



What to Consider When Assessing
Property Market Values or Selling
Your Home

www.NoVaHouseAndHome.com

571-353-1531

Market Value

Factors that DO NOT affect market value

- What you paid for the house
- Your remodeling costs
- The amount of cash you need at settlement
- What you want for the house
- What I say your house is worth
- What other real estate agents say your house is worth
- What an appraiser says your house is worth
- What your house may have been worth two years ago, or even last year

Buyers always determine the value

The value of your home is determined by what a buyer is willing to pay in today's market, based on comparing your home to others that are available and have sold in the last 3 - 6 months

Factors that affect market value when comparing properties

- Size of the house
- Condition of the house
- Number of bedrooms, bathrooms, and fireplaces
- Improvements such as new kitchens, baths, skylights, decks, roofs, HVAC systems, windows, etc.
- Additions such as master suites, family rooms, breakfast rooms
- Size and usability of the lot
- Garage(s), carport and off-street parking
- Emotional connection with home



Increasing Value

Kitchens

To a buyer (who is deciding the market value of your home) an outdated kitchen can have a negative impact on the overall impression of a house. Updating your kitchen with desirable features such as new tile flooring, granite or other natural stone countertops, new appliances and fixtures is a smart investment which will yield you returns.

If you aren't up for a renovation, many people like the idea of fixing up a place to their own tastes. Just remember, you won't get a premium price when selling, because the buyers will mentally subtract not just the raw cost of a renovation, but the time and effort they'll need to expend.

At NVHH we offer several solutions to sellers and buyers, including having your home renovated by a professional contractor who will collect payment at the time of settlement. We offer the same service to buyers, so they can roll renovations into their purchase price.



BEFORE



AFTER

Increasing Value

Bathrooms

In our area, many homes were built with a single bathroom, and many families have maintained their households with one bathroom.

These days, buyers will avoid homes with a single bathroom and although the rest of the property may be updated and gorgeous, if there is only one bathroom, you will not command the top of your neighborhood's price range.

Just as with our kitchen projects, we at NVHH can help you add a bathroom, or price your home correctly with one bathroom.

If you have two or more bathrooms, they're usually relatively easy and inexpensive to spruce up.

The best thing about working with an NVHH agent is that you have choices! Most agents don't have the kind of connections and experience we have to be able to offer these special programs to our clients.



Increasing Value

Inside

Check your systems, including furnace, A/C unit, appliances and any other items like humidifiers, gas fireplaces, etc.

You don't necessarily need to replace items, just ensure everything is in working order. Do not defer regular maintenance if possible. Deferred repairs compound any issues and buyers will mentally subtract dollars for each system that looks like it's in disrepair or dirty.

Right now, hardwood floors are preferred over carpet. If you don't want to change your flooring, make sure it's as clean as it can possibly be. Any cracked tiles should be replaced.

Re-caulk any plumbing fixtures and scrub scrub scrub. A well maintained home is something potential buyers can quickly see. They will subtract for imaginary items because they assume if the furnace filter isn't cared for and clean, the owner must not maintain the rest of the house.



Increasing Value

Outside

The outside of your house is the first impression potential buyers will see, so make it a good one!

Trim any bushes that are blocking windows or walkways. This will make people feel welcome and allow light to enter into the home. Consider removing any overgrown shrubs or trees.

There is no need to go crazy on the landscaping, but it needs to be neat and appear well-maintained.

Clean out your gutters. Have the roof checked, if it hasn't been replaced in many years, you may consider having spot repairs completed to ensure it's in working order. Powerwashing siding, driveways and patios make an enormous impact. Plant some flowers in pots, trim overgrown grass on sidewalks and walkways. Adding some colorful Adirondack chairs can make a seating area pop and look modern. Wash your windows! This is part of the shiny-clean impression your trying to make.

Just like the indoor items, if a buyer sees signs of deferred maintenance, they'll begin subtracting dollars and assume there are things wrong with the house in general.



So What's My Value?!?

