

# Eight Steps to Selling Your House!

Dear Home Seller,

Let me ask you a question:

## **HOW WOULD YOU LIKE TO KNOW THE EIGHT SECRETS OF SELLING YOUR HOUSE WITHOUT PAYING A REAL ESTATE COMMISSION?**

Sure, and that's what we're going to show you how to do in this two-part Report. Like everyone else, when it's time to sell your home, you want your money out. As much as possible, and as quickly as possible. But in your case, you want to save yourself a real estate commission too.

The truth is, you'll actually earn the commission, because selling your home yourself does take effort. So let's not waste any time!

The first, and most important step in the process involves the ability to balance finances and emotions so you get the highest price!

Easier said than done!

With all you have invested, you want to make sure you get the most you possibly can.

Financially.

But your emotions are involved too!

Selling your house is quite unlike any other financial transaction you enter into - isn't it?

It is very different from selling a car, or a stereo, or a set of encyclopedias.

Very different.

Your house isn't just a thing. It's not just a house, or a piece of property.

No, your house is:

### **Your Home!**

The place where you have memories of watching your kids play.

And where you've put your hard-earned money into giving it your own personality.

And where you've talked to each other over the kitchen table.

Or basically, it's where you've lived your life.

And leaving a place that emotionally charged, will never be just selling a "thing."

For many of you, selling your home will entail a mixture of sadness, fear, relief and excitement.

You may have all kinds of mixed emotions.

"Are we doing the right thing?"

"Should we be moving now?"

"What about the kids, and their friends?"

"Can we afford this?"

"Is this the right job offer?"

"Will we get our house sold on time?"

"Will the financing go through?"

"Will we get our price???"

And so on.

All kinds of very confusing thoughts, and feelings that make selling your house an emotionally charged event.

And with all these emotions, how do you then treat the transaction as a business deal?

How do you keep the sale of your home purely financial?

It's really tough.

You have very personal, very deep feelings about the value of your home.

You know what other houses are selling for in your area, and why yours is different or better. You know how much you've put into the care and upkeep and decorating and improving of the property.

It's only natural that you want prospective buyers to agree with you.

You want them to agree with you so completely, so totally, that they offer your asking price, about two minutes after your house gets listed!

Of course, this doesn't always happen.

No...whether you decide to sell your home yourself, or hire a real estate professional to get the job done for you, there is not room for guesswork today. The "old fashioned" ways of selling a home that worked back in the 70's and 80's can stall out...or worse...rob you of profits that you should be keeping!

Getting the highest price for your home today involves a thorough knowledge of the market, so that you negotiate carefully in your favor.

The "right" knowledge is absolutely essential!

**LISTEN TO THIS STORY FOR A MOMENT,  
AND SEE IF IT SOUNDS FAMILIAR...**

**CAN YOU SPOT THE HOME SELLING MISTAKES SANDY AND TIM MADE???**

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Sandy was starting to cry, and Tim was so angry with the whole situation. It seemed like only yesterday that they had been so excited...

Sandy and Tim had their eye on a particular house for over a year. Their kids were all off to college, they didn't need such a big house, and this home on Mortonsberry would be perfect for them!

They had mentioned to the owners of this home several times that if they were ever thinking about selling their home to please let them know.

So, as it turns out, a few months later, they got a call from Carol Smith, the homeowner, that sure enough, they had finally decided that they were going to move to their property in Arizona.

Sandy and Tim couldn't believe their luck. They were so excited!

Carol mentioned that they weren't in a real rush, but they would like to be in Arizona by September (it was now the end of May). So, Sandy and Tim thought that would be plenty of time to sell their home on their own.

A friend from church who was a real estate agent thought their home would sell very quickly because it was close to good schools, close to downtown, and it was decorated so beautifully. She said the price they had in mind was right on target for the neighborhood.

At first, they didn't mind having people through their home (except when people wouldn't even bother to call first). They kept a list of all the people who had been through their home, which the real estate agent had suggested.

But, after 2 months with no offers, they were getting a little discouraged.

The Smiths had been pretty patient up to this point, but they had another verbal offer from an interested neighbor who had already sold their home. The Smiths told them they would give it another 30 days, and then accept the other offer from their neighbor.

