

For Sellers / Home Evaluation



Find Out How Much Your Home Is Worth!

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold, supported with other data that's offered for sale and currently listed in your neighborhood. ***However, let us first,***

Examine the Pricing Approaches

Appraisal: The vast majority of prospective property purchasers seek financing from a bank or financial institution. These financial entities require an *appraisal* in order to certify the value of the property and to ensure that the funds being lent cover a certain percentage of the real value of the property as assessed by an impartial third party (State Licensed Appraiser.)

Appraisers arrive at a home's value by issuing deductions and credits for features the home either has or doesn't have when compared to similar properties in the market area.

Broker price opinion (BPO): A BPO is a property value assessment increasingly required by relocation companies that help employees transfer to new communities. Each relocation company (RELO) has its own BPO form and process, but nearly all aim to achieve the same objective: to understand the value of the employee's currently owned property, the likely sales time frame, and the probability of a sale at a certain price.

Competitive market analysis (CMA's): Competitive market analyses are fundamental to all professionally listed real estate transactions. Agents/Brokers ***skilled in*** conducting CMS's stand head-and-shoulders above their competition, both in terms of client confidence and sale success.

Most believe the CMA is to show the Seller what their property is worth... No, it's actually for the Agent/Broker's education about the current prices at which comparable homes/properties are being listed and sold. Only by completing a comparative market overview and analysis can the agent/broker obtain certainty and conviction about the value of the property they are getting ready to list, market and sell. With this knowledge, the agent/broker can proceed with confidence to share with the seller of the marketplace and what preparation/s the Seller's Home will need to be competitive on the current market.

A professional agent/broker will complete one, two, possibly three CMS's during any listing period for each of their current listings. This will show TRENDS of growth or recession in values of the current real estate market. Price adjustments may be needed to keep the Seller's Home/property priced right and current with the market. CMA's are time-sensitive and they are a time-sensitive tool. (*A hammer and saw is useless, unless the carpenter picks them up and uses them, so is it for a CMA.*)

A through CMA will have not only SOLD Properties, it'll also take in consideration, pending sales, Active properties, and Expired properties. They are all important to the complete evaluation of any property. Another factor that should be used is the "Absorption Rate." This will help the agent/broker explain to the Seller, what time frame is expected to sell their home/property. This report also gives the "Listing agent/broker" information and tools to use to negotiate the listing value when a Buyers Agent presents an "Offer to Purchase."

CMA Mistakes: *Overpricing; using too many competitive properties; placing too much emphasis on "price per square foot."*

A professional agent/broker should always avoid overpricing or accepting overpriced listings. Many agents/broker do this to "Get the Listing" and hope to reduce the listing value in 30 to 60 days . . . this is bad business and unproductive for the Seller. A professional agent/broker will price each home/property correctly and avoid wasted days/months.

Starting high and reducing later: It does not matter what a person is selling, pricing must reflect what the market will bear, not what the seller needs to net. The pricing deliberation should focus only on the value as determined by the CMA.

It's just as negative coming in on-the-bottom with pricing. A seller should only begin the marketing process on the bottom of the **CMA-price range** due to wanting a **“QUICK SELL!”**

If you are truly interested in selling your home/property, and willing to allow Ron to view your home and conduct his *CMA/Evaluation* on your home/property, and list with us to market your home/property, we will share information with you that'll help you understand and obtain the ***“Highest Possible Value”*** for your home/property.

“Value System”	“Setting the Value”
“Facts of Real Estate”	“20 Tips to Help U-Sell-Your-Home”
“Feng Shui”	“Show Case Your Home”
“Sell Your Home For the Highest Dollar”	“What Good is a Home Warranty”
“Home Safety Tips”	“Save Money on Home Improvements”
“Home Spun Wisdom/Home Inspections”	“Clean-Up & Throw-Out before Your Sell!”
“ <u>Preparing a Home for Sale with Vigilance</u> ”	“ <u>How To Showcase your Home</u> ”
<u>“Home Improvement & Positioning Your Home For Today’s Market”</u>	

We offer a sophisticated state of the art marketing plan to sell your house/property as quickly as possible.

We provide professional and friendly marketing & negotiating approaches whether our clients are buying or selling. We understand that when selling your home, providing the necessary data to set a fair market value is essential. When buying, we guide you through the process to help you make those important decisions—intelligent decisions & choices.

We are dedicated to providing our clients with the finest customer service available. Our top-notch team of agents has the expertise you can rely on to make your home buying and/or selling experience, one that you will remember....for all the right reasons! **Experience is our edge!**

We provide each buyer or seller with quality service, personal attention and professionalism. Ron offers to his clients the following:

Here is what you'll receive from Ron:

- * **Undivided Loyalty,**
- * **Reasonable Care and Diligence,**
- * **Full Disclosure and Accounting,**
- * **Obedience,**
- * **Confidentiality,**
- * **Copies of signed paper work.**

Ron Hidalgo and Saunders REALTY, provides hard work, market knowledge, passion and commitment. ***We focus on and have a desire to provide the best possible real estate services to our valued clients.***

Market Value & Assessment

Saunders REALTY knows the south. Its experienced staff works with the leading financial institutions and construction professionals across the Southeast. **Building – Leasing - Purchasing** (*Residential or Commercial*); Locating the perfect property is easy when you know even the smallest details about the market. Ron & **Saunders Realty** can also help you fill your commercial space using formal market analysis, management services and working relationships with top national real estate leaders & retailers.

Long Term Success

Behind every **Saunders** success is a long term relationship. When **Saunders REALTY** commits to you, it goes beyond the essentials; we bring state-of-the-art technology and opportunities to you. So when you are ready to Purchase or Sell, **Saunders** Management and Sales Team are ready to give you the very best of Real Estate Service. **Saunders REALTY** is proud to say, **“We earn your business, work to obtain your trust and commit to your success.”**

We are committed to serving you with honesty and integrity. We stand committed to these ideals because we’re not in it for the fast sale, we want you to be our customer FOR LIFE!

To provide a more detailed Comparative Market Analysis, we would be more than happy to also assess & view your home/property in person. Simply enter your criteria in a *e-message* and send to RonHidalgo@MindSpring.Com, and we will provide you with a speedy response. The more information you render, the more accurate the evaluation. **All information you provide is and will be secure and will be kept strictly confidential.** We will contact you for a meeting time and date to evaluate your home/property that is convenient to you.

Sincerely,

Ron Hidalgo

REALTOR® / Broker Associate Since 1984



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We are a “FULL SERVICE” Real Estate Company

Offering Residential & Commercial Sales and Management

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Ron believes. “Professional and Quality Service is not Expensive, It’s Priceless, and Ron’s clients deserve nothing less!”

Ron works hard to earn and keep his customers business and commits to their success.

Call Ron today for a through—current pricing and evaluation of your Home/property . . .

We appreciate your consideration to allow Ron & Saunders Realty to be your **REALTOR**/Broker of **“Choice” Marketing and Selling Your HOME!**

Call : Mobile: 334.546-1410 Mon. thru Sat. 7am – 9:30pm --<=>-- Sunday’s from 12:45pm to 5:30pm.

Toll Free: 1.866.508.3535 8AM to 4PM or Office 334.356.9700 8AM to 4PM.