

# SELLING YOUR

*home*



# welcome

What's the difference between selling your home or failing to do so? The details!

Thank you for choosing to put your trust in Burgos Realty Company. We specialize in all thing real estate. Every member of our team is committed to ensuring that ALL of your real estate needs are met and exceeded!

We created this guide for your convenience and hope you will find it a valuable resource before and during the buying process. While the home selling process is outlined for you here, please know that we will be in close and constant contact with you throughout the process. We are focused on creating a selling experience that matches your unique buying needs and exceeds expectations.

## Burgos Realty Company

973 337 6475  
HELLO@BURGOSREALTY.COM  
BURGOSREALTY.COM





# WHY TO SELL THIS WINTER

If you're trying to decide when to sell your house, there may not be a better time than this winter. Selling this season means you can take advantage of today's strong sellers' market when you make a move.

## WIN WHEN YOU SELL

Right now, we're still in a sellers' market, which means conditions are very favorable for current homeowners looking for a change. If you sell now, data shows you can expect:

**Your House Will Stand Out:** While research from realtor.com indicates there are more sellers getting ready to list their homes this winter, there are still more buyers in the market than there are homes for sale. If you sell your house now, before more houses are listed, it will get more attention from serious buyers who are eager to find a home.

**Your House Will Likely Get Multiple Offers:** When supply is low and demand is high like it is now, buyers have to compete with each other for a limited number of homes for sale. The Realtors Confidence Index from the National Association of Realtors(NAR) shows sellers are getting an average of 3.6 offers in today's market.

**Your House Should Sell Quickly:** According to the same report from NAR, homes are selling in a median of just 18 days. As a seller, that's great news for you if you're looking for a quick process.



# WHY TO SELL THIS WINTER

## WIN WHEN YOU MOVE

In addition to these great perks, you'll also win big on your next move if you sell now. CoreLogic reports homeowners gained an average of \$51,500 in equity over the past year. This wealth boost is the result of buyer competition driving home prices up. You can leverage that equity to fuel a move, before mortgage rates and home prices climb more.

The longer you wait to make your move, the more it will cost you down the road. As mortgage rates rise, even modestly, it will impact your monthly payment when you purchase your next home. Waiting just a few months to move up could mean a long-term financial impact. The good news is, today's rates are still hovering in a historically low range. According to Doug Duncan, Senior VP and Chief Economist at Fannie Mae:

*Right now, we forecast mortgage rates to average 3.3 percent in 2022, which is thought slightly higher than 2020 and 2021, by historical standards remains extremely low."*

Selling before rates climb higher means you can make your move and lock in a low rate on the mortgage for your next home. This helps you get more home for your money and keeps your payments down too. You have a fantastic opportunity to get ahead today.



# WHY TO SELL THIS WINTER

## 2022 MORTGAGE RATE PREDICTIONS

Quarter	Freddie Mac	Fannie Mae	MBA	NAR	Average of All Four
2022 1Q	3.4	3.2	3.3	3.3	3.30%
2022 2Q	3.5	3.3	3.5	3.5	3.45%
2022 3Q	3.6	3.3	3.7	3.6	3.55%
2022 4Q	3.7	3.4	4.0	3.7	3.70%

As a homeowner, you have a great opportunity to get the best of both worlds this season. You can truly win when you sell and when you buy. If you're thinking about making a move, let's connect so you have the education you need to make the best possible decision in today's sellers' market.



*As buyers race against the clock of rising mortgage rates, sellers who price their homes in line with today's market and stick to their plans will likely see their expectations met.*

-realtor.com

# EXPERT INSIGHTS

Real estate experts agree: sellers have a great opportunity in front of them this season. Here are some of the main reasons experts say you should consider selling your house this winter.

“

New housing data shows 2021's feverish home sales pace broke a yearly record in October, . . . with last month marking the eighth straight month of buyers snatching up homes more quickly than the fastest pace in previous years. . . .

-REALTOR.COM, PRESS RELEASE

“

These low mortgage rates, combined with the tailwind of first-time homebuyers entering the market, means that purchase demand will remain strong into next year.

-SAM KHATER, CHIEF ECONOMIST, FREDDIE MAC

“

With strong homebuying demand, homes go under contract within days. Before the pandemic, the time from listing to pending usually took about three to five weeks, . . .

-SHU CHEN, SENIOR PROFESSIONAL,  
OFFICE OF THE CHIEF ECONOMIST, CORE LOGIC

“

Home sellers have historically moved when something in their lives changed –a new baby, a marriage, a divorce or a new job. The pandemic has impacted everyone, and for many this became an impetus to sell. . . .

