HUFF
· REALTY ·
A Berkshire Hathaway Affiliate

HOME SELLER'S GUIDE

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> "Successful sellers are... sufficiently motivated to go through the challenges of marketing and selling their home in order to make a move."

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SOURCES USED IN THIS GUIDE:

1 National Association of REALTORS® | 2016 Profile of Buyers and Sellers

2 Zillow Group | Consumer Housing Trends Report 2016

WHY SELL A HOME NOW?

DEMAND IS STRONG

In our current market, buyer activity is high! The latest Buyer Traffic Report from the National Association of REALTORS® shows that buyer demand is very strong throughout the country. These buyers are willing and able to buy and your home might be exactly what they've been looking for!

BEST TIME TO MOVE UP

If you have been wanting to move to a larger, more expensive home, now is the time! Prices are projected to rise over the next year so moving to a higher priced home will cost you more in both your down payment and mortgage payment if you wait.

COMPETITION IS LOW

Housing inventory is still extremely low in most markets. There just aren't enough homes for sale to satisfy the high buyer demand. This makes for a good seller's market because home prices are being pushed up. In this type of environment, homes are selling faster and for more money. Take advantage of these circumstances while they're here!

IT'S THE BUSY SEASON

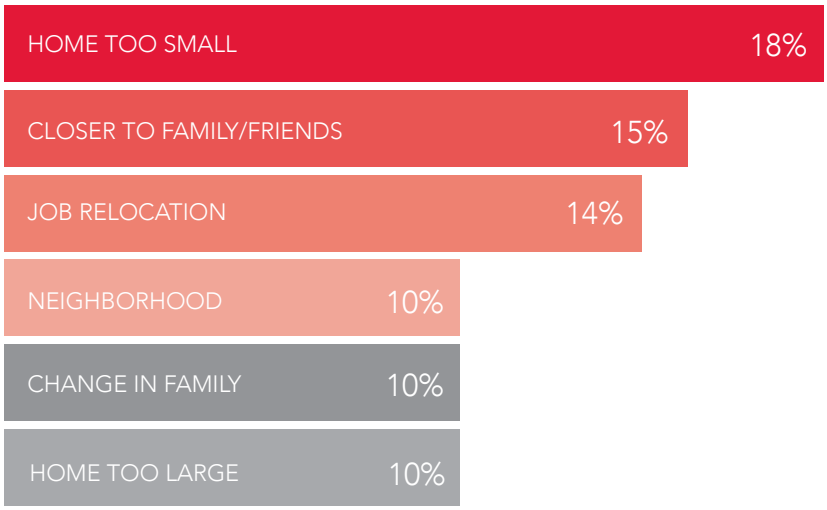
Spring is peak season for real estate. As the weather warms up, many buyers join in the house hunt. Getting your house on the market now will keep you from missing the buying rush.

WHO'S SELLING NOW?

Today, the median tenure for sellers to stay in the home they purchased is 10 years. In 1985 the median tenure was just 5 years. This can be attributed in part to the fluctuations in the economy that resulted in homes being worth less than mortgages, causing a delay in homeowners putting their properties on the market.

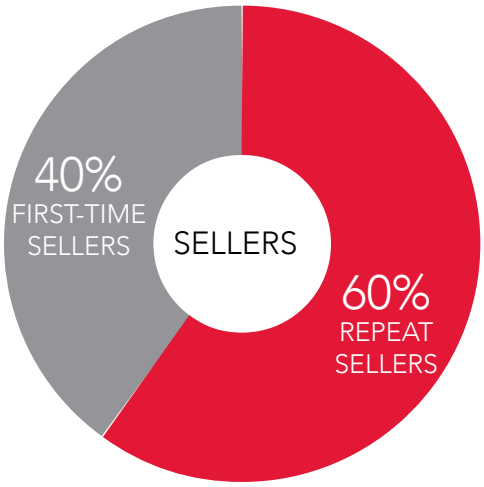
In today's environment, forecasts predict a strong housing market. New housing starts and resales are on the rise and tightened inventory continues to cause prices to increase. Sellers are now seeing a favorable market where they receive a median of 98 percent of their asking price and sell their homes typically in four weeks.

