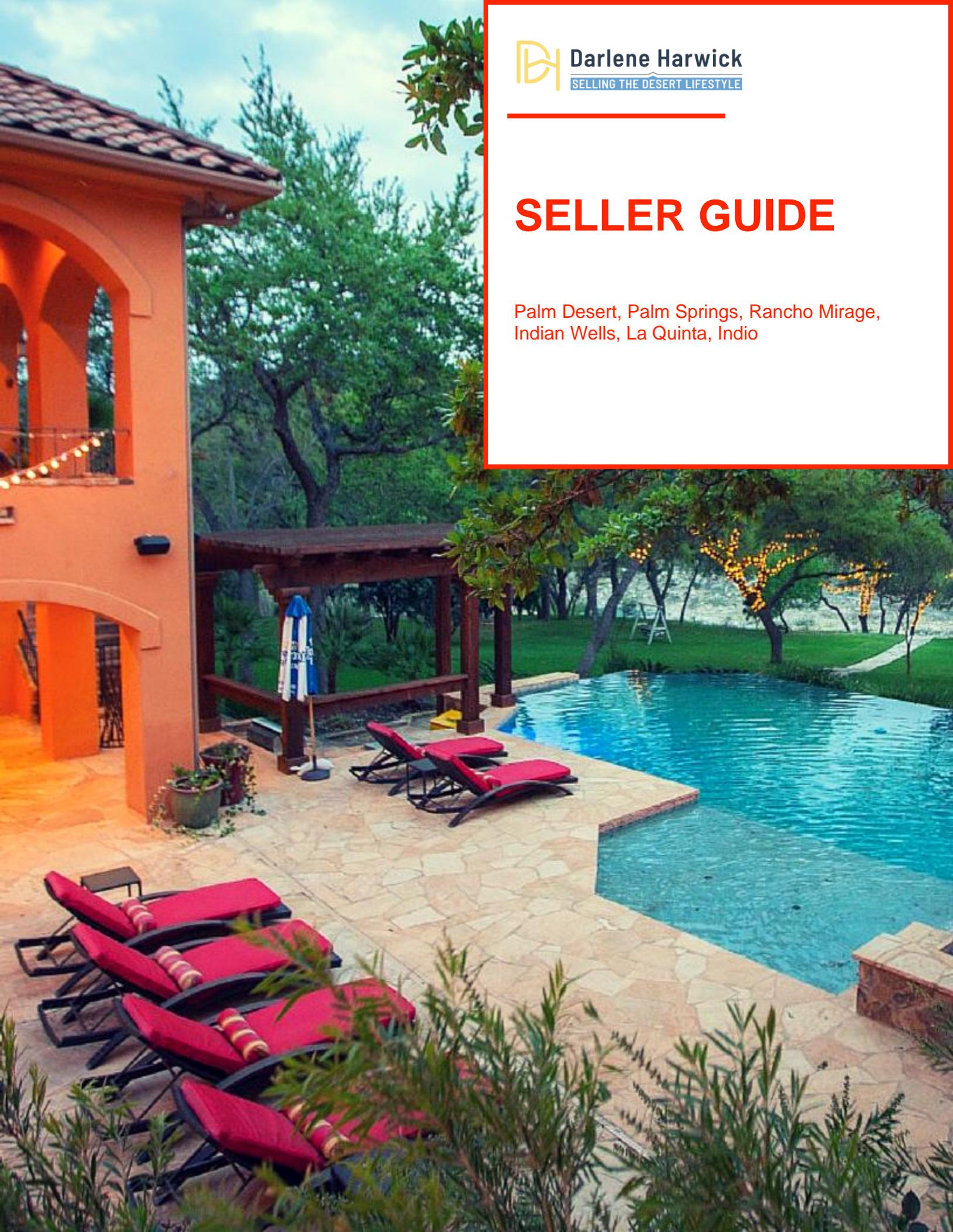


# SELLER GUIDE

Palm Desert, Palm Springs, Rancho Mirage,  
Indian Wells, La Quinta, Indio



# GUIDE

## A GUIDE TO THE HOME SELLING PROCESS

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Welcome!

Are you considering selling your home or curious about the value of your home?

This guide is intended to help you get ready and understand the selling process so you can make the best choices for you and your family.

My experience is that many home owners think all REALTORS do the same thing. If you have talked to more than one REALTOR then you probably have a similar perception.