-JESSICA LAUTZ, VP OF DEMOGRAPHICS AND BEHAVIORAL INSIGHTS,  
NATIONAL ASSOCIATION OF REALTORS (NAR)



*Homeowners who want to take advantage of today's market shouldn't wait to sell. Let's connect today so you can make a confident and informed decision when it comes to moving into your dream home this season.*

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# WHAT

## DOES THE FUTURE HOLD FOR HOME PRICES

You may be thinking of moving because you've heard about how you can benefit from today's rising home prices. According to the Home Price Insights Report from CoreLogic, nationwide, home values increased by an impressive 18% over the last 12 months. This is great news if you're ready to leverage your equity and make a move this season.

### **WHERE WILL HOME VALUES GO FROM HERE?**

The dramatic rise in home prices is a direct result of more buyers in the market (demand) than houses available for sale (supply). When demand is high and supply is low like it is right now, prices naturally rise. That means sellers have the perfect opportunity to close the best possible deal by selling this winter.

And while this is great news for what your house is worth today, you may be wondering what the future holds. Will prices continue to rise with time, or should you expect them to fall? To answer that question, let's first look at a few terms you maybe hearing right now.

- Appreciation is an increase in the value of an asset.
- Depreciation is a decrease in the value of an asset.
- Deceleration is when something happens at a slower pace.

It's important to note home prices have increased, or appreciated, for nearly 10 years now. To find out if that trend will continue, look to the experts.



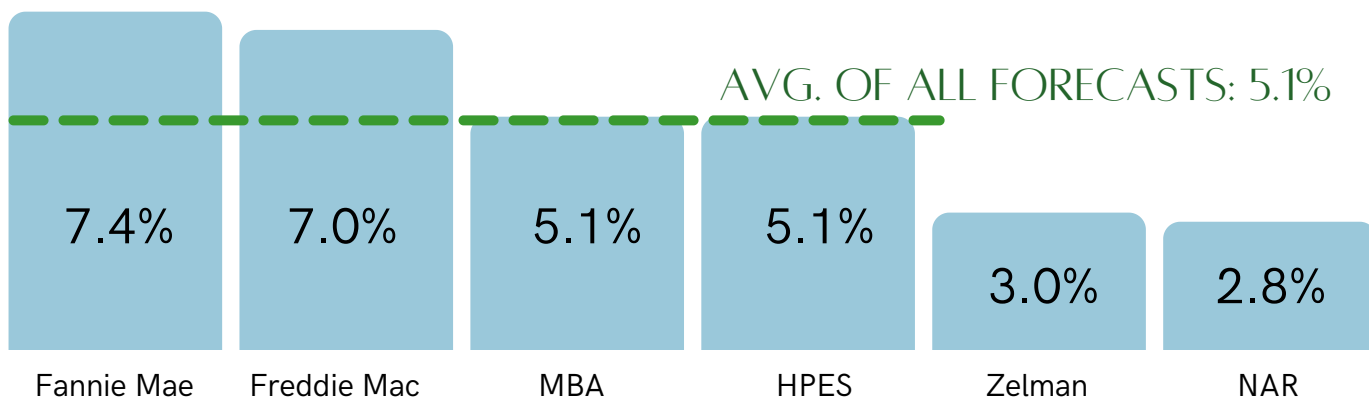
# WHAT

## DOES THE FUTURE HOLD FOR HOME PRICES

### A LOOK AT EXPERT PREDICTIONS

The chart below shows 2022 price forecasts from various industry experts. The average of these projections indicates 5.1% home price appreciation in 2022. While this isn't the record-breaking rate of over 18% appreciation from the past year, it is a continued increase, just at a slower pace. This means experts forecast a deceleration in prices, but not depreciation. So, home prices are projected to continue increasing next year, and that's a direct result of low supply and high demand.

### 2022 HOME PRICE FORECAST BASED ON EXPERT PROJECTIONS



Selling your house now is a great way to take advantage of today's home price appreciation. And when you buy your next home, you can rest assured, thanks to projections for ongoing appreciation, it'll be a worthwhile investment that will help you improve your financial future.

# SELLERS



## HAVE INCREDIBLE LEVERAGE TODAY

With mortgage rates climbing and home prices rising, serious buyers are more motivated than ever to find a home sooner rather than later –and that’s good news for you as a seller.

Lawrence Yun, Chief Economist for the National Association of Realtors (NAR), puts it best, saying:

*"Housing demand remains strong as buyers likely want to secure a home before mortgage rates increase even further next year."*

But the sense of urgency they feel is complicated by the lack of homes for sale in today’s market. According to the Existing Home Sales Report from NAR:

*"From one year ago, the inventory of unsold homes decreased 12%. . . ."*

### WHAT DOES THIS MEAN FOR SELLERS TODAY?

With buyers eager to purchase, but so few homes available, sellers who list their houses now have a tremendous advantage –also known as leverage –when negotiating with buyers. That’s because, in today’s market, buyers want three things:

- To be the winning bid on their dream home
- To buy before mortgage rates rise
- To buy before prices go even higher

These three buyer needs give homeowners a leg up when selling their house.

