966**

OR ON THE WEB AT:  
**sterlingbloomington.com**

**WE OPEN DOORS.**

## Common Questions

### **Is now a good time to sell my house?**

We'll help you evaluate the market and decide the optimal timing to list your home for sale.

### **Why should I list my home with a Realtor instead of selling it myself?**

Sterling Real Estate will help you get the most value for your home, and guide you through the entire process, including inspections. We can give you maximum exposure through a variety of marketing tactics. We will also point out differences between multiple offers and help you choose the best one, negotiate offers, and finalize the agreement.

### **What are common costs associated with selling a house?**

Prorated taxes, title insurance, inspection-related repairs, payoff of mortgages, commission.

### **How much should I fix up the house before selling it?**

Sterling Real Estate will help you show your property at its best by prioritizing what must be done, what should be done, and what could be done.

### **What do you do when you list my home?**

We will professionally photograph your home; list it on MLS, Realtor.com, Homefinder.org and Zillow, leading to listings on thousands of websites; put a secure lockbox on the door; put a sign up; advertise in local magazines and newspapers; host open houses and showcase it to other local Realtors.



509 E. Hillside Drive, Ste. #101  
Bloomington, IN 47401  
(812) 333-1966  
sterlingbloomington.com



## WHAT YOU NEED TO KNOW WHEN SELLING YOUR HOME



*The Real Estate Brokers  
your Friends Recommend.*



*“ We will ...help you understand the dynamics that may impact the marketability of your home. ”*

## We'll start by helping you set the right asking price.

**All sellers want top dollar for their home**, but pricing your home is serious business; part art and part science. It involves comparing similar properties, making adjustments for the differences, tracking market movements and taking stock of present inventory, to come up with a range of value.

Sterling Real Estate will prepare a **Comparative Market Analysis** to help you understand the dynamics that may impact the marketability of your home.

It considers recently sold comparable homes in the neighborhood, similar homes that are currently for sale and homes that did not sell and were withdrawn from the market.

Allowing you to compare your home to others, contrasting such features as location, architectural style, square footage, condition, etc.

We'll do a walk-through of your house, taking measurements and photographs and discussing the improvements you've made.

Then we'll be prepared to suggest a price range to market your home, and explain the costs associated with selling your home.

## STERLING REAL ESTATE WILL HELP YOU...

- ✓ **Set the right asking price** by monitoring recent sales **and competition in your market**
- ✓ **Choose the right contractor** or service provider to get work done right prior to listing or in response to inspections
- ✓ **Understand the various possible costs of selling**, such as title insurance, surveys, repairs and closing fees.
- ✓ **Understand and provide prospective buyers** with proper disclosures
- ✓ **Entice buyers to your home** by making suggestions about incentives, financial help or home warranties
- ✓ **Market your home** to other Realtors who have buyers in your price range
- ✓ **Give your home the maximum exposure** to the buying public in the shortest amount of time
- ✓ **Obtain honest feedback** from other Realtors and buyers about condition and price
- ✓ **Show your home to qualified buyers** (not just lookers)
- ✓ **Work through offers, counter offers, inspections**, possession dates, contingencies, negotiable items and the closing process
- ✓ **Stay informed** and serve as a trusted resource throughout the process
- ✓ **By maintaining documentation** of your transaction after the sale should a question arise

## Preparing your home to sell

If you've ever watched Home and Garden Television® you know that staging is a way to enhance the impression a prospective buyer has about your home.

*The key to staging is simplicity — and less is definitely more.*

**STAGE:** Help buyers see themselves living in your beautiful home by de-cluttering and de-personalizing. Get an early start on packing by removing knickknacks and books from bookshelves; clear surfaces; tuck away all your personal items and photographs that might distract buyers.

**NEUTRALIZE:** Try to reduce the impact of style, design and color choices — that will free up the buyer to imagine his or her own style.

**CLEAN:** There's no quicker way to lose a sale than showing a dirty home. Hire a professional to do a deep cleaning, or invest the time and effort to clean appliances, bathrooms, floors, baseboards, light fixtures, windows, mirrors, etc.

**REPAIR:** Don't let dings in the woodwork or scrapes on the walls make your home reflect deferred maintenance. Painting is the single most effective improvement you can make.