PRIMARY REASONS FOR SELLING



HOME TOO SMALL

The most commonly cited reason for selling their home was that it was too small, followed by the desire to move closer to family and friends. For sellers that moved the greatest distances, the primary reason was to relocate for a job. For sellers moving within 10 miles, the most common reason was the home was too small followed by the home was too big, and the neighborhood became less desirable.



98%
is the average of what sellers are receiving of their asking price. [1]

4 WEEKS
is the average amount of time a sellers home is on the market prior to sale. [1]

DO YOU NEED AN EXPERT?

WORKING FOR YOU

A real estate transaction can be an incredibly complex journey loaded with unexpected bumps and turns. You need a true expert to guide you down the best path and through the dangerous pitfalls that may come up. A real estate professional knows the market and will work with you to understand your wants and needs and work in your best interest, saving you time, money, and definitely many, many headaches.

As an experienced real estate professional, HUFF Realty agents truly become local real estate market and community experts, as well as masters of property marketing, networking and negotiation.

89% of sellers worked with a real estate agent or broker to sell their home. [1]

A SKILLED NEGOTIATOR

As a seller in today's market, having a talented negotiator working for you could make you and/or save you thousands of dollars. Once an initial offer is submitted there could possibly be multiple renegotiations. You will want an experienced real estate professional who can keep the deal together until it closes.

YOUR AGENT WILL:

- Outline their professional responsibilities to you
- Determine your wants and needs
- Regularly communicate with you
- Put your interests first
- Help you determine the best asking price
- Extensively market your home
- Offer proven advice on how to prepare your property
- Update you on market changes and conditions
- Provide feedback from all showings
- Negotiate the highest possible price and terms
- Assist you in finding any services you need

"Your Agent's goal is to negotiate the highest possible price and best terms for you."

WHAT YOU SHOULD EXPECT FROM YOUR AGENT

HONESTY

Honesty is an extremely important quality for a real estate agent to uphold. The selling process can already be complicated enough, but an agent who does not openly and honestly communicate with their clients can make it much worse.

TIMELY

Selling and moving based on a timetable can be emotionally draining. While your agent cannot pick the exact date of your move, they should be conscious of your needs and exert any influence they can to make it work.

RESPONSIVE

You will want to know what your agent is doing to get your home sold and if, or when, any challenges arise. Good agents will know how to deliver good news, but great agents know how to deliver the good and the not-so-good news, all of which you need to know.

MARKETING

A real estate agent needs to have a strong balance of both "older" marketing tactics such as direct mail networking and "newer" marketing tactics such as social media in their plan!

INNOVATIVE

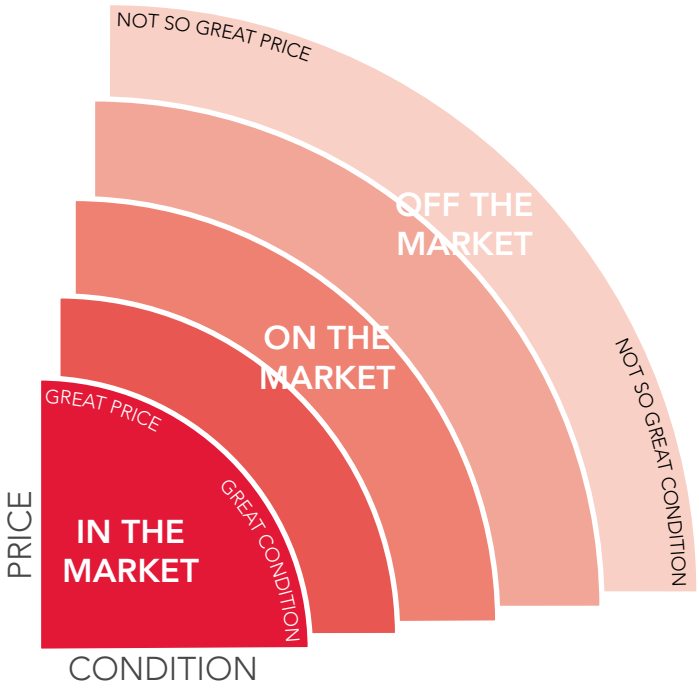
Staying current on the latest real estate technology is extremely important for agents. Utilizing technology helps a real estate agent be more efficient and have more time to spend on selling your home.