Well, needless to say, Sandy and Tim were extremely frustrated because as it turned out, the Smith's neighbor ended up with what should of been their home.

Sandy and Tim were really wondering what they could have possibly done differently.

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What happened to Tim and Sandy is not an unusual occurrence.

As a matter of fact, it happens all the time.

### **HOW MANY MISTAKES DID YOU SPOT???**

Just like the engine on a car, a turn of the screw on the fuel injection system can either make things run smoothly or cause them to sputter and stall out. The same applies to selling your home.

Here are some truly costly mistakes many sellers make that can add up to thousands of dollars unknowingly lost when you sell your home...or cause it not to sell at all.

Selling your home in the 90's using outdated techniques and methods from the 80's!

Not insisting on a "total picture" of the entire market before you start to sell.

Not getting accurate information about how long it will actually take to get your home sold.

Not understanding the huge difference between "total market inventory" and your local neighborhood and particular style of home.

Using a standard CMA of similar-style properties to set the sales price of your home.

Not understanding the five-step sequence of how buyers really buy homes.

Adding in the cost of home improvements you have made on top of your sales price.

Not knowing how to squeeze the highest price a lender will approve on your buyer's loan.

Trying to sell your home yourself without having a contingency plan in case you need it.

Running the same kind of old-fashioned, boring, image advertising everyone else uses to market your home.

Not knowing how to stage and merchandise your home to look like a "model home" so that it has the highest probability of attracting immediate interest from buyers.

Hiring a real estate agent who tries to sell their personality and "look how great I am story" rather than demonstrate skill and proficiency that stands on its own merit.

Buying into the "we're the biggest, we're the best, hire us" company sales pitch.

Not insisting that interviewing agents verify their pricing recommendations for your home.

Letting a real estate company "buy your listing" with a temporarily inflated sales price.

Not setting up bridge financing or a "buy-out" option if you are on a time deadline.

Accepting "generalized" answers to your specific financial questions and concerns.

Hiring a real estate agent or trying to sell your home yourself without a thorough knowledge of real estate financing and contract negotiation skills.

Hiring anyone to sell your home who expects you to just "trust them," rather than teach you a straightforward, systematic approach to getting your home sold that actually makes sense to you.

Not fully evaluating whether you should sell your home yourself! (You won't hear many real estate agents suggest that it might be to your advantage to sell your home yourself.)

What you are reading about here is not the typical kind of "rah, rah, hire us because we think we're terrific" approach to selling your home that you see and hear so often.

Not hardly.

You have a right to hear the facts!

If the straightforward tone of what I'm saying makes common sense to you, the detailed information provided in Part II of this Homesellers Report will provide valuable information that you do not typically get from real estate companies.

I'll talk to you more about how to get Part II of the Report in just a minute, but I guarantee you that the information will be extremely helpful and valuable to you whether you decide to sell your home yourself...or hire someone to handle it for you.

Quite frankly, my competitors would love to see what I include in Part II of the Report, but I package it up separately with detailed information and only provide it to bona fide homesellers. I hope you understand that since I have worked hard to develop my materials, I needed to install an extra step to make sure that competitors would not be able to view them. (You would be amazed to see how many of them try to call up and pretend to be homesellers to try and get me to mail it to them!)

Please understand, I have no problem sharing the specific details of how to apply the eight-step Home selling System with you for FREE - without obligation - whether you decide to sell your home yourself, or hire me or another real estate professional to handle it for you. I will give you the highlights in this Report and personally provide you with complete details in Part II of my Report. I only ask that you keep what I share with you confidential.

When it comes to selling your home, you should have freedom of choice and the full facts to decide what you want to do.

Not many real estate agents are willing to just present you the facts, and then let you decide for yourself what you really feel is in your best interest.

Whether you should sell your home yourself?

Whether to hire a real estate professional to handle it for you?

How to sort out "facts and figures" from sales hype and talk?

If you interview or hire someone to get your home sold, you should insist that you get the "right information" you need to make sure you make complete and informed decisions.

The same applies if you decide to sell your home yourself.

Gone are the easy-money days of the 70's and 80's when anybody could buy and sell a house just by listing it on the market.

You remember, the good 'ol days when you...

Bought a house.

Waited a while.

Sold it quickly, any time you chose to.