There is an enormous amount of data out there. Here's where some of our clients get their data before calling us:

- Friends—of course! “My friend sold in 2010 and they say...”
- Public Records “The house down the street sold for \$xx, my house is a lot like it, so it must be worth \$xx?”
- Internet “I can see everything that's happening on Zillow, so can determine the value using online tools”
- Personal Experience “I bought a house just last year, I know how it works”
- Emotional Experience “The house down the street sold for \$XX and my house is lot nicer because it's painted better and we keep our yard in better shape, so it must be worth more”

These are all good places to get stories, often cautionary tales, but there are many statistical data sources that aren't readily available to the public, and not easily interpreted unless you have specific market expertise. Just to

name a few: housing supply ratios,

original list price to sold list price ratios, subsidy contributions, average and median sold price, average and median days on market, etc. Also, do you want to talk to someone about the value of your home who works in the industry full time and has been involved in HUNDREDS of transactions? Or a family member or friend who may have bought and sold a handful of properties in their lifetimes.

Talk to an experienced Full Time Realtor with expertise in your neighborhood. We will gather all of the relevant data and most importantly, help you interpret all that information so you know all your options and discover the TRUE CURRENT MARKET VALUE OF YOUR PROPERTY. It's usually free, and well worth your time.



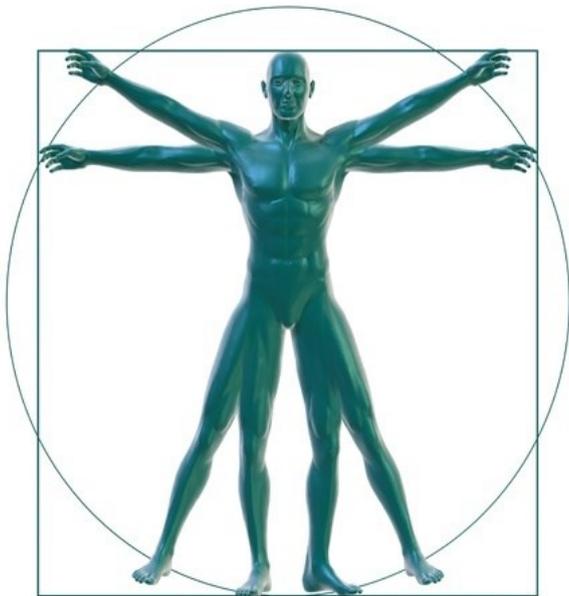
***Would you ask a software engineer to fix your car? Or ask your father to deliver your baby?

Of course not, you'd go to a professional with years of experience, who has fixed 1000s of cars and get the best medical care you can possibly find. Why risk the most important, and often the biggest financial commitment of your life, to the internet or water cooler gossip?

Pricing - Art or Science?

Pricing a property for sale is the most critical aspect of bringing your home to market. This is where your agent should really shine. You want an agent who is focused and an expert in your neighborhood. You don't want an agent who is all over the area using cookie cutter pricing techniques.

The most important questions to start with are:



Why are you selling?

What is your bottom line?

Where are you moving?

What is your plan for the proceeds?

What is your plan if you don't sell?

Are you willing to wait for the right buyer?

Working with an agent means you need to be a partner and operate as a team. Well meaning family, neighbors and friends have a "better way". They saw it on TV, a sister sold in one day, they had a catered open house every day of the week...you get the idea. Don't get stuck on gimmicks, look at carefully analyzed pricing data customized for your situation. If you don't trust or believe what your agent is telling you, then you need a new agent.

TIP: Communicate with your agent what you think is best, then listen to what they have to say. If it's not a good fit, then both of you will be happier if you part ways.

There are several factors that should be studied and analyzed in a way that is very specific to YOUR property, here a few, but not all of those factors:

- Properties that have sold in your neighborhood - be careful about using a radius to look at sold properties, neighborhoods change block by block and significantly across major thoroughfares, stick to your neighborhood
- Properties that have NOT sold - this data is almost as critical as the sold data
- What kind of seller subsidy or closing cost assistance was included in the sale price - public records only show the sale price, not the net price to the seller
- Pending Contracts - you need an agent who is friendly and well respected by other agents so they can make inquiries about the details of pending transactions
- Active Listings - this is your competition
- And more...Days on Market, Price per Square Foot, Months Supply, Total Volume Sold, Year over Year Trends, Month over Month trends, Pricing Trends, Pricing Ratios...and more.

A good agent can prepare this information for you and will go over what it all means in relation to your property.