It's not about just what I do that is different...**it's also how well I do it.**

Over the next several pages I will outline several specific skills, strategies, and actions that achieve results. Read on, or for a personal conversation about your specific situation, give me a call at **760-777-2941**.

*Darlene Harwick*

# Preparation

## Is Key to Sell Your Home

Just as first impressions are important for people, they can be make or break for a home. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property... or even if they'll be interested in buying it at all.

Therefore, in order to get you the most money possible for your home, I put a ton of care into its **preparation** before we put it on the market. Quality preparation that will leave buyers with the best impression of your house involves three elements:



# 3 Elements

## Of Home Sale Preparation

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### 1. *Repairs*

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will **pay more** for a home to avoid the work of fixing it, and they will **pay faster**.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions for which buyers will ask.

The good news is that most repairs are merely cosmetic and fairly inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

### 2. *Cleanliness*

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the **perceived value** of your home, which means a lower offer amount and more time on the market for you.

# HomeSmart Professionals

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## 3. Staging

According to a recent study by the National Association of REALTORS, 96% of buyer agents reported that **staging had some effect on their clients' view of homes**. They said that staging made it easier for their clients to visualize the properties as a future home and that they were more likely to overlook property faults.

And these effects turned into cash for sellers just like you. The survey revealed that 52% of buyer clients were willing to offer more on a staged home than a similar home that was not staged — as much as **20% more than asking price!**

But a picture is worth a thousand statistics. Take a look at the images below. Which home gives **you** a better first impression?

Trick question! This is the same home! The picture on the left was taken from the MLS listing of a property that expired on the market. On the next go-around, the listing was staged and new,



professional photography was taken, and **the home sold over asking price.**

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# Pricing Your Home

## To Sell It Fast & For More Money

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You may have heard that there's not much housing inventory in the area right now, which means that prices for homes have gone up across the board. This is great news for you as a home seller! The **timing is perfect** for you to get the most return on your investment into your home.

But even in today's market, there are still homes that sit, waiting for an offer, for months and months. This time spent on MLS means that you're still making your mortgage payments and you're still not getting equity out from your home.

Perhaps even worse is what buyers and buyer agents think about homes that have been on the market too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been listed for a long time in this hot market is this:

**"Something must be wrong with that home."**

That thought will scare away many buyers, and it'll prompt the ones who remain interested to try to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." These homes show poorly and are basically guaranteed not to sell. It is what I call "Limbo Land." Homes in Limbo Land are priced just over their market worth, or they are not adequately prepared to show. These properties are the ones that will stay on the market for months and ultimately sell for way under asking price.

The good news is that I have a specific strategy to avoid the dreaded Limbo Land and keep your home in the market.

# Promotion

## Marketing Your Home to Sell

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In the “old days,” real estate agents marketing their sellers’ properties would simply put a sign in the yard, put a listing in the MLS, and pray that it sold. Even today, there are a lot of real estate professionals who think syndicating listings to portals is a job well done.

And that might actually be enough to sell your home in a hot market. But if that’s all an agent does to market your home to potential buyers, then they’re not fulfilling their fiduciary responsibility to you: to get you the **most money possible for your home**.

You see, you have a distinct advantage in wanting to sell your home right now: there isn’t much inventory, but there are a ton of buyers. A smart agent will use this classic example of supply and demand to create an auction environment for your home.

The pre-launch activities use the latest technologies and my marketing know-how to seed the marketplace, optimize for SEO (search engine optimization), and position your home for the best possible impression right out of the gate. For example, I run targeted Facebook advertisements for your home and create Youtube videos to showcase its best features.

My post-listing activities are designed to keep your home top of mind with potential buyers. I use a network of agents to promote your home to people wanting to move to the area, and I pen compelling marketing narratives to help buyers envision living in your home. I continue to run Facebook ads and use other social media to get your home in front of the people who want to buy it.

In 2014, almost half of all the buyers found the home they ended up purchasing on the internet, and that percentage keeps growing.

# So, What Next?

## What to Do Now to Sell Your Home

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### Give Me a Call | 760-777- 2941

If you are considering selling your home in today's market, I invite you to give me a call at **760-777-2941**. I would love the opportunity to learn more about your specific situation and explain to you in more detail what I do differently to sell homes faster and for more money.

### Or, Visit Me Online | [www.palmspringsvalleyhomes.com](http://www.palmspringsvalleyhomes.com)

Visit me online at [www.PalmSpringsValleyHomes.com](http://www.PalmSpringsValleyHomes.com) for more information about my system and how it can help you sell your home for more money in less time.