# SELLERS HAVE INCREDIBLE LEVERAGE TODAY



## YOUR LEVERAGE CAN HELP YOU NEGOTIATE YOUR BEST TERMS

You might already realize this advantage enables you to sell at a good price, but it also means you can negotiate the best contract terms to suit your needs. And since demand is still high, there's a good chance you'll get offers from multiple buyers who are willing to compete for your house. When you do, look closely at each offer to make sure you understand all the unique terms and conditions before you make your decision.

An agent can help you determine which offer has the best perks for you. If you have questions about what's ideal for your situation, lean on the experts. Real estate professionals have the right expertise, and they're skilled negotiators in all stages of the sales process.

## TAKE ADVANTAGE OF THIS OPPORTUNITY AND SELL SOON

This unique opportunity to capitalize on today's low supply and high demand won't last forever. That's because recent data shows some initial inventory relief for buyers may be on its way. There are signs more sellers are about to enter the market. George Ratiu, Manager of Economic Research for realtor.com, says:

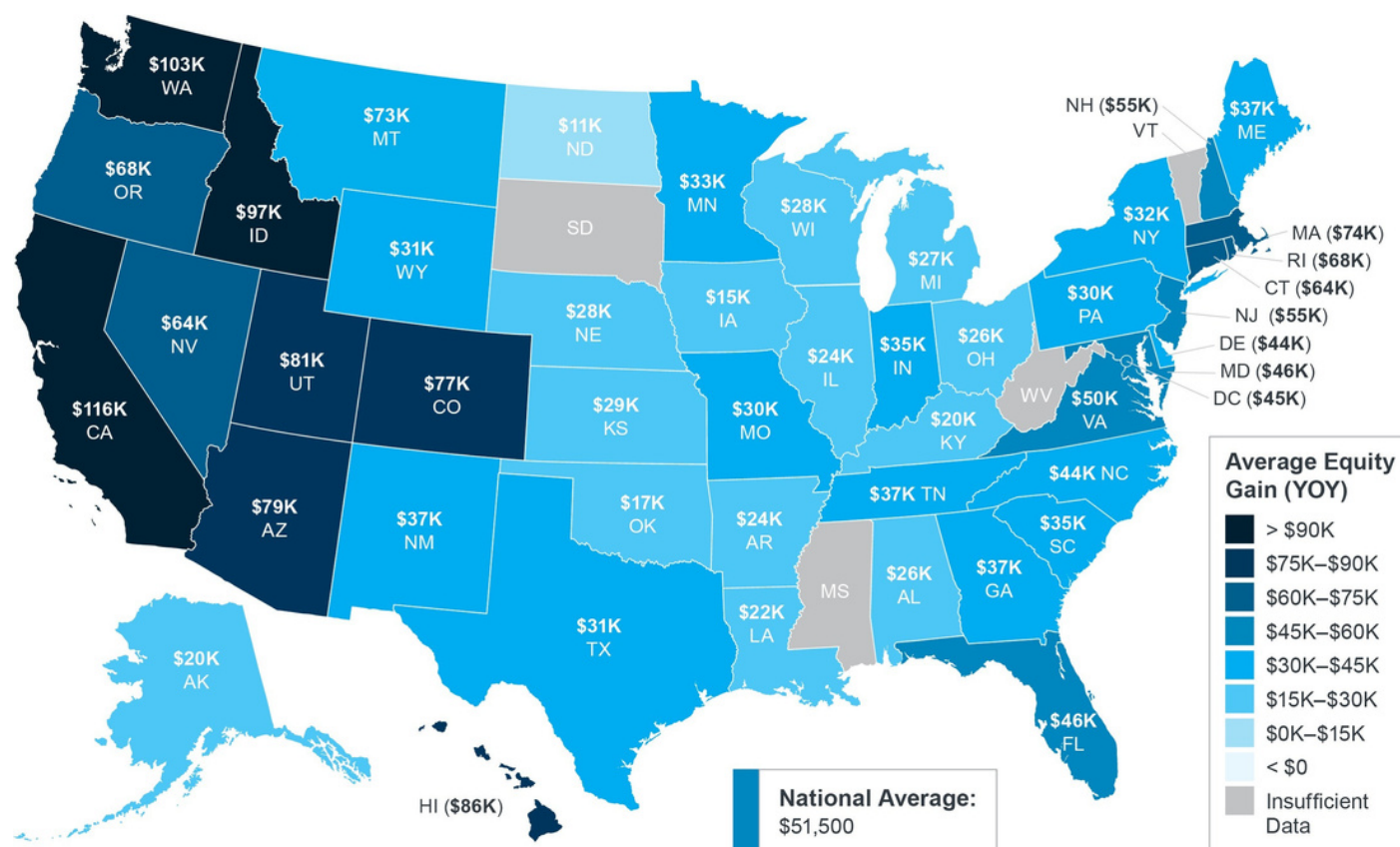
*"Recent survey data suggests the majority of prospective sellers are actively preparing to enter the market this winter."*