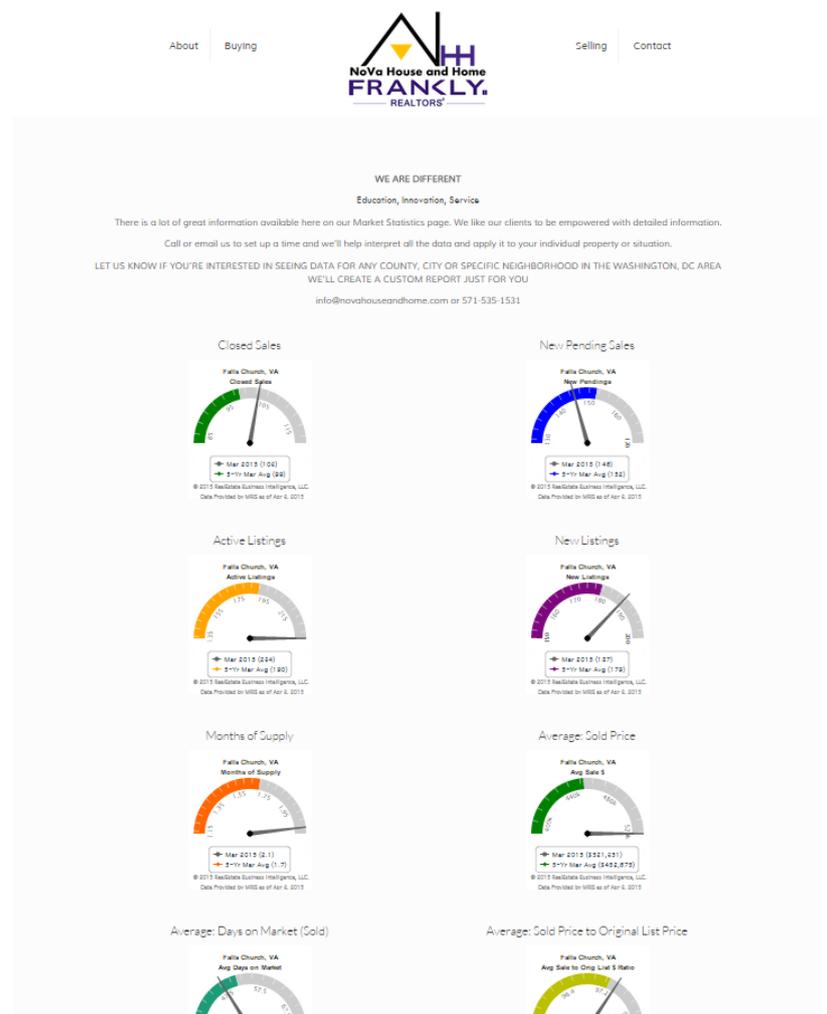
A well prepared analysis will include pictures of all the sold, active, withdrawn and pending

sales, so you can get an idea of what features command the highest prices and what the buyer's are telling the market is important to them.

TIP: DO NOT PRICE WITH THE INTENT TO DISCOUNT DURING NEGOTIATIONS

You can check our website to see current data referenced above:

www.NoVaHouseAndHome.com/market-statistics-2/



Intelligent Pricing

1

Fair market value attracts buyers, overpricing never does.

2

The first two weeks of marketing are crucial.

