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*I Sell Beach Houses.com*  
... and more

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## 7 Insider Secrets:

*How to Sell Your Home for  
Top Dollar in 30 Days or Less*

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## *How to Sell Your Home for Top Dollar?*

Selling a property could be one of the biggest challenges many people will take on in their lifetime. There are many aspects that go into a successful sale. Ending up with the most money possible with the least stress at closing is what counts.

Helping my dad from the age of 12 pick out properties and watch him manage them (and see him retire from being a truck driver at the age of 40 from his real estate investments), gave me the bug. It is what propelled me to purchase my first home age 22. It is what connected me with my Real Estate Attorney husband – and finally set me on the journey to a successful career for over 19 years in Real Estate.

In this guide, I breakdown the process and provide a detailed strategy to increase selling price while avoiding costly mistakes to get there. With a professional real estate agent's expertise you can be assured the process goes quickly and smoothly.

## *Do I Really Need a Realtor?*

There are countless intricacies that go along with selling a property. Selling without the assistance of an experienced real estate professional could be compared to representing yourself in court, and we've all heard the saying 'you'd have a fool for a client.' Skills aside, selling a property is an abundance of hard work. Real estate agents provide countless services unattainable when using For Sale by Owner.

Many times For Sale by Owner signs and ads bring expectations in a price reduction since you are saving on the commission. The problem in that thought process goes further than the savings on a commission. The problem with this mindset is with the savings of commission you are losing out on all the services a real estate agent normally provides, while also coming out of pocket for costs normally absorbed by your agent for advertising and marketing your property. According to the National Association Realtors (NAR) the increasing complexity of the transaction process along with time required are major factors in For Sale by Owner decline.



On average a buyer looks at 10 properties before purchasing and 88 percent of buyers used a Realtor. You want to make sure your property is one of these. Then the percentage of buyers that are willing and able to pay top dollar for your property is small. It's important to market your property to as many as possible, and that can be quite challenging with only a For Sale by Owner sign. With a real estate agent you can rest assure your property reaches as far and wide as possible for maximum exposure.

## *Market Expertise*

Professional real estate agents stay on top of essential skills and details they need to know in order to sell your property successfully. From being knowledgeable of the local job market and school systems, to being on top of current community home values and sale history, your agent brings you cutting edge skills that benefit your sale, as well as your peace of mind. A good agent will know what other homes have sold for in your neighborhood AND similar neighborhoods. This allows you to market your home more effectively.





## *Negotiation Skills*

You may know how to make your home look great and what its best features are for the buyers to focus on. Tricks of the trade along with endless professional connections and marketing reach, an agent is sure to secure plenty of buyers for open houses and personal home tours. Your agent understands a buyer's mindset and is free from any personal attachment that can sometimes cloud judgement while negotiating. They have the experience and motivation in securing the best possible price for your home.

## *Professional Network*

*(A hidden resource)*

Beyond an agent's knowledge and skills in real estate, they are also well connected. A main component for an expert agent is building a comprehensive network and constantly gaining new relationships with everyone from fellow agents and home vendors including plumbers, electricians, contractors, appraisers, inspectors, and attorneys to potential buyers. They have a big 'database' or 'rolodex.' Using an experienced agent provides you with much more than sales expertise, it opens you up to the comprehensive network of colleagues and professionals they are affiliated with. Of course, you have a network too, and a good agent will share with you how to effectively share your home so the two of you are working as a team and generating prospects, which will lead to offers.



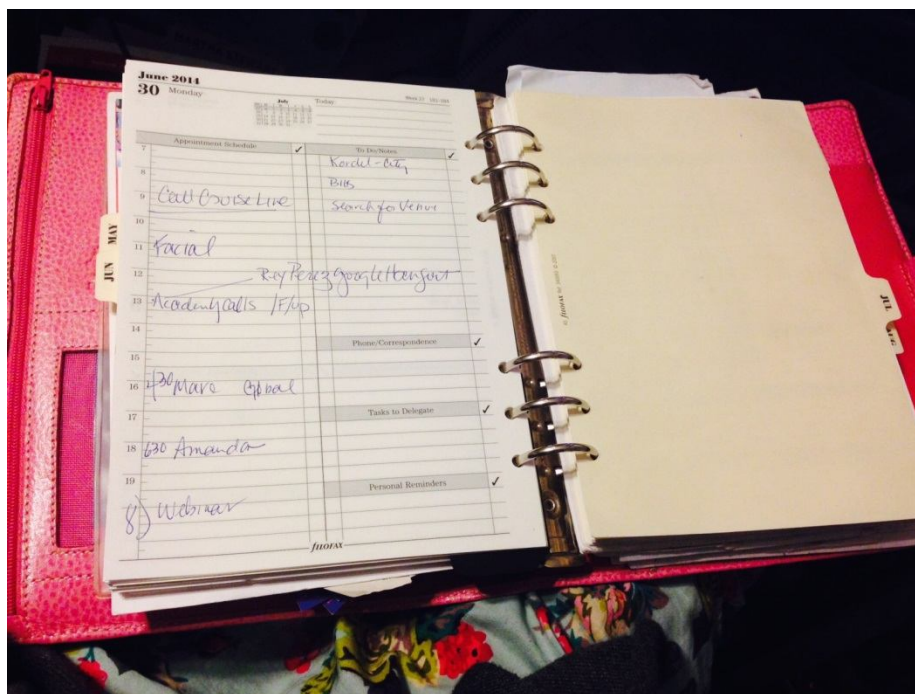






## Time

Hiring an agent is essential when it comes to the amount of time needed to invest for a successful and profitable sale. While the internet is where most people start their real estate search (over 40 percent), frankly, it offers an abundance of information for both buyers and sellers. Think about your own day to day obligations like your job, children, and events that might prevent you from taking the time to do everything necessary to not only get your home ready to market but show it.