Made a sizable chunk of money.

Bought another house, and just repeated the process over and over again...making money each time.

Remember back then???

Well...those days are gone forever.

In many areas of the country, homeowners are totally "upside down" in their mortgage and desperately wondering what to do particularly if they have lost their job through no fault of their own.

Selling any home today involves greater focus, financial precision and marketing smarts because buyers are much more discriminating about what they buy.

This is true whether you are selling your home yourself or hiring someone else to do it.

I won't go into all the reasons for this change (we'd be here all day), but I can summarize them by simply saying:

## **GETTING THE HIGHEST PRICE FOR YOUR HOME TODAY**

### **INVOLVES A SYSTEMATIC APPROACH!**

Buyers really think about specific things before they buy today.

When people are as nervous as they are about the economy, every buyer counts, and there is an eight-step system that gets results!

Frankly, many real estate agents do not use a systematic approach to selling homes at all.

They are still making advertising and marketing decisions for your home based on the mentality of the '70's and 80's. They assume people will still sign a contract to buy your home, using the same marketing strategies that worked in previous years.

This simply isn't so!

Buyers think differently today, which requires the marketing, merchandising and sale of your home to be handled much differently!

This is a huge problem for many "old school" real estate companies.

Pricing, marketing and selling your home today involves more than just putting a "For Sale" sign in the front yard. Or, holding open houses, and running boring ads in Homebuyer magazines with "cute captions" that look like a million other ads in the same

places.

**THE EIGHT-STEP SYSTEM TO GET YOUR HOME SOLD  
FOR THE HIGHEST PRICE  
ON TIME...WITHOUT HYPE OR HASSLE!**

There are eight financial and marketing steps in the home selling process that you should thoroughly understand...whether you decide to sell your home yourself or hire a real estate professional to do it for you.

Follow along as I share the highlights of the eight-step system in this Report. Then, if you are interested in learning more, in Part II of the Report, I'll show you how to skillfully apply the steps to get your home sold on time ...for the highest price the market will pay you for it!

Getting top dollar for your home involves these eight critical steps:

1. Understanding "Total Market" Conditions. (Not just your immediate neighborhood.)
2. How to Accurately Appraise Your Home's Value. (Not just a plain-old CMA analysis!)
3. How To Set The "Right Price" For Your Home. (By setting the right price range first!)
4. Calculating Your Bottom-Line Net Profit. (Using "offer price," not list price!)
5. Advertising And Marketing Your Home. (Not with same old, boring ads everyone else uses.)
6. Preparing Your Home For Sale. (Knowing how to make buyers instantly attracted to your home!)
7. Qualifying Buyers And Negotiating Contract Offers. (To get your price!)
8. Getting Financing And Closing Your Sale! (Avoiding costly mistakes that can derail your sale!)

Systematically executing these steps will get you better results!

Just like baking a cake, how it tastes depends a whole lot on who is doing the mixing of the ingredients, in what sequence and proportion...on and their skill as a baker.

The same applies to the difference in sound when you hear your local high school band play the same piece of music as the London Symphony Orchestra. (Same music, same instruments - but a whole lot different sound - isn't it???)

The same applies when you decide to sell your home yourself, or hire a real estate company to handle it for you.

You should expect detailed information...not mere opinions, pretty pictures, and promises.

Furthermore, you should definitely expect to get straight answers, not "sales talk" or "hype" that cajoles you to go with the company or agent who simply tells you that they are the "biggest," the "best," or whatever to get your business.

## **NONSENSE!**

### **Facts...Facts...Facts.**

That's what you need, want, deserve, and should insist on.

Your home is one of your biggest financial and emotional investments, and you should not expect to leave any element to guesswork or chance.

Forget about "trust me."

Go with the "Missouri approach" to business...

## **SHOW ME!**

Not trite little responses like:

"We provide the highest levels of quality, trust, integrity and service like you see in so many brochures and flyers.

Or lame excuses later on, when your home isn't selling, like...

"It only takes one buyer!" or "There's a buyer for every home, so be patient!"

Sure...all that sounds friendly and nice, and you may get lucky using these outdated methods, but you're not trying to depend on luck here, are you?

How about skill and precision...instead of just promises.

Skill coming from an understanding of today's real estate climate, and how to use it to your advantage.

