

# Top 3 Things to Get Your Home SOLD!

## 1. Price



This is the first thing buyers notice about your property. If you set your price too high, then the chance of alienating buyers is higher. You want your house to be taken seriously, and the asking price reflects how serious you are about selling your home.

## 2. Marketing



Real estate marketing is more than just putting a sign in the yard. Showcasing your home should not be just about broad exposure, but getting the right information to the right people at the right time. More than 75% of home buyers start their home search online. Web presence is a must.

## 3. Staging



Preparing your home properly for showing can literally make you thousands of dollars. Buyers make their decisions based on emotions (how they FEEL about the house) and then logic. We want them to fall in love with your home by staging every room in a way that brings out positive emotions. Doing this properly will help you get the maximum profit.



For more information, contact  
[Info@MyPlaceinHouston.com](mailto:Info@MyPlaceinHouston.com)



# Why List With My Place in Houston

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a realtor®.

But if you're still not convinced of the value of a REALTOR®, here are more reasons to use one:

- 1. When selling your home, your Realtor® can give you up-to-date information on what is happening in the marketplace and the price, financing, terms and condition of competing properties.** These are key factors in getting your property sold at the best price, quickly and with minimum hassle.
- 2. Your Realtor® markets your property to other real estate agents and the public.** Often, your REALTOR® can recommend repairs or cosmetic work that will significantly enhance the salability of your property. Your REALTOR® markets your property to other real estate agents and the public. In many markets across the country, over 50% of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your REALTOR® acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. The REALTOR® Code of Ethics requires REALTORS® to utilize these cooperative relationships when they benefit their clients.
- 3. Your Realtor® will know when, where and how to advertise your property.** There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts. When a property is marketed with the help of your REALTOR®, you do not have to allow strangers into your home. A REALTOR® will generally prescreen and accompany qualified prospects through your property.
- 4. Your Realtor® can help you objectively evaluate every buyer's proposal without compromising your marketing position.** This initial agreement is only the beginning of a process of appraisals, inspections and financing -- a lot of possible pitfalls. Your REALTOR® can help you write a legally binding, win-win agreement that will be more likely to make it through the process.
- 5. Your Realtor® can help you negotiate.** There are myriad negotiating factors, including but not limited to price, financing, terms, date of possession and often the inclusion or exclusion of repairs and furnishings or equipment.

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6. Your Realtor® provides due diligence during the evaluation of the property. Depending on the area and property, this could include inspections for termites, dry rot, asbestos, faulty structure, roof condition, septic tank and well tests, just to name a few. Your REALTOR® can assist you in finding qualified responsible professionals to do most of these investigations and provide you with written reports.

7. Your Realtor® can help close the sale of your home. Between the initial sales agreement and closing (or settlement), questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your REALTOR® is the best person to objectively help you resolve these issues and move the transaction to closing (or settlement).

Courtesy of NATIONAL ASSOCIATION OF REALTORS®



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# My Place in Houston offers...

## Knowledge of Market Area

- New Construction
- Multi-Family
- Land Acquisition

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## Free Consulting

- Unique & effective marketing strategies
- Direct, to the point to get it sold!

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## Marketing Exposure

- Brochures
- Online
- Signs
- Direct Mail
- Open Houses

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## Experience

- 15+ Years
- Brokerage in business over 20 years

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## Unparalleled Client Services

- Immediate response time
- Attention to detail
- Follow up
- Reports

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## Action

- The shortest time
- Highest price
- Get it SOLD!

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# My Place in Houston Should be Your Agent Because...

- We are committed to finding the right buyer for your home.
- We will provide exceptional service and results.
- We have developed a comprehensive and effective marketing plan.
- We will conduct a thorough and accurate market analysis of your home.
- We are committed to exceptional customer service.



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