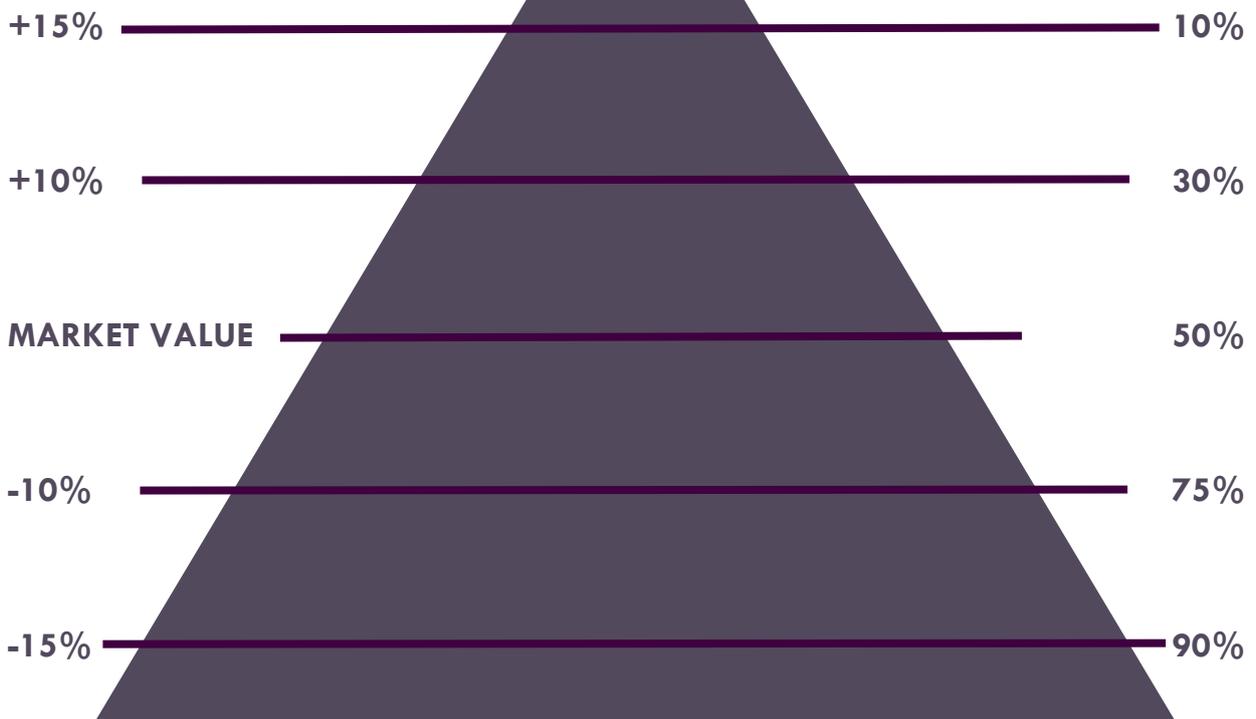
3

The market never lies, but it can change it's mind.

Do you want to attract the most buyers in the shortest time and sell your property quickly? Or do you want to 'test the market' with a higher price to see if someone will bite? Another strategy is to under price in an attempt to induce multiple offers. **TIP: It's best to price right in the first place.**

