

## MLS and Realtor.com Corner

Are you marketing your property enough to compete in a tough market? *Derek Greene* and *The Greene Realty Group* are **built to assist For Sale By Owners** do just that- compete. According to the National Association of Realtors latest study, 85% of home buyers used a real estate agent to search for a home, and nearly three-quarters of buyers viewed the Internet as a very useful tool in their home search. These are the two highest percentages of buyers and our options will allow you to maximize your exposure and aggressively market to both.

Below are a few links to my website that will provide you with ample information regarding **selling on your own** with added exposure. For further information please contact our office at **866-799-2175**

[MLS as a For Sale By Owner](#)

[MLS Q/A](#)

[MLS Pricing & Services](#)

**\*\*\*Virtual Tours, Lock Box, and Comparative Market Analysis are also available!**

## 6 Forms You'll Need to Sell Your Home

- 1. Property Disclosure Form.** This form requires you to reveal all known defects to your property. Check with your state government to see if there is a special form required in your state.
- 2. Purchasers Access to Premises Agreement.** This agreement sets conditions for permitting the buyer to enter your home for activities such as measuring for draperies before you move.
- 3. Sales Contract.** The agreement between you and the seller on terms and conditions of sale. Again, check with your state real estate department to see if there is a required form.
- 4. Sales Contract Contingency Clauses.** In addition to the contract, you may need to add one or more attachments to the contract to address special contingencies—such as the buyer's need to sell a home before purchasing yours.
- 5. Pre- and Post-Occupancy Agreements.** Unless you're planning on moving out and the buyer moving in on the day of closing, you'll need an agreement on the terms and costs of occupancy once the sale closes.
- 6. Lead-Based Paint Disclosure Pamphlet.** If your home was built before 1978, you must provide the pamphlet to all sellers. You also must have buyers sign a statement indicating they received the pamphlet.

## 20 Low-Cost Ways to Spruce Up Your Home

Make your home more appealing for potential buyers with these quick and easy tips.

1. Trim bushes so they don't block windows and cut down on light.
2. Buy a new doormat.
3. Put a pot of bright flowers (or a small evergreen in winter) on your porch.
4. Put new doorknobs on your doors.
5. Put a fresh coating on your driveway.
6. Edge the grass around walks and trees.
7. Keep your garden tools out of site.
8. Be sure kids put away their toys.
9. Buy a new mailbox.
10. Upgrade the outside lighting.
11. Use warm, incandescent light bulbs for a homey feel.
12. Polish or replace your house numbers.
13. Clean your gutters.
14. Put out potpourri or burn scented candles.
15. Buy new pillows for the sofa.
16. Buy a flowering plant and put it in a window you pass by frequently.
17. Make a centerpiece for your table with fruit or artificial flowers.
18. Replace heavy curtains with sheer ones that let in more light.
19. Buy new towels.
20. Put a seasonal wreath on your door.

## What Is Appraised Value?

It's an objective opinion of value, but it's not an exact science so appraisals may differ.

For buying and selling purposes, appraisals are usually based on market value—what the property could probably be sold for. Other types of value include insurance value, replacement value, and assessed value for property tax purposes.

Appraised value is not a constant number. Changes in market conditions can dramatically alter appraised value.

Appraised value doesn't consider special considerations, like the need to sell rapidly.

Lenders usually use either the appraised value or the sale price, whichever is less, to determine the amount of the mortgage they will offer.

*Used with permission from Kim Daugherty, Real Estate Checklists and Systems (<http://www.realestatechecklists.com>).*

## Web Site Resources for Consumers

**Credit Union Consumer Facts**, [http://www.cuna.org/data/consumer/advice/retire\\_home/hometoc.html](http://www.cuna.org/data/consumer/advice/retire_home/hometoc.html)

### **EnergyGuide.com**

Provides an easy way to assess energy use and get quick tips on saving energy.

### **Environmental Protection Agency**, [www.epa.gov](http://www.epa.gov)

A one-stop shop for advice on testing for and mitigating pollutants, from lead paint to radon to mold.

### **Equifax**, [www.equifax.com](http://www.equifax.com)

A source of credit reports.

### **Experian** (formerly TRW), [www.experian.com](http://www.experian.com)

A source of credit reports.

### **Trans Union Corporation**, [www.transunion.com](http://www.transunion.com)

A source of credit reports.

### **Federal Citizen Information Center**, <http://www.pueblo.gsa.gov/results.tpl?id1=17&startat=1&--woSECTIONSdatarg=17&--SECTIONSwor=ww>

Offers a list of consumer articles about home sales, financing, and maintenance.

### **Ginnie Mae**, <http://www.ginniemae.gov>

Provides advice to buyers on affordability and homeownership, including calculators.

### **U.S. Department of Housing and Urban Affairs**, <http://www.hud.gov/buying/index.cfm>

Offers advice to buyers on finance, fair housing, and more.

### **ImproveNet**, [www.improvenet.com](http://www.improvenet.com)

Provides links to contractors and architects for remodeling projects for buyers and repair services for sellers. For a small charge, buyers can use the site's Estimators to determine how much renovating a property they're considering would cost.

### **Moving.com**

Helps buyers and sellers with packing tips and timetables, online mover links, and places to store belongings so that homes look less cluttered.

### **REALTOR.com** (*Derek Greene and The Greene Realty Group offer a showcase listing*)

Offers consumer information for buyers and sellers as well as home listings and links to service providers.

### **Real Estate Buyer's Agent Council (REBAC)**, <http://www.rebac.net/hbk.html>

Offers a homebuyer's kit with useful information and checklists.

## The Best Of Both Worlds! Sell On Your Own-With A Little Help.

*Derek Greene* and *The Greene Realty Group* help For Sale By Owners receive the most exposure and still save thousands on commission by showcasing your home on Realtor.com and listing your home on the MLS. Your home will also be advertised on dozens of partner sites and hundreds of distribution channels.

The Multiple Listing Service (MLS) allows you to retain the right to sell on your own without paying a commission, or pay a realtor ½ the commission (typically 2-3%) for their qualified buyer at the time of closing. You pay absolutely no commission to a buyer's agent if you sell your property to a buyer who is not represented by an agent.

*Derek Greene* and *The Greene Realty Group* offer several MLS listing options to suit every need, including [virtual tours](#) and [CMA's](#). You can upload up to 30 photos, advertise open houses and broker tours; and provide a detailed description including room dimensions, features, sq ft, etc. You could also receive a lockbox, open house signage, lawn sign, legal form package, and much more to assist with the home selling process.

With only real estate commission paid to buyer agents, the money you save can go into the purchase of your next house- or use that savings as leverage and market your home for a faster sale.

If your looking to sell For Sale By Owner (FSBO), providing you with a comprehensive and high-quality MLS listing service is our top priority.

Better yet, check out our [money back guarantee](#).