## **LISTEN TO THE DIFFERENCE IN THIS STORY...**

### **SELLING YOUR HOME SYSTEMATICALLY MAKES A BIG DIFFERENCE**

### **IN PEACE OF MIND!**

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Erin gave Sandy and Tim a big hug as they left the closing room at the title company.

It seemed a little strange to see all these people hugging in the middle of all those partitions and computers, but they didn't seem to care.

Sandy and Tim didn't care because they were going to be leading the moving van waiting outside the office building to their brand new house!

They were as excited as two little kids getting their favorite toy for their birthday.

This was the moment they had been waiting for.

The day when they would be able to move into their dream home, in a beautiful area just minutes away from where they both worked!

That had all the shopping and conveniences they wanted.

And, that had the best reputation for community involvement and activities.

Sandy and Tim couldn't have been happier.

The best part was that they decided to make the move, and sold their previous home, all in the course of one month!

Even they were shocked at how fast their house sold.

Especially compared to how many homes were listed for sale in their area, and how long many of them had been sitting.

Sitting...waiting for a buyer.

Originally, Sandy and Tim were worried their home would be sitting around for a long time, as well. But, they figured that there was no harm in making an offer on their "dream home," if the seller would accept a contingency on selling their place.

He did, and they signed a contract to buy their dream home!

Sandy and Tim decided to interview several real estate agents before choosing one to sell their house. (They toyed with trying to sell it themselves, but decided to talk to some real estate agents first. To see what they had to say).

Well, the first four agents that came over basically all sounded like a broken record.

They all said the same things.

The same old things like...

"We're the biggest company."

"We sell more homes in your area than anyone."

"I'll work harder for you than anyone else."

"We have the most aggressive marketing plan in the world."

"No one has more resources than us, to sell your home fast."

"I'm the top agent in the area."

And on and on and on...

Both Sandy and Tim were less than impressed.

Then a strange thing happened with the last agent they agreed to see.

When Erin came over, she told them that she was going to show them an eight-step sequence for how to sell their home quickly, at the highest price the market will pay.

And, she told them that these eight steps could be done by them, if they chose to sell their home themselves.

Sandy and Tim almost fell over. A real estate agent teaching them how to sell their home themselves!

Anyway, after she explained the eight-step system to them, Sandy and Tim felt Erin should go ahead and sell their home for them. They really didn't want to do it themselves. With both of them working and everything, it would be too much of an undertaking.

Erin was so different from all of the other agents.

Erin was the first agent they had talked to who gave them SENSIBLE FACTS about how they could get their home sold on their own or with a professional...instead of just a big "rah, rah" sales pitch about how great her company was.

So, they listed the house with her, and within three weeks, they were the happy recipients of a signed and accepted contract on the property.

Several of their neighbors were shocked, and wanted to know what they did to sell so fast.

Sandy and Tim smiled.

They told them that Erin had shown them little known tips and secrets about selling their home that none of the other agents had talked to them about at all!

Step-by-step, she had pointed out:

The single biggest marketing mistake most real estate agents make. The importance of having a "total market" picture to get the highest price.

The reason why a local CMA neighborhood market analysis isn't enough!

Why you should never let a real estate agent just "set" the price of your home.

Why it's important for you to learn firsthand what really causes your home to sell!

The critical importance of market conditions and timing to squeeze the highest price.

Why most boring real estate advertising fails to attract telephone calls from buyers.

What is the right kind of real estate advertising that will get interested buyers to call!

The little known "pricing secret" that gets more buyers to see your home.

How to avoid wasting precious dollars needlessly "fixing up" your home.

The five steps of the homebuying process every seller needs to know!

The three things every buyer wants to see in your house Before they will buy it!

How to use little known advertising techniques to sell your home!

How to get buyers to accept your price...without back-and-forth counteroffers.

Applying the Eight-Step "System" to get the highest price...even in a tough market!

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Yes, after learning all these home selling secrets, and putting them to use, Sandy and Tim are now carrying boxes into their brand new home.

What Sandy and Tim learned was not any kind of magic.

No...not at all.

What they learned is, there are specific techniques that can be used to sell a home for the highest price...on time.