NEGOTIATOR

The job of a real estate agent who is representing a seller, in a nut-shell, is to get the most money for their client's home in the least amount of time! A real estate agent should know what to say to a buyer's representative and when to say it.

THE IMPACT OF PRICE AND CONDITION

There is a difference between putting your home on the market and putting your home in the market. It all has to do with the price and condition of your home. Your HUFF agent knows the market and what buyers are actively looking for. They can advise you on what your home needs to be in the market.



IN THE MARKET

If your home is IN THE MARKET, home buyers consider your home has an "acceptable price" and/or "acceptable condition". A home in this category is more likely to have showings, offers, and contracts.

ON THE MARKET

If your home is ON THE MARKET, home buyers do not accept your price and/or condition. This means you will have few, if any, showings or offers. However, an adjustment in the price, or an improvement in condition, could enhance the attractiveness of your home to buyers.

OFF THE MARKET

A home is OFF THE MARKET when the listing has expired, been withdrawn, or has been cancelled. This is often the result of a home which did not meet market expectations. Neither the price nor condition changed enough to alter the outcome.

56% of sellers reduced their price at least once after the home was on the market for more than the average 4 weeks. [2]

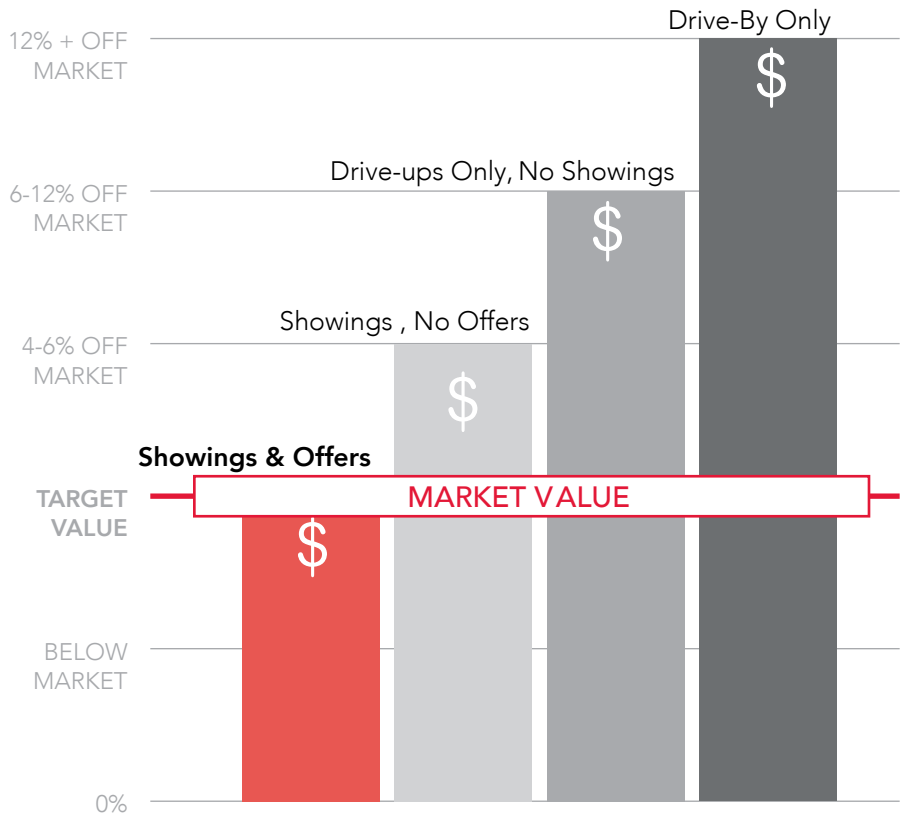
PRICE IT RIGHT

The longer a property is on the market the fewer showings it receives and the percent of the asking price decreases.

The single most important factor to consider when selling a house is the home's price tag: how much your house is worth. You don't want to overprice the house because you will lose the freshness of the home's appeal after the first two to three weeks of showings.