ASKING

PERCENTAGE



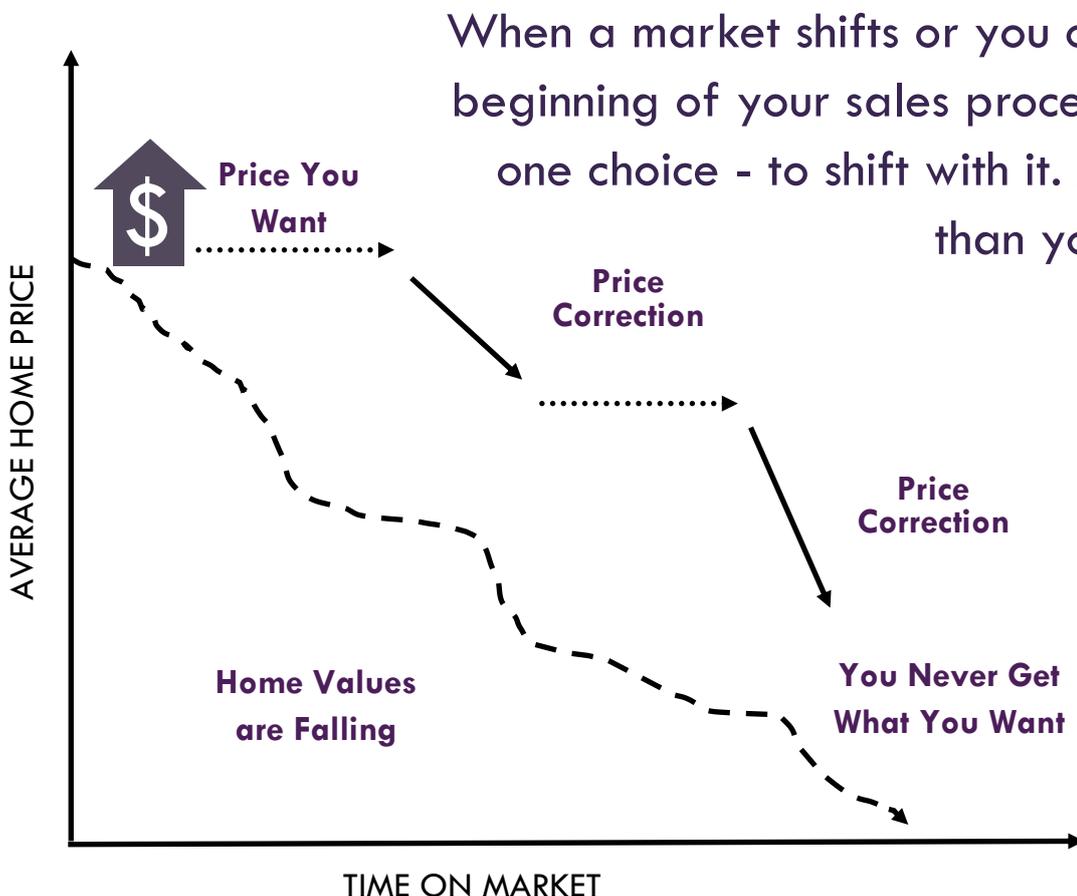
Chasing the Market

We don't have a crystal ball that will tell us where the market is headed. Markets shift quickly, seasonally and year over year. This is why it's



important you have the data to study the market trends.

The trends won't tell you exactly what will happen, but you can get an idea of where your local market is headed.



You Must Have a Marketing Plan

Many successful agents and For Sale By Owners use traditional methods of marketing and create great results. However, in order to market your property to it's maximum exposure you need to look at being innovative and using a hybrid marketing model, combining traditional methods as well as new ideas and technology. It's great to get lucky, but it's better to create your own luck!



TRADITIONAL

Light Staging

Photos with iPhone

Enter into the MLS

Place Sign in Yard with Agent Number

Just Listed Postcards to a Radius Mailing List

Broker's Open House

Sunday Open House

Allow Syndication to Other Sites

At NVHH We Combine Both into a Hybrid Marketing Model

DEFINE THE PERFECT BUYER AND CREATE A PROPERTY SPECIFIC CUSTOM MARKETING PLAN TO ATTRACT THAT PERFECT BUYER

Begin Coming Soon Campaign • Multiple Signs in Neighborhood

Text Messaging Sign in Yard

Professional Staging • Professional Photography • Video Tour •

Property Website

Contractors to Spruce Up Interior/Exterior

Enter into the MLS • Force Syndication to Other Sites

Purchase Space to Feature Listing • Craigslist Ads 3x week

Just Listed Postcards to a TARGETED MAILING LIST

Handwritten Letters to Defined Targeted Buyer

Create Specific Social Media Audience

Daily Facebook Campaign Ads

Instagram • Youtube • 3D Modeling • Walking Video Tour

Broker's Open House • Sunday Open House

Engage partners (mortgage brokers, etc.) to market your listing on their sites and social media

HYBRID



Staging Matters

Whether you're working with an agent or selling on your own, do not skip staging! Tastes vary widely and that's what's great about the world and people in it, but a buyer needs to imagine their own tastes in a new property. We've had clients tell us, "the buyer can just paint when they move in, I'm too busy and don't want to deal with the mess." Makes perfect sense...imagine you're a buyer spending hundreds of thousands of dollars, **they want to deal with it even less than you do.**

If you want top dollar and want to stand out among the competition, do everything you possibly can to make your property as attractive to as many people as possible. It's very unlikely you'll sell your property to someone with your exact same tastes, and let's face it we all tolerate a little sagging in our homes that a buyer won't accept. Upgrade the appliances, get that threshold fixed, paint that spot on the ceiling, polish up those floors. **Your Bottom Line Will Thank You!**

When staging your home for sale there are

5 GOLDEN RULES

to take into consideration as you work your way through each room

Golden Rule #1 **DEPERSONALIZE**

Buyers need to picture themselves in the house and need to see somewhat of a "blank slate". Personal items become a distraction to their vision. Remove pictures, collectibles, etc.