What would you do if a prospective buyer wanted to see your home at 10 am on a weekday or on short notice – say just one hour – perhaps when you were at work? Would you be able to accommodate this request? An agent is completely dedicated to spending his resources (time and money) selling your home for Top Dollar in today's market and performing all the necessary sales and marketing strategies to get the best exposure for your home. And you do want to get Top Dollar for your Home . . . Right?





## *Preparing Your Property to Sell*

I've broken down the steps necessary for preparing your property to sell into important categories for you to follow along and take necessary tips from.

**Price**- determining the right asking price is essential for selling a property in a timely manner, and for securing the best price paid.

**Condition**- Your strategy is to only choose upgrades or repairs that will likely increase your selling price more than the cost of doing them. Spending big bucks on improvements and marketing may land you a higher selling price, but with the money lost getting there you won't necessarily increase your net return, or the selling price of your home less your costs.

**Presentation**- The curb appeal of your home speaks volumes . . . followed by the entrance and frankly how it feels. Because women influence 83% of every purchasing decision, including home purchases, your home must appeal to a woman (if there is one involved in the deal) – that means it has to 'feel right' to her.

A whopping 81 percent of Realtors on the buyer side believe that staging makes an impact by helping buyers visualize the property as a future home (as reported by NAR).

We also know that staging a home can increase the offer by up to 10 percent.

Also presentation includes, decluttering, aromas, and cleaning. We address more on this later.

**Location**- Although you cannot change this particular fact, you can use your property's best attributes to help market your home. If you have a school district that soars above many in your area, your agent will be sure to add that as a major plus for a selling point.



## Price

Upon pricing your property appropriately, you could start to gain buyer awareness and leads within hours. There are many factors that go into listing price, and that's where your agent's expertise will come in handy.

### Market Analysis

Your real estate agent's considerable knowledge of the present market in which they work allows for them to source data and create reports that can provide you with an accurate guide of comparable prices making it much easier to determine the price you want to set for your home. While taking into account what other properties sold for, it's important to factor in things like style/type, square footage, age of property, and how long the comparing properties where on the market (DOM).

This comparative market analysis or CMA done by your real estate professional is a must. Aside from showing what your home may be worth based on comparable sales, it provides you an opportunity to present this analysis to prospective buyers while being knowledgeable yourself in the present market values during negotiations.

Checking out the competition is always a good idea. Attending local open houses, and pricing comparable properties for sale in your area can shed light on, and prepare you for what offers you should be expecting for your own property.



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## Comparative Market Analysis

Subject Property													
ML#	Status	Address	SqFt	BR	FB	HB	GAR	Built	List Price	LP/ SF	DOM	Cumulative DOM	
1236203	act	5504 S Delaware Place	1130	3	1	0	1	1950	\$100,000	\$88	31	31	
1230208	act	5230 S Columbia Street	1630	3	2	0	2	1955	\$109,000	\$66	106	106	
1235383	act	2446 E 54th Street	1475	3	1	1	2	1957	\$139,900	\$94	42	42	
1231019	act	5318 Lewis Place	1891	3	2	0	2	1960	\$154,900	\$81	93	276	
1231647	act	5338 S Birmingham Avenue	1450	3	1	1	2	1956	\$155,000	\$106	87	87	
1230478	act	5247 S Columbia Avenue	2088	3	2	0	2	1955	\$189,500	\$90	100	100	
1236547	act	5329 S Delaware Avenue	1858	3	2	0	2	1956	\$189,900	\$102	28	28	
Average			1,646	3	2	1	2	1956	\$148,314	\$89	70	96	
Number of Properties: 7													

Subject Property														
ML#	Closed	Address	SqFt	BR	FB	HB	GAR	Built	List Price	LP/ SF	Sale Price	SP/ SF	DOM	Cumulative DOM
1217425	11/23/2012	2518 E 54th Street	1445	3	1	1	2	1958	\$112,000	\$77	\$107,000	\$74	141	141
1230559	12/07/2012	5230 S Birmingham Place	1525	3	2	0	2	1956	\$124,500	\$81	\$113,500	\$74	35	125
1214353	9/27/2012	5223 S Birmingham Place	2570	4	2	0	2	1955	\$148,800	\$57	\$147,800	\$58	111	111
1216818	9/28/2012	5347 S Columbia Avenue	1723	3	2	0	2	1957	\$150,000	\$87	\$146,500	\$85	38	38
1230264	12/08/2012	5212 S Birmingham Place	2432	3	2	0	2	1958	\$184,500	\$75	\$175,000	\$72	15	15
1211360	8/28/2012	5146 S Columbia Place	2637	4	2	1	2	2003	\$250,000	\$94	\$232,500	\$88	96	96
<b>Average</b>			<b>2,055</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1965</b>	<b>\$161,633</b>	<b>\$78</b>	<b>\$153,716</b>	<b>\$75</b>	<b>73</b>	<b>88</b>
Number of Properties: 6														

## Professional Appraisal

Another idea is to hire a professional appraiser. Usually running a couple hundred dollars, this can prevent you from pricing too low, and avoid pricing too high. Buyers assume you start with an asking price for more than what your property is worth, but arming yourself with an independent appraisal to back your asking price gives you asking power. Make sure to provide the appraiser with any information that could help bring you to a high value. Your agent should include copies of your appraisal in promotional packets to support your asking power and provide validation in your pricing.