For you, that means the longer you wait, the more options buyers will have to choose from, and the less leverage you'll have when you sell.

# USING YOUR EQUITY TO MAKE A MOVE

According to the latest data from CoreLogic, the average homeowner gained \$51,500 in equity over the past year, and that number continues to grow as home values appreciate.

## HOMEOWNER EQUITY GAINS OVER THE PAST YEAR



CORE LOGIC

Equity is the difference between what you owe on the home and its market value based on factors like price appreciation. The best thing about equity is that it often grows without you even realizing it, especially as home values rise like they're doing today. As mentioned, the current combination of low housing supply and high buyer demand is driving home values up, which gives you a significant equity boost.

# USING YOUR EQUITY TO MAKE A MOVE

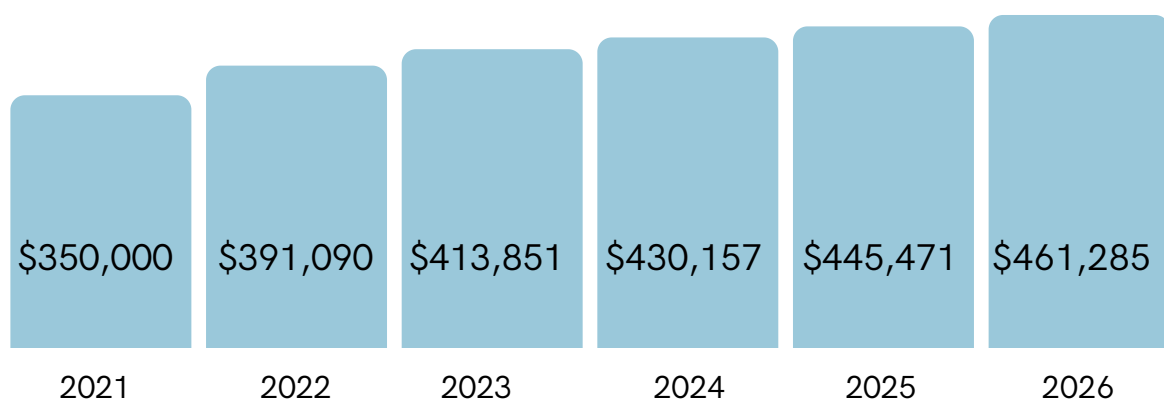
When you sell your house, that equity can be used to help you meet your goals. If you're looking to move, you can use the equity from your current home to fuel a move into the home of your dreams.

Alternatively, you can use your equity to reach other big goals in your life, such as starting your own business or funding an education.

The graph below is a great example of how price appreciation converts into equity when you own a home. If you purchased a \$350,000 home in January 2021, based on projected home price appreciation, you could potentially gain \$111,285 in equity over the next five years - just by being a homeowner.

So, if you're thinking of moving, don't forget - you may have more equity in your current house than you realize, and that equity can take you places.

## POTENTIAL HOME PRICE GROWTH OVER THE NEXT FIVE YEARS BASED ON PROJECTIONS FROM THE HOME PRICE EXPECTATION SURVEY



HOME PRICE EXPECTATION SURVEY 2021 2Q

# \$111,285

Potential growth in household wealth over the next five years based solely on increased home equity if you purchased a \$350K home in January 2021



*Homeowners across most of the United States could sit back with a smile yet again in the third quarter and watch their balance sheets grow as soaring home prices pushed their equity levels ever higher. . . . there is no doubt that homeowners continue benefiting big-time from the relentless home price increases we are seeing around the country."*

**-Todd Teta, Chief Product Officer, ATTOM**

# SELL NOW...



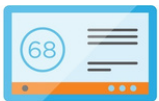
## WHERE WILL I GO?

Now is clearly a great time to sell, but when you do, you may be wondering where you'll go. Let's compare the benefits of buying a newly built home versus an existing one. That way, we can work together to determine what most closely aligns with your homeownership goals.

### PROS FOR PURCHASING A NEWLY BUILT HOME



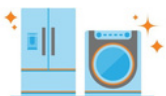
Create your perfect home. If you build a home from the ground up, you'll have the option to select the custom features you want, including appliances, finishes, landscaping, layout, and more.