Golden Rule #2 **SANITIZE**

Just clean it! Scrub sinks, floors, baseboards, tile, grout, walls, ceiling fans and windows. A well kept home makes buyers feel that the property has been properly maintained.



Golden Rule #3 **MAXIMIZE**

Declutter and maximize the space. Packed closets make it look like there's no storage space. Consider storing overflow items offsite. Remove any "extra" furniture.



Golden Rule #4 **MODERNIZE**

Unless you have exceptional period built-ins, all homes could benefit from some updating. If a buyer feels it's dated, it'll be reflected in a lower offer. Consider simple swap of gold fixtures to nickel or chrome.

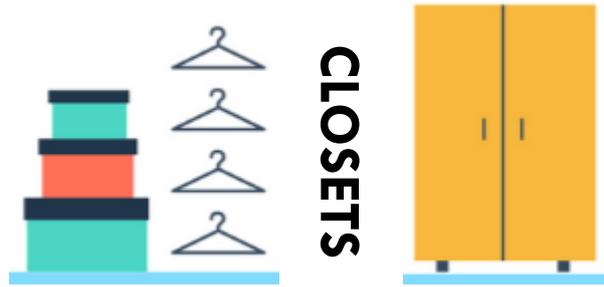


Golden Rule #5 NEUTRALIZE Color can make or break a buyer's interest in your home. You may love that shocking red wall, but all the potential buyer sees is a great deal of painting in their future because red clashes with their style. Painting is one of the most inexpensive ways to update a look.

Staging Matters

On average, people receive \$2 back on every \$1 they put into staging.

Studies suggest that professionally staged homes sell 25% faster and for prices 6% - 15% higher than unstaged competition.



Clear closets of unnecessary clutter, and organize to **maximize** the amount of open storage space you're showing off to buyers. **Use stacked boxes together to hide clutter.**

Use matching hangers for clothes. Replacing the wire hangers from the dry cleaner will **modernize** and give a luxurious feel.



A quick inexpensive way to improve the appeal of your bedroom is to **use gender neutral colors** when touching up paint and re-accessorizing in order to have the widest possible appeal. **Color coordinate** where possible, walls, bedding, curtains, etc.

BATHROOMS



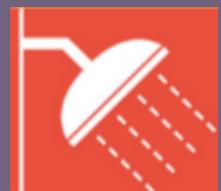
Spray walls using one part bleach, one part water, follow up with a fresh coat of paint.

Clear countertops of everything except soap and hand towels to make the space look **open and larger**. Put up new **white bath and hand towels** for a spa-like feel.

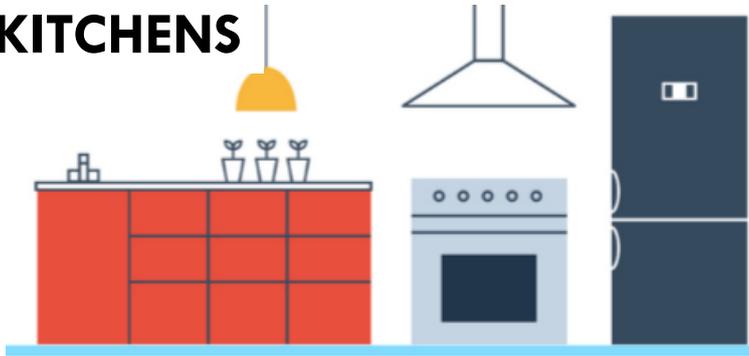
Bedrooms should appear to be a place of relaxation and comfort, with a clear purpose. Remove televisions and anything else (office furniture, power strips, extra furniture, etc.) that may take away from the central purpose of the bedroom.



Bathrooms and kitchens are essential spaces in the home and therefore, are often the places where buyers are won - or lost. Sellers spend an average of \$2000 on renovating kitchens and bathrooms with an overall benefit of \$3200, more than 60% return.



KITCHENS



Modernize dated cabinets with wood stain or a good sanding and coat of paint. **Replace brass or wooden hardware** with brushed silver or stainless steel.

Clean the fridge, sink, inside oven. **Remove clutter from countertops** and organize drawers and cabinets. Yes, people will

be looking in the cabinets. **Rugs (like in front of your sink)** tend to stop the eye and break up space, you'll make the floor space appear larger by removing rugs.



