



HOME SELLING  
PROPOSAL



# Identifying Your Goals



# Appreciating Your Property

Each property has special features that may interest buyers.  
Please tell me about your house.

1. What do you feel are the most appealing features of this property?

2. What features does this property have that differentiate it from other similar properties?

3. What changes or enhancements would you suggest to make your property as salable as possible?

4. What do you regard as the most attractive features of the surrounding neighborhood?

5. Do you have any special terms or conditions regarding the sale of your property that I should know (e.g., items of personal property to be excluded, etc.)?

6. Are you aware of any problems or concerns regarding the property or the neighborhood that will need to be disclosed to prospective buyers?





## Understanding Your Expectations

The following questions will help me understand what is most important to you in the sale of your property.

1. Communication. How important is regular communication with your real estate professional? What information is important to you? How often do you want to be contacted, and what is your preferred way of staying in touch?

2. Motivation. Why are you considering selling your property at this time? How far along are you in the homeselling process (just exploring the possibility of selling, or definitely committed to putting your property on the market)?

3. Time frame. Is there a certain date by which the sale of this property needs to close? How flexible are you on this time frame?

4. Relocation assistance. Will you need information or assistance in moving to a new area?

5. Homeselling decisions. Are there any other individuals who will be involved in your property sale decision? May I please have permission to speak with them?

6. Price. Do you have specific expectations as to the selling price of your property? If so, what do you base this figure on? Do you anticipate a certain amount of net proceeds from this sale?



7. Marketing Plan. Are there specific activities that you expect to see included in the marketing of your property?

8. Previous homeselling experience. Have you ever sold a house before? If so, how many and how recently?

9. Positive experiences. What were the most positive features of your previous homeselling experiences? If you have never sold a house before, what would help to make this a positive experience?

10. Concerns. Were there any unsatisfactory features of your previous homeselling experiences that you hope to avoid this time? If you are selling your first house, are there any problems or concerns that you have?

11. Expectations. What are your expectations of me as your real estate professional? What specific services and support do you look forward to receiving from me?





# TOP REASONS

*to list with me.*



## *Lynn Farrell*

We know you have a choice of real estate agents and companies to choose from, but we want you to know why you should list with the best...

### **You belong with the best in real estate.**

Berkshire Hathaway HomeServices has been nationally recognized with awards and accolades from leading business and industry organizations.

### **You value your home.**

Your house is the place where you've made lasting memories. Give your home the respect it deserves by adorning it with a Berkshire Hathaway HomeServices yard sign, and all the top-quality of service this sign represents.

### **We have the resources needed to succeed.**

When you list your home with a Berkshire Hathaway HomeServices agent, you not only align yourself with America's finest brokerage, you also work with an agent who has access to some of the most powerful consumer tools available in real estate today.

### **There's an app for that.**

Berkshire Hathaway HomeServices' Homesearch mobile app will ensure the search for your new home—or the sale of your existing one—can happen from anywhere.

### **We're well liked.**

Berkshire Hathaway HomeServices uses its national social media pages to let others know about the great work the brand and its agents are doing around the country. This ever-growing social presence means our network attracts prospective buyers and sellers from the place where they spend most of their time ... online.

### **Berkshire Hathaway HomeServices is a network of opportunity.**

From network conferences and meetings to robust training programs, my brand ensures I'm/we're well versed in every aspect of the real estate market.

### **You can read all about us.**

Every public relations campaign and strategy is aimed at promoting the values of Berkshire Hathaway HomeServices and its agents to increase the visibility and awareness of the brand, which attracts buyers and sellers right to your door.

## *Good to know.®*

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## Tips for Preparing Your House For Sale

When listing your house for sale, your top goal will be to get the house sold for the best price possible! There are many small projects you can do to ensure this happens!



## 10 Tips to Improve Your House's Curb Appeal

- Give your entry a facelift** - with either a new coat of paint or a new front door
- Don't forget to landscape your yard!** A well-groomed lawn shows buyers that the home was taken care of
- Make sure all exterior lights are in working order** & replace all outdoor light bulbs
- Wash all windows (inside & out)** - you don't want to take away from a great view with dirty windows!
- Clean out your garage!** Consider getting a storage unit to store any non-essential items
- Depending on the climate in your area, **add a pop of color by planting flowers.**
- Remove any lawn ornaments** that you will want to bring with you to your new home.
- Replace a worn out welcome mat** to welcome buyers as they tour the home
- Paint or replace the street numbers** on the house, making them more visible
- Power wash any outdoor surfaces to give them a 'like new' feel** (ex: siding, sidewalks, driveway)

## 10 Tips to Make Your House Feel Like Home to Buyers

- Clean everything!** A clean home will allow buyers to picture themselves in the space and not distract them
- Give every room a purpose** - even if you used it as a bonus room, giving it an identity will help buyers
- Let the light in!** Bright rooms feel warm & inviting, dark rooms feel small & gloomy
- Fix anything that is broken!** Buyers will notice & may offer less for your house if repairs are required
- Unclutter your house!** Thinning out your closets & pantries will show how much room is actually available
- Fresh paint & new carpet** are the top 2 things you can do to help your home sell faster and for more money
- Organize the kitchen!** Store any non-essential, small appliances & clean all surfaces
- Before your home is shown, **empty all trash bins & hide any dirty laundry**
- Make sure all doors open & close smoothly.** Fix any squeaks on bedroom or closet doors
- Replace light bulbs with new ones** & make sure all switches work

*Your real estate agent will have a list of specific suggestions for getting your house ready for market and is a great resource for finding local contractors who can help!*



KEEPING CURRENT MATTERS