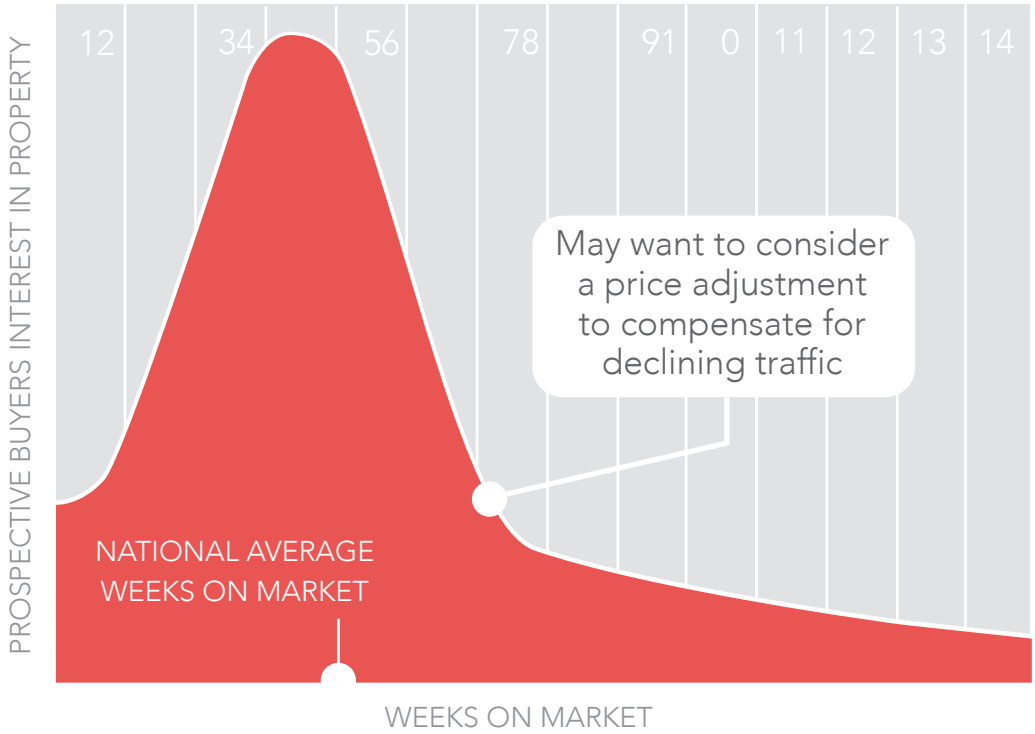
"Timing is everything.... the best offers are the first offers."

HUFF agents have the experience, knowledge, and tools to provide you with a fair market value of your property. Among these tools your agent will generate a Comparative Market Analysis Report (CMA) to assist in targeting the current market value of your home.



Your agent can provide the appropriate listing price for the market at the moment you're ready to list.

HIT YOUR TARGET



Many people think pricing their home a little over market value will leave more room for negotiation once they receive an offer. In actuality, overpricing will just discourage prospective buyers from looking at their property. A seller should price their home so that it maximizes the demand for the home. With this strategy, the seller won't be fighting with a buyer over the price, but rather multiple buyers will be fighting each other over the house.

68% of buyers consider price as the most important factor when purchasing a home. [1]

REASONS A HOME SELLS

There are a variety of reasons a house will sell. Some are out of your control, but others can be changed or modified so that your home can be sold for the best price.

REASONS BEYOND YOUR CONTROL

LOCATION

Some neighborhoods are more desirable than others. The better the location, the more money buyers are willing to pay. For a house to sell in any location, its listing price should reflect its location and the value of the homes surrounding it.

MARKET CONDITIONS

The economy, interest rates, and other factors impact the condition of the real estate market.

COMPETITION

High buyer demand and low housing supply makes it easier for the homes that are on the market to sell. When buyers have more to choose from, sellers have more to compete with.

REASONS WITHIN YOUR CONTROL

LISTING PRICE

To effectively sell your propertry fast for the most money, the listing price has to be just right. If your home is not selling or getting a lot of traffic, it could be a sign it's priced too high.

TERMS OFFERED

Attracting buyers sometimes has more to do with the condition and price of your home. Many sellers offer incentives such as closing costs or a home warranty to help compete in the marketplace.

CONDITION

The better condition your property is in, the easier it is to sell. Making repairs and staging your home will make for a more impressive presentation to buyers.