Flat appliances such as dishwashers and refrigerators can be updated quickly, and often for little more than about \$20, using stainless steel stick-on coverings or specialty appliance paints.

LIVING ROOM



Lightness is a major source of living room appeal for buyers: make sure the shades are open for showings and open houses. When possible stage with a few essential pieces. Use light colored furniture if possible to enhance the effect and **make the space look larger.** Add some colorful throw pillows that pop.

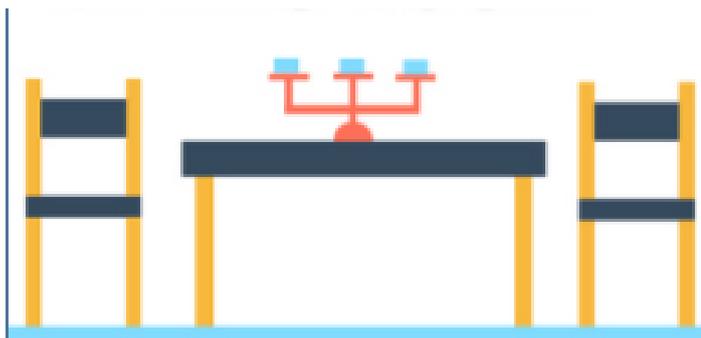


Window treatments can be used to make a room feel bigger. On low ceiling rooms, hang drapes all the way up to the ceiling on either side of a window frame which will make windows seem larger and visually make ceilings appear taller. Use neutral color curtains and thin rods to hold them.

Strategically placed plants can add a focal point that draws the eye. Show off hardwood floors by removing rugs and **update with sanding and fresh stain.**

Set the table! This creates points of visual interest in a room that can easily be boring after the usual **depersonalizing** and decluttering. **Be careful of over staging,** you don't need every piece of china set out.

Create a focal point by adding a vase with fresh flowers to the center of the table and remove any extra leaves from the table to **maximize** available space.



DINING ROOM

4 Possible Reasons to Sell Right Now

Many sellers feel that the Spring & Summer are the best time to place their home on the market. The perception (and sometimes the reality) is that buyer demand increases in the Spring. The right time to sell, is when it's right for you. You should consult a professional who is familiar with your neighborhood specific market to find out your best options.

1

Demand is Strong

Foot traffic refers to the number of people out physically looking at homes right now. The latest foot traffic numbers show that there are more prospective purchasers currently looking at homes than at any other time in the last 12 months. These buyers are ready, willing and able to purchase...and are in the market RIGHT NOW. Buyers are also taking advantage of some of the lowest interest rates in history.

Take advantage of the current buyer activity.

There Will Never Be a Better Time to Move-Up

If you're moving up to a larger, more expensive home, consider doing it now. Prices are projected to appreciate by over 23.5% from now to 2019. If you're moving to a higher priced home, it will wind-up costing you more in raw dollars (both in down payment and mortgage payment) if you wait. You can also lock-in your 30 year housing expense with an interest rate near 4% right now. Rates are projected to increase quarter over quarter through 2016.

2

In General, There is Less Competition Now

3

Housing supply dropped to 5.1 months, which is under the 6 months' supply that is needed for a normal housing market. This means, in many areas, there are not enough homes for sale to satisfy the number of buyers in that market. This is good news for home prices. However, additional inventory is about to come onto market.

There is pent-up desire for many homeowners to move as they were unable to sell over the last few years because of a negative equity situation. Homeowners are now seeing a return to positive equity as real estate values have increased over the last two years. Many of these homes will be coming to market in the near future.

Also, new construction of single-family homes is again beginning to increase. A recent study by Harris Poll revealed that 41% of buyers would prefer to buy a new home while only 21% prefer an existing home (38% had no preference).

Choices buyers have may increase in coming months. Don't wait until all this other inventory of homes comes to market before you sell.

It's Time to Move On With Your Life

What are the reasons you're considering selling? Think of these reasons and determine if it's worth waiting. Do you think you'll get more money next year? Is that money worth more than your family happiness or your health?

Understanding your options is important, but in the end, you're in control of what happens next in your life.