Cash in on energy efficiency. When building a home, you can choose energy-efficient options to help lower your utility costs, protect the environment, and reduce your carbon footprint.



Minimize the need for repairs. Many builders offer a warranty, so you'll have peace of mind on unlikely repairs. Plus, you won't have as many little projects to tackle, like leaky faucets or shutters to paint.



Know you have brand new everything. Another perk is that nothing in the house is used. It's all brand new and uniquely yours from day one.

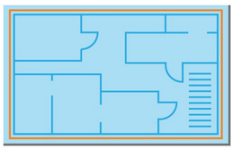


# IF I SELL NOW...



## WHERE WILL I GO?

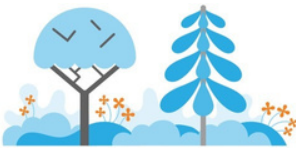
### PROS FOR BUYING AN EXISTING HOME



Explore a wider variety of home styles and floorplans. With decades of homes to choose from, you'll have a broader range of floorplans and designs available.



Join an established neighborhood. Existing homes give you the option to get to know the neighborhood, community, or traffic patterns before you commit.



Enjoy mature trees and landscaping. Established neighborhoods also have more mature landscaping and trees, which can give you additional privacy and curb appeal.



Appreciate that lived-in charm. The character of older homes is hard to reproduce. If you value timeless craftsmanship or design elements, you may prefer an existing home.

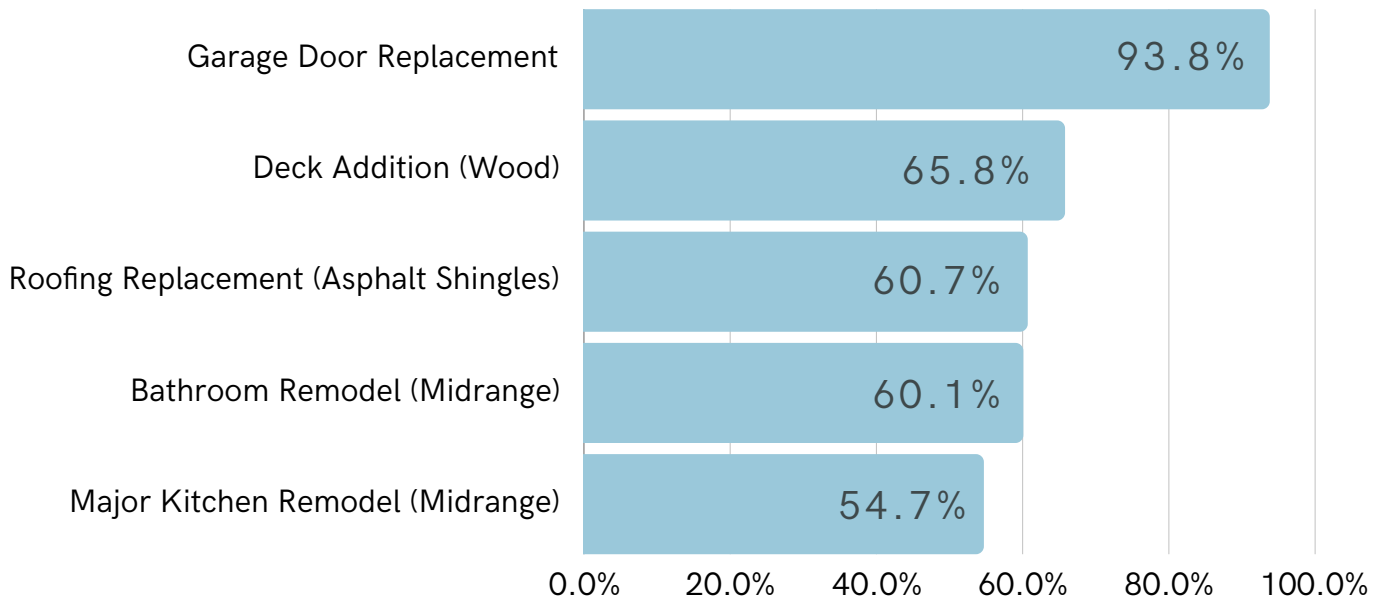
# SHOULD I UPDATE MY HOUSE BEFORE I SELL?

## ASK YOUR AGENT.

If you're trying to decide if you should make updates or renovations before you sell your house, your agent is your expert guide. They know what's worth it in your market and how much it could impact your sale price.