EASE OF SHOWING

The more buyer traffic a home gets, the more likely it is to sell. Sellers need to make sure their home is available to show to buyers, sometimes even with very short notice.

HOME STAGING EVERY SELLER SHOULD DO

To sell your home quickly, staging is a must! But you don't have to spend a fortune to get your house showcase ready. These 5 simple tips can make a huge difference to buyers and may only cost you a can of paint and some elbow grease.

DE-CLUTTER

During a showing home buyers are there to see your house, not your stuff. A cluttered home is a red flag to buyers that storage space is lacking and distracts buyers from actually seeing the home's true space and potential. It is also important to remember that buyers are looking for a house that feels like home to them. Family pictures and other personalized items can make it difficult for buyers to picture the home as being their own.

PURPOSE AND SPACE

When touring your home, potential buyers will be looking primarily at how they will be able to use the space and rooms. Arrange furnishings to reflect how functional a space is. To avoid buyers becoming confused by extra rooms, give each room a clear purpose. For example, place a desk and bookshelf in a room to stage it as a home office. Position furniture to make the traffic flow in a room practical and obvious.

NEUTRAL DECOR

Keep things neutral and simple so the home will appeal to buyers whether they are male or female, a young bachelor or a retired couple. Paint the walls a soft, neutral hue and use simple bed coverings and curtains.

CLEAN THOUROUGHLY

Whether you decide to clean yourself or hire professional help, a clean house is vital. It gives buyers the impression that the home has been well maintained and cared for.

CURB APPEAL

Poor exterior appearance can cause a buyer to immediately become doubtful and incapable of having an open mind. Major landscaping is not always necessary, but the lawn should looked nicely manicured with a fresh mow, trimmed hedges, raked leaves, and swept porches, decks, and walkways.

26% of home sellers offered a home warranty as an incentive to buyers. [1]

TOOLS FOR SELLERS ON HUFF.COM

MARKET WATCH

Register for your free **HUFF Market Watch** account and keep an eye on the competition and what trends are happening in your market area. View all area properties listed for sale and get automatic email alerts as soon as properties hit the market.

MARKET STATS:

- Homes For Sale
- Average List Price
- New On Market
- Sold Homes
- Average Sales Price
- Days On Market

CLICK HERE TO SIGN-UP FOR
MARKET WATCH

AUTOMATED VALUE

Automated valuation tools are helpful when you are feeling out the market or wanting to get some ball park figures. Automated tools are estimates usually based upon public records. Find out how much your property is worth with HUFF's AVM Tool.

If you desire a Comparative Market Analysis or CMA, then HUFF agents have the experience, knowledge, and tools to provide you with a more comprehensive estimate based upon a visit to your home where no automation estimate can go.

FIND OUT HOW MUCH YOUR
HOME IS WORTH

HUFF REALTY'S MARKETING NETWORK

NKY MLS

OH MLS

IN MLS

LOCAL EXPOSURE

Your listing will appear on every broker's website in the Tri-State area exposing your property to every potential buyer and buyer's agent in the area.

Zillow

trulia

NATIONAL REACH

HUFF Realty has listing feed agreements with some of the largest home search websites in the country. Additionally, your listing will be distributed to over 800 other sites via our online listing network.

Leading REAL ESTATE COMPANIES OF THE WORLD

WHO'S WHO IN LUXURY REAL ESTATE

GLOBAL COVERAGE

Our global affiliations allow us to position your property for maximum exposure to a network of agents, brokers, and potential buyers world-wide.

SOCIAL MEDIA

Your HUFF agent has access to the HUFF social media team who is well versed in social media strategies that attract potential buyers to your listing.

DIRECT MARKET EXPOSURE

SOLD

Signage, open houses, brochures, direct mail, email, and more. Your HUFF Realty agent has dedicated marketing, social media, and technology teams ready to provide creative solutions that provide buyers with the information they need about your property.

"Today's marketing goes beyond the MLS and a sign in the yard."

DOING IT ALONE

FOR SALE BY OWNER

For Sale By Owner, or FSBO, is the process of selling real estate without representation by a real estate agent. The primary reason owners choose to sell on their own is to avoid paying the real estate commission in an attempt to save money. However, there are many factors to weigh when considering selling FSBO v. hiring an agent. Will I price it right? Who will prepare the documents? Do I really have the time and patience for this? Will I get in legal hot water?

