



RE/MAX Premier Group
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Your source to buy, sell or invest in Real Estate!

Ten Simple Steps to Sell Your Home for a Higher Price and Faster

1	Hire a Professional Full-time Realtor®	A good quality Realtor will be well educated and sells many houses every month and will do a lot more than just put a sign in your yard and put you on the Internet. Jim Roman creates a custom marketing campaign for each property, designs custom post cards to market your home, ensures extensive advertising is done both in print and online and enhances your online presence with additional virtual tours and advertising. So, hire the Realtor® that does much more to get your property sold.
2	Define your needs	Most sellers overestimate the value of their property. So, write down all the reasons for selling your home. Ask yourself, "Why do I want to sell and what do I expect to accomplish with the sale?" For your goals, write down if you'd like to sell your house within a certain time frame or make a particular profit margin. Are these realistic? Work with your real estate agent to map out the best path to achieve your objectives and set a realistic time frame for the sale. Jim Roman will position your needs with the current market to maximize your opportunities when it comes time to sell your house.
3	Define your market, target audience and marketing plan	Ask your Realtor® to give you a comprehensive market analysis that includes, but not limited to: their educational achievements beyond high school and certifications; a complete market analysis of the current market compared to last year's market; the current market of your area (state, town & neighborhood), outline your custom marketing plan and the target audience that is best suited to purchase your house. Jim Roman is uniquely qualified to give you more custom marketing than the average real estate agent.
4	Set your pricing parameters	Setting a fair asking price from the outset will generate the most activity from potential buyers. Do not "add a cushion" to negotiate or expect "low ball offers". Doing so will turn off good, qualified buyers. Set a fair price based on the condition of your home, comparable homes, and state of the overall market in your area. Again, most sellers overvalue their house and undervalue other homes in the neighborhood. The market determines the price, so the closer you are to the market, the faster you sell your house. A qualified real estate agent should be able to do a complete market analysis, including your neighborhood to help you determine what comparable homes are selling for in your neighborhood and the average time those homes are sitting on the market. Studies show that homes priced higher than 3% of their market value take longer to sell. Jim Roman will give you a true market analysis, work with you on a weekly basis you show you how potential buyers are viewing your property and make recommendations throughout the process.
5	Prepare your home	First impressions are the most important. Look at your house through the eyes of a potential buyer. Potential buyers will not have the same taste, style and value system. The condition of your home will affect how quickly it sells and the price the buyer is willing to offer. Your real estate agent should help you take a fresh look at your home and suggest ways to stage it and make it more appealing to buyers. Pretend you are moving, so remove family photos, mementos & personalized décor; make minor repairs and replacements; and declutter your home. Small defects, such as a leaky faucet, a torn screen or a worn doormat, can ruin the buyer's first impression. Jim Roman will walk through your house and give you recommendations to maximize the appearance of your house to potential buyers. It is important to remember, that buyers might not see the same thing in your house you do, so it's important to understand the buyers point of view when selling your house.



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6	Roll out your marketing plan	Get the word out. Now that you're ready to sell, your real estate agent should set up a marketing strategy specifically for your home, not a cookie cutter plan. Make sure your marketing plan specifically addresses your target audience for best and fastest results. In addition to listing your home on the MLS, your agent should use a combination of market tactics to bring the most qualified buyers to your home. Your agent should structure the marketing plan so that the first three to six weeks are the busiest. Jim Roman will create a custom marketing plan that will be unique to you, your property and done in order to meet your needs and ensure your happiness, not a canned one from the broker. Hire a real estate agent who truly can fully market your property.
7	Open Houses still work, if done correctly	Open houses are a great way to get people into your house. Remember, rule number one of marketing is to get a potential buyers attention. Rule number two is to get them into your house. Neighbors and others you might think are "nosy" can be great resources to getting their friends and family into the neighborhood. Jim Roman is committed to holding an Open House at least once a month or more often to get people into your house and get it sold.
8	Prepare for offers and negotiation strategy	Are you a "stick to your guns" type of negotiator or are you flexible in what you are willing to do to get your house sold. The more flexible sellers tend to sell their house the fastest. Do you understand the types of offers you might receive? What is the impact of sellers assist on offers? Remember, there are FOUR times to negotiate: 1- initial offer, 2 – home inspections, 3 – appraisal, 4 – final walk through. What is your strategy for each of these? How equipped is your real estate agent at negotiating? A high initial offer can end up lower because they negotiate more on the inspections than someone who might have offered a lower amount, but not been so picky on the inspections. Jim Roman has taught Negotiating courses for local colleges and universities and is excellent at negotiating a great deal for sellers. However, remember, not everyone know how or is even willing to negotiate.
9	Know what to expect after accepting an offer	Once you accept an offer to sell your house, you will need to make a list of all the things you and your buyer must do before closing. The property may need to be formally appraised, surveyed, inspected or repaired. Your real estate agent should spearhead the effort and serve as your advocate when dealing with the buyer's agent and service providers. If there are problems with the home, the terms set forth in the contract will dictate your next step. You or the buyer may decide to walk away, open a new round of negotiations or proceed to closing. Important reminder: A few days before the closing, you will want to contact the entity that is closing the transaction and make sure the necessary documents will be ready to sign on the appropriate date. Also, begin to make arrangements for your upcoming move if you have not done so. Jim Roman will act as your quarterback throughout the entire process and guide you to the next step in the process. It is our goal to make the entire process of selling your home a smooth and easy transition for you and your family.
10	Recommend Jim Roman to your friends and family	Jim Roman works hard to ensure your happiness. Therefore, it is always appreciated when clients recommend their friends and family. This can be done both in person, sending a letter of recommendation for future clients to see and/or completing a formal recommendation online.