### REMODELING PAYBACK

% OF COST RECOUPED FOR COMMON PROJECTS



Keep in mind, in October 2021

HOMES RECEIVED AN AVERAGE OF **3.6 OFFERS**

**82%** OF HOMES WERE ON THE MARKET FOR LESS THAN A MONTH

If the market is flooded with houses for sale, updates may be necessary to make your house stand out - but that's not always the case. The added expense (and the time it takes to do the work) may not be worth it in today's sellers' market.

REMODELING 2021 COST VS. VALUE REPORT, NAR

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# SAVE TIME AND EFFORT BY SELLING WITH AN AGENT

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Selling a house is a time-consuming journey –especially if you decide to do it on your own, known as a For Sale By Owner (FSBO). From conducting market research to reviewing legal documents, handling negotiations, and more, it's an involved and highly-detailed process. Here are a few things you should consider before putting that For Sale sign up in your yard.

## MAKE A GOOD FIRST IMPRESSION

Selling a house requires a significant amount of time and effort, even though it may seem simple at first glance. Doing it right takes expertise and an understanding of what buyers are looking for. An agent considers things like:

*Do you need to take down personal art?*

*What's the right amount of landscaping to boost your curb appeal?*

*What wall colors are most appealing to buyers?*

An expert real estate advisor relies on their experience to answer these questions and more, so you don't invest in the wrong things. Your time and money are important – and you shouldn't waste either one.

## MAXIMIZE YOUR BUYER POOL

The more buyers that view your house, the more likely you are to get a better return on your investment. Today, homes are receiving an average of 3.6 offers per sale, according to recent data from the National Association of Realtors (NAR). While that's promising for the sale of your house, it's important to understand your agent's role in bringing buyers in.

Agents have multiple tools at their disposal – from social media to agency resources – to ensure your home is viewed by more prospective buyers. Leveraging the tools available to your agent and their expertise will give you the best advantage in the process.

# SAVE TIME AND EFFORT BY SELLING WITH AN AGENT

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## UNDERSTAND THE FINE PRINT

An agent can also save you time by taking out the guesswork you'll have when navigating the required documentation. Today, more disclosures and regulations are mandatory, meaning the number of legal documents you need to juggle is growing. It can be hard to truly understand all the requirements and fine print. That's where an advisor can be a valuable guide so you can avoid any costly missteps.

## NAVIGATE NEGOTIATIONS

When it comes to selling your house as a FSBO, you'll have to handle all the negotiations. Here are just a few of the people you'll work with:

*The buyer, who wants the best deal possible*

*The buyer's agent, who will use their expertise to advocate for the buyer*

*The inspection company, which works for the buyer and will almost always find concerns with the house*

*The appraiser, who assesses the property's value to protect the lender*

An agent relies on experience and training to make the right moves during the negotiation. That's how we know what levers to pull, how to address each individual's concerns, and when you may want to get a second opinion. a FSBO means you'll need to be prepared to have these conversations on your own.

## PRICE IT RIGHT

Another way your agent maximizes the sale of your home is by making sure it's priced right. Real estate professionals have the experience to compare your house to recently sold homes in your area and factor in any upgrades you've completed. Combining these factors is the key to making sure your house is priced to move quickly and competitively. When you FSBO, you're operating without this expertise.



# 3 S T E P S T O C L O S I M S

## 01 BEFORE LISTING

- contact Burgos Realty Company
- meet with Interior Staging Consultant
- discuss best strategy for selling
- formal listing presentation
- executed sales agreement
- property evaluation
- complete market analysis
- establish sales price

## 02 LISTED & ACTIVE

- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing service
- Showing times selected
- marketing campaigns launched
- open house scheduled

## 03 UNDER CONTRACT

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!

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# EIGHT STEPS TO SUCCESS

01  
MARKET PREPARATION

05  
PRINT MARKETING

02  
PHOTOGRAPHY

06  
RESPONSE TIME

03  
MARKETING CAMPAIGN

07  
OPEN HOUSES

04  
ACTIVE PHONE WORK



# 01

## Preparing to hit the market

We advise on decluttering, making repairs / alterations that will help you gain financially. As well as show the home in it's best possible form.

POTENTIAL BUYERS WANT TO FEEL LIKE THEY CAN EASILY FIT ALL THEIR BELONGINGS AND BE WELL-ORGANIZED.

Remember... First Impressions Last a Lifetime  
Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house



Ask Burgos Realty Company about the top home stagers!



# INTERIOR PREP



Clear all surface areas including tables, bookshelves & countertops of clutter



Remove all items around sinks and in showers/baths



every light fixture has working bulbs of the same color



Wash all windows and mirrors



Remove all pet related items and food



Take personal items off the walls



All laundry is either put away or hidden



Take all trash out



Move all sensitive paperwork and medication to a secure area





# EXTERIOR PREP



Mow both front and back of your lawn. Edge and blow away clippings.