"You need to know everything that must be done to close the sale properly and legally."

PRICING IT WRONG

There's the risk of selling your home for a lot less than it's worth. Statistics have shown that the average FSBO home sells for about 25% less than homes sold through a Realtor.

MARKETING

Your home will have less visibility. Only Realtors can list homes on the Multiple Listing Service, which is one of the biggest online tools real estate agents use. There's a lot more to marketing a house than putting a sign in the yard, an ad in the paper and waiting. You need to develop a clear marketing plan that will attract the largest number of buyers.

LEGAL ISSUES

Preparing all of the legal forms, disclosures etc. is your responsibility, and if you're unfamiliar you take the risk of financial and legal liability.

TIME TO LEARN

You'll have to spend a lot of time educating yourself on the process of selling a home, the current market, advertising methods, and working with potential buyers.

LACK OF EXPERIENCE

When the FSBO sign goes up, the parade of the unqualified curiosity-seekers begins at all hours of the day and night. Window shoppers and "lookie-loos" are not serious about looking for a home but actually use it as a form of entertainment or as a hobby looking for decorating ideas.

SAFETY

Security is a major issue when selling your home by owner. A "For-Sale-By-Owner" sign is an invitation to strangers to wander through your home. People will arrive at your home, eager for their own reasons, not all of which are honorable.

"Mistakes may cost you the money you're trying to save."

8% of total home sales in 2016 were FSBO. This percentage has been in steady decline since 1981. [1]

25% less is the average a FSBO home will sell for versus a home that sold with the assistance of an agent or broker. [1]

50% of FSBO sellers knew the buyer either as a friend, relative or neighbor. [2]

THE SELLER'S JOURNEY

DECISIONS/PREPARATIONS

MEET WITH AGENT
Our journey begins with meetings to establish rapport, wants/needs, and counseling about the selling process. You may not have sold a home in several years or this may be your first time selling and you want assurances you will be working with a trusted advisor.

AGREE ON SELLING PLAN
Market conditions change over time. Agreeing on a selling plan involves reviewing market conditions and the tools available to test the market at the agreed price and condition of the home/property.

STAGE HOME
Painting, freshening decor, reducing clutter, landscaping and ongoing cleanliness helps sell the home. You cannot change the location of the home. You can change the condition.

LISTING PAPERWORK
This is where you officially partner with a Realtor and brokerage company. The listing paperwork kicks off HUFF's team of professionals to legally and officially tell the world your home is for sale.

MARKETING/PRICING

PHOTOS TAKEN
The first showing of your home is primarily done through internet websites. The number one item desired by buyers when viewing homes online are photos. Photos are critical to a successful journey.

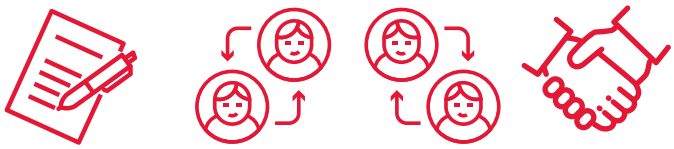
MARKET EXPOSURE
Agents are constantly looking for new homes to show their interested buyers. We make every effort to provide agents information and access to your home. Our HUFF systems help spread the word about your home to the world through traditional and technological tools.

SHOWINGS
After agents and consumers see your home electronically, they may want to visit the home and get a much better feel for what could be their next home. We call these visits "showings".

PRICE ADJUSTMENTS
Current market conditions determine the price buyers will want to pay. Price adjustments, usually a reduction in price, may be needed if no showings and/or offers occur. Price adjustments are a NORMAL part of a seller's journey.

4 WEEKS was the average time on market before a seller's property sold. [1]

89% of home sellers worked with a real estate agent to sell their home. [1]



OFFERS/NEGOTIATIONS

OFFER PRESENTED
When an agent is working with a buyer and the buyer wants to place an offer on a home, the buyer's agent contacts the seller's agent. The seller's agent then contacts the home seller to present the terms and conditions of the offer.