## Online Valuation Tools

The internet has tons of home valuation tools, a quick google search will bring you more resources than you can possibly ever use. This gives you an ability to find a rough estimate of your home's value, but cannot provide detailed value as every property is different and has positives and negatives affecting value.

Pricing your home from the internet may not be helpful – sometimes they base estimates on properties that sold years ago or properties that are not similar at all. That is why a real estate professional is needed.

## Being Realistic

Set a reasonable price on your home – **the goal is to get Top Dollar in 90 days or less.**

**Good homes priced correctly sell.** The first 30 days your home is on the market is the most important -- if your home is priced correctly, and your agent is doing their job marketing, you will get offers. It will sell without lowering your listing price – yes, you may negotiate – but you will not have your home on the market for 1 year with multiple price adjustments. A word of caution here, the luxury market (multi-million dollar homes) many times DO take over a year to sell because there are fewer qualified buyers.

Here is another marketing strategy . . . **price your home 10 percent below the market and it can create a bidding war.** YES, you heard me correctly! You can end up with a price ABOVE the market for your home and your home will sell quickly. It will create lots of interest.

Closing thoughts . . . You want a little negotiating room. **You have to know your bottom line number.** Prospective buyers don't have a personal attachment to your property and they don't care how much you paid or how much money you put into it. Ultimately, it comes down to what other people are paying in your area, and what the market is. You have to ask yourself 'What am I going to put my home on the market for?' Do I want my home to sell for current market Top Dollar? Or, am I looking for a needle in a haystack?

A professional real estate agent can guide you through that journey.



## Condition

There are many things to do to prepare your property for sale. Having your home professionally inspected before you place that 'for sale' sign or sign the paperwork allowing your agent to list your property, can give you many advantages for a successful sale.

Eventually your buyer is going to conduct their own inspection of your property. Wouldn't it be great to know what is going to turn up before they do? This also allows you to choose your own certified NACHI inspector, and an opportunity to assist during inspection by providing any information that can help fill any questions they may run into. You also get a chance to review and correct any misstatements in the inspection report you may find before it's fully concluded.

Your report can help you realistically price your home if a problem exists or substantiate a higher asking price if one does not, or has been corrected. Revealing any problems beforehand helps your property show better and is the ultimate gesture in forthrightness on your part.

Having your home inspected before listing, allows you to know exactly what areas of your home need attention. You have an opportunity to make the repairs yourself or shop for competitive contractors if choose to have someone else do the repairs. If you choose not to make certain repairs your still at an advantage by being able to attach your own repair estimates opposed to the over-inflated estimates a buyer may produce to you at the negotiation table.

All in all knowledge is power. Disclosing everything you can about your home, including defects and alerting your prospective buyers to the negatives frees you to move on and emphasize the positives.

Most, if not all states require sellers disclosures on known problems – so this is your list. Provide this to your agent. You may want to have your agent include this report to serious prospects.





## Refresh

There are many small-scale tasks and tips you can take on yourself to enhance your property for sale. Curb appeal upgrades go a long way in getting positive feedback from potential buyers. First impressions are lasting impressions so make sure the things buyers notice first are up to par.

Some ideas include making sure doorbells are working correctly, tears in screens are repaired or replaced, and any glass doors and windows are free from cracks. It's always nice to walk up to a home with a nice welcome mat and new brass door knocker. Fresh flowers are always a plus. Check your mailbox too (you would be surprised how many people have a dented or rusted out mailbox). Your driveway surface is another first impression that prospective buyers see in sales photos or upon a visit. These issues can easily be repaired if any small problem exists and gives a wonderful first impression. Clean gutters are always good in case it's raining while a buyer is visiting, and it's also an area that your home inspector will be sure to check as well. A manicured and maintained lawn is a must, and again we can use flowers to make lasting appeal.



For your home's interior be sure to repair holes in your walls from picture hanging, and go through with a thorough cleaning and refreshing. This should include touch up painting for heavily used areas like railings, doors, and trim. Repairing any electrical outlet covers that are caked with paint also creates a sense of newness, without the new. The idea is to take anything looking tired or worn and give it a lift making it look fresh and new.

## Repair

After refreshing your property, you can turn your attention to details of your home that need to be repaired. Look for broken cabinetry and handles, any cracks in the walls, ceiling, or flooring. If there are any issues with roof tiles or siding you should address them as well. Go through and carefully investigate the interior and exterior for things in need of fixing.



The condition of your property is the most important, and the problems that you may have become used to will stand out to buyers so should be addressed before listing. Any serious prospective buyer does their own inspection and making the repairs beforehand leaves less of a headache for everyone. Some areas of concern generally tend to be major defects like structural problems, small defects that can grow like loose roof tiles, any issue affecting a buyer's ability to be financed or insured, any safety hazards, and finally any noticeable issues like a leaking faucet. Make sure you save all repair receipts for tax purposes and include them in your promotional packets.