Hide large trash cans



Pick up any pet "let behinds" in the yard

Wash all windows and clean screens

Touch up paint

Move any extra vehicles from the drive way

Display seasonal flowers and landscaping

Weed any flower beds

Clean front porch and secure any loose handrails

# 02 phone vs. PROS



Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!

## ASK BURGOS REALTY COMPANY ABOUT OUR IN HOUSE PHOTOGRAPHER

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.



# 03 Online digital presence

We understand the importance of online distribution. many buyers start their home buying search online and we make sure your property is showcased. We have an in-house marketing team and have access to top online distributors that get your property seen by qualified buyers.



# 04

# Social Media Strategy

**Burgos Realty Company** is in Roselle, New Jersey. Published by Joseph Burgos · December 16, 2021 · ...

Beautiful home For Sale in Roselle, NJ!  
Reach out to Treallis Dormelus today if interested! ☺  
862-215-7827 or tdormelus@burgosrealty.com

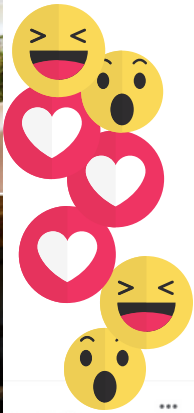
See listing: <https://burgosrealty.com/trealis-dormelus/>  
MLS# 3755478

#... See more

FOR SALE

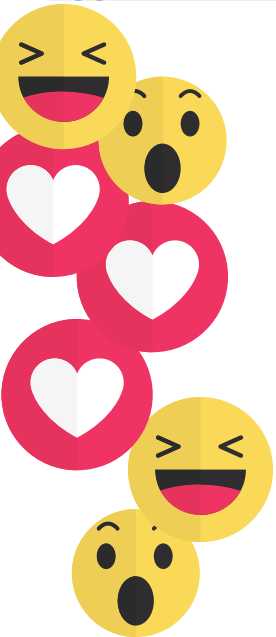
1,569 People reached 177 Engagements

Boost post



## 2021 SOCIAL MEDIA STATS

- An average user spends 2 hours and 27 minutes per day on social media.
- Almost 45% of internet users research products on social media.
- Video ads are seen to perform better than any other ad format on Facebook.
- 83% of Instagram users use the platform to discover new products and services.
- YouTube is the second-largest search engine globally.
- YouTube viewers watch 1 billion + hours of video content every day.
- Tiktok ranks 7th in the list of the world's most 'active' social media platforms.
- 90% of social media users have already connected with a business or brand through their preferred platform.
- 200 million social media users visit at least one business profile every day.



Agent Introduction

**Creasha McCall**

Known for persevering through challenges and delivering first class service

Connects buyers to their ultimate dream homes and guides sellers to their most profitable investments

Serves Union, Middlesex and Somerset counties but services real estate clients throughout New Jersey

Connect with Creasha!  
732-797-8700  
cmccall@burgosrealty.com

3,050 People reached 299 Engagements - Distribution score

Boost post

You and 8 others 10 Shares



# SELLING WITH TODAY'S TECH 05

In a survey by realtor.com, people thinking about selling their houses today indicated they're generally willing to allow their agent and some potential buyers inside, but only under the right conditions.

With the current safety guidelines and technology options recommended by the National Association of Realtors (NAR), real estate agents are well versed in using safe and effective virtual practices and emerging technology throughout the process. So, if you need to sell your house now, what digital options should you use to make sure you and your potential buyers stay safe throughout the process?

Working with a trusted professional who's skilled with today's changing virtual practices may help you win big. While always abiding by state and local regulations, agents know exactly what today's buyers need, and how to put the necessary digital steps in place.



# SELLING WITH TODAY'S TECH 05

For example, according to the same survey, when asked to select the technology that would be most helpful when deciding on a new home, here's what today's homebuyers said, in order of preference:

- Virtual tour of the home
- Accurate and detailed listing information
- Detailed neighborhood information
- High-quality listing photos
- Agent-led video chat

When it's time to show your house in person, agents are also able to regulate the process, based on the recommendations given by NAR, to help you proceed safely. Here are a few of the guidelines, understanding the top priority should always be to obey state and local restrictions first:

- Limit in-person activity
- Require guests to wash their hands or use an alcohol-based sanitizer
- Remove shoes or cover with booties
- Follow CDC guidance on social distancing and wearing face coverings





# Making the Calls

Our team of real estate professionals is proactive. In addition to the usual marketing channels we take the next step. We have a database of clients ready to buy & we make sure they know everything about your property.

Our agents don't just sit back and passively wait for buyers for your listing to come to us, we fearlessly and proactively go find them.

We have mastered the act and science of engaging our audience. We do our homework to ensure we are fully informed about your property and able to highlight its value.