NEGOTIATIONS
Not all buyers and sellers are thinking the same when it comes to transferring legal ownership of a home. In the end, negotiations are a NORMAL part of the seller's journey.

COUNTER OFFER
As the seller, you wait for the buyer to make the first offer. You can agree to their terms and conditions or you can counter offer with your own terms and conditions. It is FAIR and REASONABLE for both sellers and buyers to counter offer as they negotiate the terms of the sale.

ACCEPTED OFFER
At some point in the offer/negotiation/ counter-offer process the buyer and seller agree with each other. This is called the accepted offer, which ends one phase of your seller's journey and starts the final phase.

36%

of home sellers offered incentives, like a home warranty, to attract home buyers. [1]

DUE DILIGENCE/CLOSING

INSPECTIONS
In most real estate transactions, the buyer will write in the accepted offer to have a property inspected. The inspection is to protect the buyer from hidden issues that cannot be seen with the naked eye. Inspections are a NORMAL part of the seller's journey.

REPAIRS
After home inspections and/or appraisal reviews, you may get requests to have repairs done with the home. It is FAIR and REASONABLE for the buyer to ask that repairs be made. It is your choice to make the repairs -- most sellers do.

BUYER CLOSING PROCESS
You are waiting for the buyer's mortgage company, title company, appraisers, agents and lawyers to go through all the due diligence, paperwork, and final walk-thru to legally transfer the property. Further negotiations may be needed to keep your seller's journey on track.

CLOSING
This is when you meet to sign the legal papers to transfer ownership and collect any money due at the closing.

98% is the average of asking price home sellers received in 2016. [1]

LOCAL CONNECTIONS

Since 1975 HUFF Realty has been a respected and well known name in the Tri-State. A strong HUFF brand representing service, leadership, and integrity, combined with the resources of hundreds of local HUFF Associates enhances our ability to deliver the superior technology and comprehensive customer services that connect buyers to your listing.

HomeServices of America, INC.™
A Berkshire Hathaway Affiliate

NATIONAL PRESENCE

HUFF Realty is part of HomeServices of America, a Berkshire Hathaway affiliate, the nation's second largest, full-service real estate brokerage firm. Through our operating companies we are one of the largest providers of integrated real estate services, including brokerage, mortgage, title, insurance, and global relocation.

HUFF
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BERKSHIRE HATHAWAY AFFILIATE

"One of the World's Most Respected Companies."

- Barron's Magazine

Our affiliation with Berkshire Hathaway strengthens our position for our clients. We are proud to be part of one of the most respected companies in the world and proud of the contributions from our HUFF Realty associates.

A FAMILY OF REAL ESTATE SERVICES

HUFF Realty has a solid foundation and a commitment to exceptional service that you can count on. We strive to make the home selling journey as efficient and stress-free as possible by giving our customers every resource they need. Our affiliation with HomeServices of America and our Family of Services ensures you will have everything you need including realty, mortgage, home warranty, title, insurance, and relocation services.

MORTGAGE

MORE ABOUT MORTGAGE

HomeServices Lending is a wholly owned subsidiary of HomeServices of America Inc., a Berkshire Hathaway Affiliate. We are part of an ever expanding family of affiliate companies whose foundational strategy is to deliver an unrivaled customer experience throughout all aspects of the home transaction process.

TITLE

MORE ABOUT TITLE

HUFF Realty Title understands the importance of the title and closing process. By providing title insurance, we afford our customers a convenient source for protecting their investment.

INSURANCE

MORE ABOUT INSURANCE

HUFF Realty Insurance offers new home buyers and existing home owners a complete selection of insurance options from home, auto, life, and more.

WARRANTY

MORE ABOUT WARRANTY

A great service option for both buyers and sellers is our home warranty service provided by HMS Home Warranty. A home warranty gives peace of mind to many homeowners. If you are selling a home with a HUFF agent then you can add a home warranty to your listing and make it more attractive to buyers. If you are buying a home without a home warranty, with a HUFF agent, we have a policy you can add that will give you the added security in knowing you're protected.

RELOCATION

MORE ABOUT RELOCATION

Moving into our area. Moving out of our area. HUFF Realty's relocation team can help move you to or from anywhere in the world. We have specially trained agents to assist you when relocating.