What Erin taught Sandy and Tim is not applied by more than one in a hundred real estate agents, and we'll prove that to you in Part II of this real estate Report.

You'll learn specific information about how to sell your home that you just don't hear from the "average bear."

Whether you decide to sell your home yourself, hire a real estate professional, or just try to understand why your home didn't sell, I guarantee you the information we'll teach you in Part II of our Report will be so vastly different from the "usual stuff" you hear from most real estate companies...you'll be very glad to have learned it.

Facts...Facts...Facts...NOT sales talk.

You see, most real estate companies are still stuck in traditions of advertising and selling real estate in the 70's and 80's. You can see it just by picking up a copy of any local home magazine. Every single ad looks the same...with the same cute slogans and promises. Nothing that truly motivates a buyer - that literally tempts and compels them to pick up the phone and call! (We'll show you specific examples of what you should be doing instead!)

That's the difference of what we teach you how to do...and apply!

And today, that difference is extremely important to getting your home sold on time, for the highest price. We can prove that to you beyond any doubt...whether you decide you want to sell your home yourself or hire a real estate professional to handle it for you.

No, don't let anyone kid you.

**THE OLD WAYS OF SELLING HOMES  
JUST DON'T WORK TODAY!**

What used to work is irrelevant to you.

You don't need sales talk...or a "why we're so great" story.

What you need is, what will work NOW!

Precise ways of using today's conditions to get your house sold.

At the highest price the market will pay you.

Now, obviously, we want to be able to spend a few minutes with you to explain how to systematically apply these eight steps we've been discussing to get your home sold...on time...for the highest price you can get.

But, here's something that may surprise you.

We will show you how to use the eight steps, for yourself!

Yes, you read that right.

I'll show you how to apply these eight steps for yourself!

When I'm done, the choice will be up to you. If you like what you see, you can take the information, and use it to sell your house without me, or use it with any other agent getting paid a commission.

Why would I offer to do this?

Because I know what I'm doing.

As is the case in many instances, you may agree to have me do the eight steps for you.

However, that will be your decision.

But I promise you, that what I will be showing you will be a plan that will make more sense to you than anything you'll see from anyone else about how to get your house sold for the highest price.

In addition to the Market Report that I will be showing you, I will also send you the three-step Option Plan.

### **SO WHAT'S NEXT!!!**

All I need is a few minutes of your time to see your home, and then I will personally teach you exactly how to apply these home selling secrets to work for you.

Frankly, my competitors would like to get a good look at what I'll be sharing with you in Part II of the Report, and that is precisely why I intentionally do not include it in this Report so they can see or take it.

As I mentioned earlier, I often have real estate agents who call up my 800 Voice Mail Message Line and pretend to be someone else...hoping they can get a copy of my Home selling System to see what I'm doing.

Unfortunately, the last thing many real estate companies want is for you to think about selling your home yourself.

The truth is, sometimes it's very appropriate to do!

The key is to make sure that you are getting the straightforward facts you need to determine which route is in your best interests, and I promise to do just that. I think you'll be pleasantly surprised and very pleased to learn what I have to share with you.

Well ...I hope I got you thinking.

If any of this makes sense, you probably have some questions.

Maybe lots of them. That's good! If I have stimulated you to think about this, then I have done my job!

Now it's time to do yours!

Please give me a call while this is fresh on your mind, and you are excited about the possibilities. Even if you are skeptical, which is only natural, a phone call can't hurt. The worst you will do is spend a few minutes learning.

Is there anything wrong with that?

Take care, and I look forward to hearing from you soon.

Sincerely yours,

**Gerald Richards**

Gerald Richards, Realtor

Team One 4-877-583-2666

P.S To learn Part II which reveals "The Eight Secrets To Getting The Highest Price For Your Home" in the Total Market Report, just go to [www.SellUtahRealEstate.com/8steps](http://www.SellUtahRealEstate.com/8steps).

P.P.S. Please note: This site will teach you this entire eight-step system, and then let you decide what you truly feel is in your best interest regarding the sale of your home. If you decide to sell your home yourself or hire a Realtor®, Part II of this Report will truly be invaluable to you.

Why are we doing this? It's simple. If you decide to hire a Realtor to sell your house, we would ask that you would give us a chance to interview for that job. We think that's only fair since we are helping you now, don't you?