## Replace

Sometimes there are areas of a property that just need to be overhauled or replaced entirely. Certain types of flooring and carpeting doesn't always last for long periods. Your real estate agent is likely to know a reputable home improvement professional to make necessary home repairs. Upon making any replacements, ensure you select high quality visually appealing materials. Go with neutral color schemes and materials that will appeal to all.

Some do's and don'ts include changing out worn, stained, or smelly carpeting. Choose inexpensive neutral colors that can match any décor. The worse your carpeting is, the better you'll get on your investment. Don't replace major appliances or furniture. Having said that, if your appliances are dated, you will do well to update them, and Craig's List can be a great place to turn to. Having clean Stainless appliances in your home make it look fresh – and if you can get a great deal on used appliances, go for it!

If you need to update an old vanity or yucky looking toilet, that is a smart idea and relatively inexpensive. The same goes for lighting. The better your lighting, the better your home shows. So ditch the low wattage bulbs and old vanity fixtures – put modern fixtures in and make it glow. If you are not leaving your dining room fixture, replace it now – don't show it with the fixture.



Below is an example of how simple clean modern lines can really update a bathroom for relatively little money.



Don't do a kitchen or bath overhaul or any room additions unless you are in the business of doing FLIPs – but that's a whole different eBook. According to Remodeling Magazine remodeling projects only take money out of your pocket when you sell your home.

The key here is making each room look neat and clean – go through and really be relentless in de-cluttering. That means if it's under \$1,000 (or so) per room it's probably worth doing. That covers fresh paint, light plate covers, light fixtures, etc. Be neutral in your selections.

Remember, the key here is to REFRESH. The only addition you want to achieve is a SOLD sign.



## *Presentation*

In order to sell anything the presentation and staging of the product is the most important for success. Making a game plan with your agent is a great way for your home to be guest ready at all times. You never know when a buyer will be knocking, and it is important to embrace all selling opportunities. Marketing your home takes skill, with an experienced agent you'll be in good hands with their knowledge of the right designers and photographers that will be sure to have your property looking its absolute best.

## **Staging**

Here is where we touch again on how a first impression means everything. It's important for a buyer to get a great first impression all around, and that includes making it easy for them to see your property as well. If they cannot see it, they cannot buy it. Buyer's schedules are just as busy, if not busier than our own. They will be looking at multiple homes, so timing is everything. If they miss an opportunity to see your property they may very well choose another. The best buyers are ones who are in the need to move very quickly, or are visiting from out of town in order to choose their home. With that kind of time crunch they tend to make the best offers, but have to be able to get in and see your property in order to do so. With your real estate agent at hand to keep your property open and available for viewings when you can't your chance for success is unlimited.





As a buyer arrives to look at your property the goal is for them to feel welcome. Leaving your front door open a bit during open houses is one great way to do so. Your agent will most likely have a guest registry available for guests to sign and can later follow up with. Have your pets (dogs) crated. If you have other roaming loved ones, you may want to consider moving them as well. Your agent would feel terrible if one got lost during the showing and if one of the buyers is allergic, that may be a consideration too. While you may think your pets are cute and cuddly it has been found by the National Association of Realtors that about half of prospective buyers are not comfortable with pets from being afraid, to just not liking the pet odors.

Next, you should not be present. Buyers just do not feel comfortable. They feel less welcome, ask fewer questions, take less time for their tour, find it harder to imagine the property as their own. They will be more reserved in vocalizing any concerns or ideas they may have. If possible, the best suggestion is to move out of your home while selling. This has shown to be the best case for successful selling. If you are not able to leave during showings. It is best to politely introduce yourself and then find a place to stay clear and keep busy doing something else. Let your agent take over during this time, it's the best choice for a successful sale.

## Clean and Organized

While visiting a property a buyer imagines how they would feel living there. They envision their own things in it, so setting the scene for them is imperative. No house is too clean. Your goal is to set a clean and organized idea that appeals to everyone. Study a furniture showroom focusing on how they use flowers and minimal things like books or candles on the coffee table to liven things up without clutter.

Making the most out of your space is the way to go. Clear out any and all items that you can temporarily live without. You can keep all those things in storage to steer clear from clutter. This makes your home look bigger, and allows the buyer to more easily envision their own items there. This also helps in preparing your home for deep cleaning and painting. Make sure you steam clean any carpet spots, clean windows inside and out, scrub bathrooms top to bottom, degrease the oven, thoroughly clean the refrigerator, heater, or anything that buyers focus on. The kitchen is the heart of the home, and will be a place buyers will migrate to for conversation. Make sure this area is clutter free, even small appliances should be removed to show maximum space.





Empty closets and cabinets to also maximize visual space. Removing all unnecessary items from your property also gives you an opportunity to neutralize your homes personality. When choosing colors, or decorations you want to go with choices that appeal to all. Choosing a specific theme, let's say western for example, can turn off anyone opposed to western décor and makes it much harder for them to envision the space their own.

Keep things neutral is the best choice.

Sometimes it's a great idea to call in the professionals. Whether it's for the deep cleaning we don't always have the time to get to, or for the tips on how to stage your home to make a lasting impression a pro has the experience to make sure your property has the pizzazz to wow. Spending some money on a professional can definitely be worth it if it helps your home sell quicker.