4

Only you know the answers to these questions. You have the power to take control of the situation. Understanding your options is the first step. Perhaps the time has come for you and your family to move on and start living the life you desire.

Top Mistakes to Avoid When Listing with an Agent

1

Going with the agent who promises you the highest sale price or the most amount of money (even if it seems unrealistic)

2

Choosing a discount brokerage agent.

3

Choosing the 'nicest' agent.

4

Choosing an agent who works alone because you think they'll work harder and give you more personal attention.

Consequences of These Mistakes

The inflated list price you were quoted (in order to get your listing) results in fewer buyers coming to view your home, because they can get a comparable, properly priced house for less. You'll end up having to endure a series of price reductions, which results in your home selling for **BELOW** its true market value.

You may have an agent who is willing and able to offer multi-tiered services and perhaps offer you a fee lower than the 'norm' in your market. **Be sure to understand exactly what you're getting for your money.** Keep in mind that a full service listing agent is more likely to get you the best price for your property than a discount brokerage.

Your agent may be nice, but this doesn't necessarily qualify them to sell your property at the highest price within your timeframe. Your agent's personality will mean very little to you if you ultimately discover they don't have the expertise to market your home properly, so it sits on the market or sells for below market value. You need someone who can deliver good news and tough news.

Your agent ends up neglecting some important steps because he/she is over-busy trying to do everything alone, and you end up with an inferior result.

Criteria for Selecting a Listing Agent

When selecting an agent, focus your decision on two criteria:

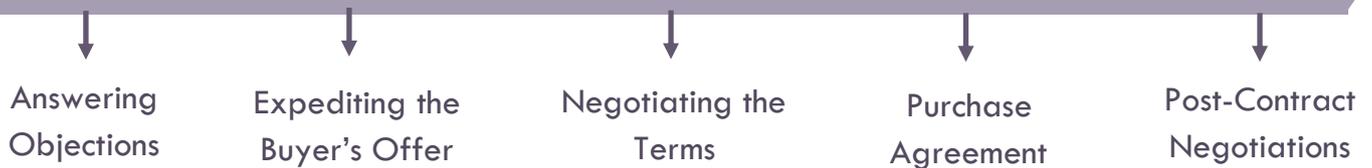
1. What your agent does for you that other cannot
2. Their track record and commitment to service

Few Realtors reach the lever of experience that's required to complete a flawless transaction. Our agents at NoVa House and Home have seen everything that could happen multiple times and have shepherded hundreds of clients to the closing table.

ADVISES



NEGOTIATES



FACILITATES



Here are characteristics sellers say they want in an agent (or wish they had):

EXPERIENCE

Let new agents learn the business on someone else's dime

EDUCATION

Ask about degrees and certifications

HONESTY

Trust your intuition, your agent should speak from the heart

NETWORKING

This is a people business, agent to agent contact is the source of many sales, each transaction requires a high level of collaboration

NEGOTIATION
SKILLS

You want an assertive negotiator, but one who also knows how to compel the other side to bend to your bottom line

RESPECT IN THE
COMMUNITY

You want an agent that others respect and want to work with, buyers, sellers and community leaders

GOOD
COMMUNICATOR

Because this is a business of relationships, and communication is the cornerstone of all relationships



WE ARE DIFFERENT

EDUCATION, INNOVATION, SERVICE



Who Trains the Trainers? WE DO

Brokers, CEOs, and Agents across the nation come to Amelia Robinette for Real Estate Business Operations, Growth Consulting and Training Services



World Class Service
Ask to See Our References



Price Guarantees
We GUARANTEE we'll get you
a fair market price.



Our Success is Built on Your Success

We've managed hundreds of transactions, and seen almost everything. Often teams and brokerages escalate their most complex transactions to our consultants. You're in the best care with NVHH Agents and Leadership. Together we reach the heights of success.

WE ARE DIFFERENT

EDUCATION, INNOVATION, SERVICE

We hope you've found this booklet informative and helpful. Our goal is to educate. Give us a call or email if you'd like an evaluation and a custom designed plan to get your home ready for market, whether it's this year, next year or in five years. We want to be your partner.

We'll help you stay current with all the market data you need to understand your options.

If you know anyone who may need our services or be interested in this information, let us know and we'll send them a booklet as well.



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