We approach each call with  
Confidence  
Preparation  
Enthusiasm

We qualify buyers and match them to your home. We are masters and match-makers connecting ready, willing and able buyers to their dream home...your home!

06

# IT PAYS TO SELL



## WITH A REAL ESTATE AGENT

Today, it's more important than ever to have an expert you trust to guide you as you sell your house. For Sale By Owner (FSBO) is the process of selling real estate without a broker or real estate agent representing you. Here's why selling as a FSBO is a big mistake.

You're likely to Net More Money working with an agent.



Houses sold with an agent net an average

# 6% more

than those sold on their own.

Selling on your own can be difficult from a Legal Standpoint.



We act as a third party to help you avoid legal jeopardy.

This is one of the major reasons why FSBOing has dropped from 19% to 8% over the past 20 years.

COLLATERAL ANALYTICS & NAR

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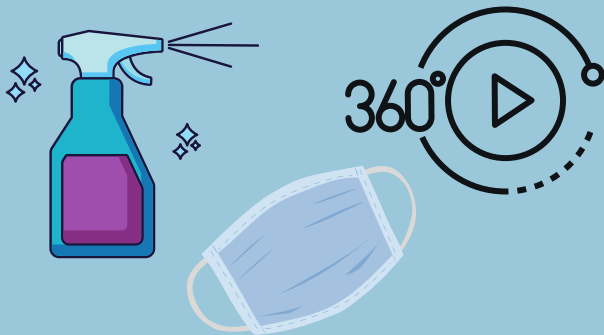


# IT PAYS TO SELL



## WITH A REAL ESTATE AGENT

Your safety is a priority.



When you sell on your own, it's very hard to control entry into your home.

We are experienced in keeping you safe with proper COVID-19 guidance.

We may also use technology like virtual tours to limit access to your home.

Negotiating the deal is complex.



Here's who you'll have to negotiate with if you try to sell your house on your own:

- Buyer
- Buyer's Agent
- Home Inspector
- Appraiser
- Buyer's Attorney

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07

# FOLLOW-UP

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our team is trained and prepared to follow up immediately.

# Open Houses

We LOVE showcasing your home with an open house.

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



## PREPARATION SNAPSHOT

- We use several tools to highlight your home's open house
- Several signs strategically placed around your neighborhood
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Weekly Newsletter Blast

# Your Agent Is Key WHEN PRICING YOUR HOUSE

Pricing your house right takes expertise to ensure you can get the most out of your sale. Here's a peek at how agents can help.

## PRICING ISN'T GUESSWORK

Agents determine a price that will attract multiple offers and maximize the return on your investment



## IT TAKES MARKET EXPERIENCE AND EXPERTISE TO PRICE YOUR HOUSE RIGHT

Agents balance:

The value of homes in your neighborhood + Current market demand + Where prices are headed + The condition of your house

# Checklist

## WHEN SELLING YOUR HOUSE

As you get ready to sell your house, add these items to your to-do list. Your agent will also provide other helpful tips based on your specific situation

### MAKE IT INVITING

- Open blinds or curtains to let light in
- Check lightbulbs and replace as needed
- Take down personal photos or items
- Fix anything that is broken
- Give every room a clear purpose

### SHOW IT'S CARED FOR

- Clean your vents and baseboards
- Vacuum, mop, or sweep floors
- Declutter throughout
- Organize countertops, cabinets, and closets
- Touch up any scuffs on the walls

### BOOST CURB APPEAL

- Powerwash outdoor surfaces
- Wash the windows (inside and out)
- Tidy up the landscaping
- Freshen up your entry
- Sweep patios, decks, and walkways

# Reasons to Hire A REAL ESTATE PROFESSIONAL

When it comes to selling your house, don't go at it alone.  
Here are a few ways a trusted real estate advisor can help.



## Contracts

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



## Experience

We're well versed in real estate and know the ins and outs of the entire sales process



## Technology

We know how to use the latest tech to make the process (and your life) easier



## 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

## WHY YOU SHOULD HIRE

# Burgos Realty Company

### Communication

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

### Market Preparation

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

### Innovative and Creative Marketing

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon to be released software/ products.

### Target Marketing

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.



# Our Promise to You

1

I PROMISE TO TELL YOU  
THE TRUTH ABOUT YOUR  
PROPERTY.

2

I PROMISE TO RESPECT  
YOUR CONFIDENCES.

3

I PROMISE TO GIVE  
YOU GOOD ADVICE.

4

I PROMISE THAT YOU WILL  
UNDERSTAND WHAT  
YOU'RE SIGNING.

5

I PROMISE TO FOLLOW  
THROUGH AND FOLLOW UP.