## Setting the Mood

There are many tips on making the mood pleasant, and removing any unwanted odors from your home is on the top of the list. Open house visitors won't be sticking around to envision very much if they cannot bear the aroma of your property. Sometimes we can be unaware of certain odors after we have gotten used to them over time. A few problematic odors are mildew, cooking, tobacco, cigarettes, and pets. NAR reports that pet odors are the #1 offender – an overwhelming 41 percent of prospective buyers say they odor hits as soon as the door opens. So ask a friend to tell you the truth. Baking soda does wonders – and spray down the house.

Try removing the source of the odors if possible, and once they are gone you can add mild pleasing aromas like candles and flowers.

Lighting is another way to enhance the mood and has a tremendous impact. Open blinds or drapes to maximize exposure, and keep lights on within each room to create a welcoming atmosphere. Replace burned out bulbs for a cheery feel. You can use higher wattage, soft light bulbs to make it even brighter. Tasteful mirrors can also help direct sunlight to enhance your property's space. Keep all interior doors open so your



visitors feel free to look around; while it opens everything up as well. Keeping an eye on the temperature is also a sure way to keep your visitors comfortable so they can focus on buying your property.

## Exterior

Once the inside is stunning, you want to head outside and make sure the exterior matches. Keep your lawn mowed and all plants and shrubbery pruned. Any toys from kids or pets should be cleared and stored in the shed out of sight, and check that there are no unsightly staining issues along the siding or walls of your home. Whether inside or out, it's important to pay attention to details that buyers will be sure to notice.

## Photography

We all have that friend or family member with undeniable photo taking talent, but the sale of your property is just too important of a task to not turn over to the hands of a professional with a well-established background of real estate photography. You can request to see portfolios and ask about past clients testimonials. When selecting a photographer be sure to discuss what areas you feel you want to showcase. Together you are sure to have the best visual aide in a buyers first step to purchasing. It has become more common now to also include a video tour of your home for agent to include for your online showcasing. Your agent will be sure to include your gorgeous photos in all promotional packets along with any and all pertinent information as well. A picture is worth a thousand words and with that said choosing a skilled photographer is an absolute must.

## Location

Use your location to your advantage by highlighting the best qualities of your community and neighborhood. It's great to be super specific with details and information about your surrounding area. Painting a picture for your buyer to envision the things they find important like schools, grocery stores, movies and restaurants are a great way to get them to visualize living there. Your agent will help in accommodating the best information to include in your specific area.



## Negotiations

Once the offer is in, the real work begins. Remember, you and your agent are a Team. All offers will be presented through him/her.

It starts with the Buyer's Agent. The protocol is for that agent to call your agent and let them know that they will be writing an offer. When Your agent receives the offer, he will convey that information to you.

They will explain the pros and cons (if any) of the offer. And what the next steps are in the process. Your agent's job is to protect your interests every step of the way and negotiate in your best interest. It is important for you to be open and honest about everything – from the condition of your home, why you are selling, your bottom line price, when you have to be out of the home, and the minor and major point you are willing or not willing to concede on. It's important to reveal if you are having financial difficulties. Your agent is not there to judge – he is a consultant – a professional there to do a job – get you Top Dollar in the shortest time possible.

A good agent will guide you through this process:

- Cash offers or those from pre-qualified buyers
- Accepting an offer with a bigger deposit (they are less likely to walk away)
- You can choose the closing agent if you pay for Title Insurance

Negotiation is work. If you choose to go with a less qualified offer, you may not close. You can be flexible with certain areas that may help in sealing the deal like being open to a move in date change, financing options, or settlement date and location. It's important to respond to offers quickly, you don't want to miss out on the opportunity if they decide to move onto another choice. Once an offer has been accepted it's a good suggestion to keep showing your property just in case something does happen at the last minute that way you can have a back-up plan instead of starting all over from zero.



Talk with your agent about whether or not you want to offer a home warranty. I believe they are a great idea! But your agent will give you their opinion. They can guide you on the pros and cons, and help you reach a decision that is right for you and your property.

## *Who is the Right Agent?*

That's the million dollar question. Generally, we all know one . . . that's a real estate professional. But, is it the right one for you. I remember when we moved from California to Florida and we made the decision to sell our home. My girlfriend was a realtor, but her focused area was about 30 minutes away (she didn't know anything about my neighborhood). I told her this was a concern. I also told her what my expectations were – because I did know what was happening in my neighborhood – and I did know that the market was getting ready to shift. I went against my gut for the sake of a friendship and it didn't work well at all. I lost my window to sell and the friendship, because frankly, she was in over her head. If she had been smart, she would have referred it out to another office in her same franchise that DID specialize in my neighborhood and taken a referral fee – not the full commission – which makes it a WIN-WIN for everyone.



So, when selecting your professional ASK your friends and family for a referral if you don't know a friendly, outgoing, 'hungry' great communicator. Sometimes, a new agent can be a great choice because they will work really hard for you. Remember, you will have all the resources of their office—make sure they have a great brand behind them.

**You should also know that the RIGHT Agent** can SAVE you money (see the 3 examples provided by ChartMaster Services in the Appendix)



### Here are some other questions to think about:

- Have they lived in the area long?
- Check their credentials – do they have any designations?
- Do they have any specialties?
- If they are new, what did they do before?
- Are they personable?
- Did they present themselves well to you?
- Are they well spoken?
- Did they present you with a good marketing plan?
  - Will your home appear on the MLS?
  - On the Internet?
  - On multiple websites?
  - Will they hold open houses for you?
  - How often will they communicate with you?
  - Did they negotiate on their commission?
  - Are you trying to get champagne on a beer budget?
  - If they were willing to negotiate on their commission, would they negotiate well for you?

### You do want to get Top Dollar . . . Don't you?

### Now You Have Selected Your Real Estate Professional

Sign the listing agreement – You are a team. Congratulations! When you sign the agreement, ask your agent not to put your home in the MLS until it is ready to show (you must check the appropriate box if you want this). You may be one of the few who lives in a model home that is ready to go – most agents will some agents will make the mistake of skipping this step and end up doing their clients a dis-service by putting in poor quality photos that do not show a home at its best. By taking this additional step, you have bought yourself the time to declutter and stage your home so it shows the best. When you are ready (shoot for less than 2 weeks), you will take your photographs (or your agent will have them professionally done) and you will be ready to go.

Next, be sure you have a communication schedule and your open houses scheduled.





## *Luxury Homes*

If you have a luxury home, there is no question you will be using a real estate professional. When it comes to who you will use, of course, you want someone who understands you and your needs. You will want to consider someone who understands your neighborhood and luxury buyers. A great way to assure this is someone who is a member of the Institute for Luxury Home Marketing. This means they have been educated and have experience in the field.

Depending on your home, your professional may hold special 'themed' open houses for other realtors and have additional 'outside the box' marketing for your property. They will be a marketing specialist. And they should have the power of their office behind them. More than likely they will have a background of having worked within the Luxury Market before (even if it wasn't real estate).

Luxury homes can take longer to sell because there are fewer buyers. Depending on the price point, some of them (those \$50 million and above) may take over 18 months to sell. Most luxury homes sell in 18 months or less with an aggressive marketing campaign and a home that is priced correctly.

For some individuals, you may be in the unfortunate situation of going through a separation or divorce. In this situation, you may not only want to seek the services of a real estate professional who is familiar with luxury homes but is also a Certified Real Estate Divorce Specialist – this simply means they have some specialized training and knowledge that may benefit both parties.

**Your goal is to get Top Dollar in the quickest time possible with an effortless close.**





## *At the End of the Day*

All of these tasks combined with working hand in hand with your agent is all part of the selling process. Making sure to stay organized and keep positive can make all the difference in a successful experience.

I believe this is the Boy Scout or Girl Scout (I'm a Girl Scout Leader) perspective you can add when looking at the BIG picture.

Selling your home isn't just a business transaction. It's a rigorous endurance test. The way one prepares and conducts oneself will determine success. The Boy Scouts of America have it right. Following their thinking throughout the process will earn you more than just a merit badge.

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

Are you ready?

Let me know if I can answer any questions for you. It's my goal to be of service. I regularly speak on branding, marketing, and being of service to others.

Good Luck in marketing your home. I know you are going to find the perfect real estate professional. And, if you are in the Fort Lauderdale Area, please reach out to me. I would love the opportunity to meet with you. My goal is to create WIN-WIN relationships with people and I absolutely believe assisting someone in selling their home is exactly that kind of situation.

Have a wonderful day – and be a Difference Maker for someone.

How you do anything is how you do everything!

## About the Author



Hi, I am *Debbie Wysocki*, and I Sell Beach Houses . . . and more.

Discernment, confidentiality, negotiating, and a good sense of humor have served me well in assisting my amazing clients from all over the world – whether they were the Fortune 500 businessman (or woman), the sports personalities, or my wonderful neighbors business associates, and friends. I really enjoy assisting them in their real estate goals.

My specialty is creating a great Real Estate ‘Experience’ that is stress free --whether you are buying, selling, leasing or securing our Property Management Services. That’s where the ‘More’ comes in.

In short, I want you to **‘Love where you Live.’**

Some people want to know every detail of the person they are choosing to represent them – others just want to know **‘can you get the deal done?’**.

So no matter which client you are, **YES**, as your Realtor, I will represent you with the prestige of the **Keller Williams’** name and **negotiate the best terms for you**. After all, I’ve had 19+ years’ experience managing a \$75+ million portfolio.

### Here are a few other things I bring to the table:

- Ⓢ Member of the Institute for Luxury Home Marketing
- Ⓢ Strong Community & Business Connections in South Florida (easy to get things done)
- Ⓢ Great Relationships with other Realtors
- Ⓢ Published Author & Co-Author of 4 Books
  - BE IRRESISTIBLE: 7 Key Recipes to Building a Quality Team**  
co-author with Dan Kennedy on *The Ultimate Success Secret*; now in its 2<sup>nd</sup> printing. An Amazon best-selling co-author with *Juicy Joyful Life*, and co-author with Tony Robbins and Wayne Dyer called *Wake Up and Live the Life You Love*.
- Ⓢ Expert Speaker on Branding & Relationship Building
- Ⓢ Former Beverly Hills Financial Analyst (1 Billion under management 80 Clients)
- Ⓢ Top Producer/Recruiter for 20 years in Direct Sales/Marketing
- Ⓢ Founder/Facilitator Heart Link Network Fort Lauderdale
- Ⓢ Founder/Facilitator Finding Faith & Fortune – Christian Businesswomen’s Networking

Last but not least, **I offer a LOVE IT OR LEAVE IT Guarantee!**

What does that mean? When you purchase your home from me, if you don’t love it, simply let me know within 90 days, and I will waive my commission when I sell it; I simply ask that you purchase your new home from me that you will be moving to.

**I am truly looking forward to making Real Estate journey a great Experience! Let’s connect, and I promise, you will be happy when you see the difference I can make.**

*Debbie Wysocki*



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# Appendix



# EXAMPLE COMPARISON SCENARIOS

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To further aid you in your decision making process, three comparison sample scenarios are presented on the following pages:

1. The first scenario deals with the real issue - Agent VS. The 'Right' Agent.
2. The second scenario compares the FSBO Seller VS. The 'Right' Agent
3. The third scenario compares using the 'Flat Fee' Agent VS. The 'Right' Agent

## Not OPINION, Not THEORY, Just the FACTS

The numbers quoted in these examples are provided by ChartMaster Services and are based on actual SEFMLS market statistics from the current quarter. These are the most realistic currently available figures in the Broward County market. CLOSED listing sales data covers all listing periods for up to 3 years prior to sale, including data for properties that were off the market for periods of 30 days or longer, which are not included in other SEFMLS data sources.

**NOTE:** *Givens* are specific facts and figures which are common to all of these scenario examples and are fixed for purposes of illustration. Sales to List Price percentages and number of Days on Market will vary based on price range and data for the current quarter.

*Assumptions* are facts and figures specific to each particular example.

## THE GIVENS (APPLICABLE TO ALL 3 SCENARIOS)

Market Value is, by definition, the PRICE (Sales Price) that a willing buyer will pay a willing seller for his house in today's current market. It includes the real estate commission.

1. MARKET VALUE PRICE for Seller's house today based on comparable sales is \$250,000.
2. The real estate commission is 6%.\*
3. 2nd Quarter 2015 Total CLOSED SALES data from ChartMaster Services LLC reveals:
  - a. 60.3% of total listing inventory was initially overpriced.
  - b. 41.6% of Closed Sales had to undergo a price reduction to sell, and received 89.8% of the Listing Price and took 112 days (3.7 mos.) to sell.
  - c. 58.4% of Closed Sales required no price reduction to sell, and received 98.1% of the listed price and took only 21 days (0.7 Mos.) to sell.

\*Real estate commissions are negotiable. The 6% used is solely for these examples.

## The ASSUMPTIONS:

Assumptions will vary based on the circumstances appropriate to the example scenario.



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# AGENT versus 'RIGHT' AGENT

## The GIVENS:

1. SELLER DESIRED PRICE is \$265,000. ( Overpriced, but AGENT agreed to this price)
2. MARKET VALUE PRICE is \$250,000 ('RIGHT' AGENT priced for market conditions by using comparable sales and current ChartMaster Stats by price range to validate strongest pricing strategy.)
3. The MONTHLY CARRYING COSTS for mortgage payment, taxes, insurance, and utilities are \$2000, or \$67.00 per day.

## The ASSUMPTIONS:

1. The AGENT uses a Salesperson oriented presentation style of show, tell, and sell AND
2. Is not equipped with ChartMaster Reports / Analyses / Worksheets.

AGENT		'RIGHT AGENT'	
SELLER DESIRED PRICE (price reduction likely)		MARKET VALUE PRICE (no price reduction needed)	
\$265,000	Original Listing Price	\$250,000	
89.8%	Likely S/L %	98.1%	
\$237,893	Likely Selling Price	\$245,287	
\$67	Carrying Costs per day	\$67	
112	Likely Days on Market	21	
-\$7,471	Likely Carrying Costs Total	-\$1,407	
6.0%	Real Estate Commission Percent	6.0%	
-\$14,274	Real Estate Commission Amount	-\$14,717	
\$216,149	NET SALES PRICE	\$229,162	
	Difference in Dollars to Seller	\$13,013	
	Difference in Days on Market	-90.5	
	Difference in Months on Market	-3.0	

Although the 'RIGHT AGENT' PRICE was -\$15,000 LOWER than the SELLER DESIRED PRICE, choosing the 'RIGHT AGENT':

- ✓ Generated \$13,013 MORE money for the seller,
- ✓ SAVED -90.5 days in selling time (-3 months), carrying cost and reduced stress and angst of a long marketing time

**CHOOSING THE RIGHT AGENT DEFINITELY MATTERS!**

# FSBO versus 'RIGHT' AGENT

## The GIVENS:

4. FSBQ SELLER DESIRED PRICE is \$265,000 \*(see Assumptions)
5. MONTHLY CARRYING COSTS for mortgage payment, taxes, insurance, and utilities is \$2000, or \$67.00 per day.
6. MARKET VALUE PRICE is \$250,000 ("RIGHT" AGENT priced for market conditions by using comparable sales and ChartMaster Stats to validate strongest pricing strategy.)

## The ASSUMPTIONS:

FSBO Seller adds a commission amount equal to 6%\* of Market Value to his price to compensate for the FSBO Buyer who will reduce the asking price by 6% because he also wants to save the commission.

FSBO		'RIGHT AGENT'
SELLER DESIRED PRICE (price reduction likely)		MARKET VALUE PRICE (no price reduction needed)
\$265,000	Original Listing Price	\$250,000
89.8%	Likely S/L %	98.1%
\$237,893	Likely Selling Price	\$245,287
\$67	Carrying Costs per day	\$67
112	Likely Days on Market	21
-\$7,471	Likely Carrying Costs Total	-\$1,407
0.0%	Real Estate Commission Percent	6.0%
\$0	Real Estate Commission Amount	-\$14,717
\$230,423	NET SALES PRICE	\$229,162
	Difference in Dollars to Seller	-\$1,260
	Difference in Days on Market	-90.5
	Difference in Months on Market	-3.0

Although the 'RIGHT AGENT' PRICE was -\$15,000 LOWER than the SELLER DESIRED PRICE, and INCLUDED paying a commission of \$14,717, choosing the 'RIGHT' agent price:

- ✓ Generated only -\$1,260 less money for the seller,
- ✓ SAVED -\$6,064 in CARRYING COSTS, and -91 days (-3.0 months) in MARKETING TIME
- ✓ Greatly REDUCED hassle, inconvenience and stress during sale and closing.

**DEFINITELY SOMETHING TO THINK ABOUT!**

# FLAT FEE AGENT versus 'RIGHT' AGENT

Let's use the same set of GIVENS we used for FSBO versus 'RIGHT' AGENT, and apply them to the basic cost of a typical 'flat fee' company.

The ASSUMPTIONS are based on the basic fees of a well-known and respected Flat Fee

Company: 1. Basic Flat Fee of \$500 upon listing, which is non-refundable.

2. .0034 X Sales Price, commission upon closing.

## FLAT FEE COMPANY FEES VS THE 'RIGHT' AGENT FEES

Likely pricing: \$265,000 Seller Desired Price vs \$250,000 Market Price  
 Seller Perception: \$1,401 (\$500 plus .0034xSP at closing) vs \$15,000 @ 6% Commission

IS IT REALLY \$1,401 (\$500 + .0034 x \$265,000) VS. \$15,000?

NOTE: When a property is listed, even with a "flat fee" company, most sales are likely to be a 50/50 split with the company bringing the buyer. In this example, the Seller would, in addition to the above fees, pay 3% to the co-op company as shown below:

FLAT FEE BROKER		'RIGHT AGENT'
SELLER DESIRED PRICE (price reduction likely)		MARKET VALUE PRICE (no price reduction needed)
\$265,000	Original Listing Price	\$250,000
89.8%	X Likely S/L %	98.1%
\$237,893	Likely Selling Price	\$245,287
\$67	Carrying Costs per day	\$67
112	X Likely Days on Market	21
-\$7,471	Likely Carrying Costs Total	-\$1,407
3.0%	Real Estate Commission Percent	6.0%
-\$7,137	Real Estate Commission Amount	-14,717
-\$500	Flat Fee	
-\$809	Broker Commission (0.34%)	
\$221,977	NET SALES PRICE	\$229,162

**The Seller Nets +\$7,186 More Money in -91 Fewer Days**

Even at a List Price -\$15,000 lower than the Seller 's Desired price AND paying a 6% commission, the Seller had a GREATER PROBABILITY of getting more money in a shorter time by choosing the 'right agent', who recommended a "getting it right the first time" pricing strategy validated by ChartMaster statistics.

**FEE REDUCTIONS ALONE WON'T TRUMP PROPER PRICING!**

# 'RIGHT' AGENT

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After taking the FSBO Quiz, if you decide you are not a candidate to sell by yourself, even as a TIMFA, but your top priority is the sale and close of your house, then using the services of an agent is your best course of action. The challenge will be in choosing the right kind of agent ("right" agent) to help you.

Choosing the "right" agent is often times the difference between a sale that is burdened with problems, doesn't sell within your time frame and causes you considerable stress and angst, or one that sells quickly for the best price, without the stress and hassle.

The tips below should help you in identifying the 'right' agent.

## LOOK FOR AN AGENT WHO



Is a real estate consultant, not just a salesperson.

The 'right' agent knows that, while all sellers share common selling goals and objectives, the way each seller needs the selling process to unfold is unique to them. It's not a "one size fits all" deal.

Before making any presentation, offering any suggestions, or recommendations, they will want to spend a few minutes discussing your particular goals, needs and concerns— making certain they understand the depth of their importance to you, and their order of priority.

By consulting with you first, the 'right' agent' can discuss with you during their presentation, the Marketing and pricing strategies they would use to satisfy your particular goals and needs.



Has integrity!

The 'right' agent won't take a listing just to get a listing. Their top priority is to sell your house and to make the selling process unfold in the manner that satisfies your particular goals, needs, and concerns. If, during your consultation, you have a need or expectation that they know they cannot meet—the mantra of the 'right' agent is "I had rather turn you down— than let you down!"



Is equipped with ChartMaster Services LLC Quarterly Metro Market and Area Comparison Reports.

The 'right' agent uses these charts, graphs, and worksheets to support and validate the best pricing strategies for sellers who can't afford to, or choose not to, risk losing valuable time and leave money on the table because of overpricing choices.

These reports are based on actual SEFMLS market statistics from the current quarter. CLOSED listing sales data are for all listing periods for up to 3 years prior to sale, including data for properties that were off the market for periods of 30 days or longer, which are not included in other SEFMLS data sources. This makes them the most realistic figures currently available in the Broward County market.



Is Committed

The 'right' agent will put in writing what you can expect of them in the way of services and performance and is willing to be held accountable.



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