

SELLING EGUIDE

Presented by

Baird and Warner | John Lyons Real Estate

2762 N Lincoln Ave, Chicago, IL 60614

1. Understanding home value

What's your home really worth on the market? This is a moving target because market conditions are always changing. Let's start by explaining why some home valuations fall short of market accuracy:

The amount you originally paid for your home does not have a bearing on current market value. There are no "rules" about how quickly home values go up, (or down) and by what percentage. Ultimately, your home is worth what someone is willing to pay for it today.

Your property tax assessment is not an accurate indicator of current market value. Tax assessment valuations are conducted infrequently, but home values change continually!

Your homeowner's insurance policy does not indicate true market value, because the insurance company is estimating the costs involved to rebuild your home. Replacement cost is not the same as resale value.

Online home value tools offer a guideline, but they cannot take individual factors into account. Your home may have features and amenities that increase its value. If your home needs repairs, the value may be less than the online estimate.

A Comparative Market Analysis (CMA), prepared by a real estate professional, is the best way to determine the market value of your home. The CMA is a local analysis of recently sold homes with features similar to yours. The very latest home sales data is used in the CMA.

A bank appraisal, which is required by the buyer's lender, may differ from a CMA. This is because a mortgage lender is looking at the collateral value of the home, in the event of default. For this reason, bank appraisals can be more conservative. This is why over-pricing your home is inadvisable. A good CMA can be used to illustrate value to the lender and argue against a low appraisal; but a sales price that exceeds the CMA is difficult to justify.



3739 W Wrightwood Ave

"John helped my wife and me through the difficult and emotionally draining process of selling our home while we prepared to retire from our jobs and move out of state to start entirely new lives. You take your sellers as they come, and John got a handful when he got us. John's pragmatism and transparency about the process; his great knowledge of markets and professional acumen; and his effusive and optimistic personal touch and his undying sense of humor kept these nervous sellers reassured and on course throughout. Every piece of advice John gave us was on point and productive. He is someone you will want to listen to and trust, and you will be happy you did." – JIM M.

2. Price your home right the first time

You've heard the old saying about the importance of a good first impression. It's true with home selling, and it begins with your home price! A home that is priced competitively for the market and for the home condition attracts serious interest from buyers and their agents. This creates a sense of urgency, which leads to early showing appointments and assertive offers.

Depending on market conditions, and the desirability of your home, it's possible to receive multiple offers – and receive an offer that exceeds your asking price.

Conversely, if you price your home too high, there's little reaction in the market. There are few phone calls and fewer showings. If your home fails to attract immediate interest, it becomes progressively more difficult to compete with new listings in the same price range.

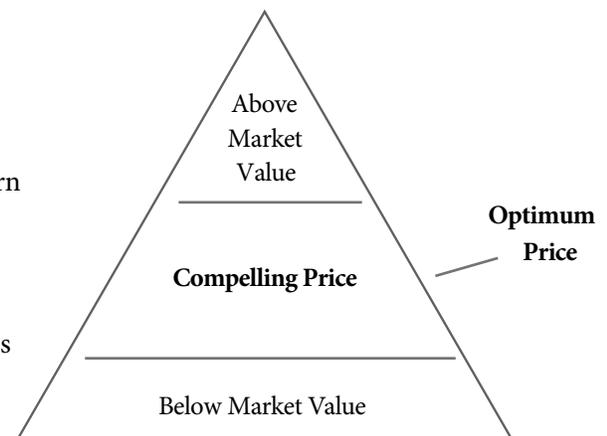
The longer a home lingers unsold on the market, the more negative assumptions are made by home buyers. Eventually, the price must be dropped in order to attract buyer interest, after much time and opportunity has been lost. Unfortunately, buyers may see a price drop as a sign of seller anxiety, and submit offers and contingencies that are undesirable.

Pricing your home right the first time puts you in the best position for serious offers and a quick sale – all while holding a strong negotiating position. Let buyer competition work in your favor!

The Right Price

It's important to determine your home's fair market value and set a compelling listing price. Here's why:

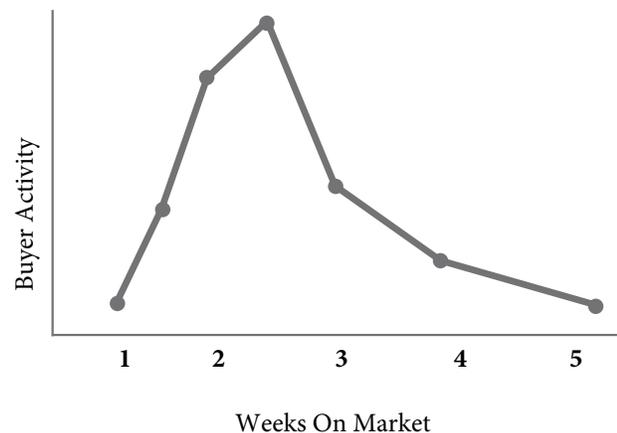
- Compelling pricing offers you the best chance to get the best return in the least amount of time.
- Overpricing a home reduces initial interest and often lengthens market time.
- Aggressive pricing reduces profit potential and limits your options if your home doesn't sell quickly.



The Right Time

The first 30 days your home is on the market are critical and usually yield your best offer. Here's why:

- New properties create a sense of excitement.
- Activity generally decreases over time as buyers become familiar with your listing.
- Buyers become wary of properties that "sit" on the market and start looking for price adjustments.



3. Home condition and appearance

Today's home buyers are looking for move-in ready homes with minimal upkeep. Depending on your home's location and price range, you may also be competing with new construction. In all cases, your home should be in the best possible condition prior to entering the market. Take care of any deferred maintenance and needed repairs.

Not sure where to begin? Consider having a home inspection performed. Why wait for your buyers to point out problems? It's better to tackle issues up-front, cost-effectively, than to have them become points of contention in the selling process. Otherwise, you could find yourself making concessions that exceed the actual dollar cost of the repair. It isn't necessary to remodel, however. Not all upgrades provide an adequate return for the money. Instead, consider aesthetic changes that will update your home without breaking the bank.

Here are some practical suggestions:

1. Begin with curb appeal. Your lawn, shrubs, walkway, mailbox and front door should be well-kept. Power-wash the exterior of your home. If you live in a condo, make sure the hallways are clean, walls are unscuffed, and there is a pleasant aroma throughout.
2. Get rid of clutter. Rent a storage unit if needed, and clear out excess belongings and furniture. Your closets, attic, basement and garage should show plenty of open space.
3. Your home interior should appear fresh and bright. Stains in sinks, tubs, toilets and flooring are among the first things a home buyer will notice – and never forget.
4. Polished floors, new carpeting, freshly-painted walls, and attractive window treatments can give a new look for modest cost. Windows should be clean and allow plenty of natural light.
5. All home mechanicals should be clean and in good working order. If your home has an older hot water heater, furnace, or appliances, consider offering a home warranty.
6. Home staging can make your buyers say “wow” the moment they walk in the door. This includes details such as having place settings at the dining room table, and putting new guest towels in the washrooms. Try re-arranging furniture to maximize space and open up rooms. As your agent I can provide specific suggestions tailored to your home. Depending on your home's price range and ideal buyer, you may also consider professional home staging services.



Before Staging



After Staging

4. Timing the market

Is there a “best time to sell?” While spring and summer are the most popular seasons for home selling, **real estate is a year-around business** with home sales closing every month of the year. In fact, marketing your home during non-peak seasons can mean less competition, and more attention from serious buyers. Moving during non-peak seasons can also save you money on truck rentals and professional moving services.

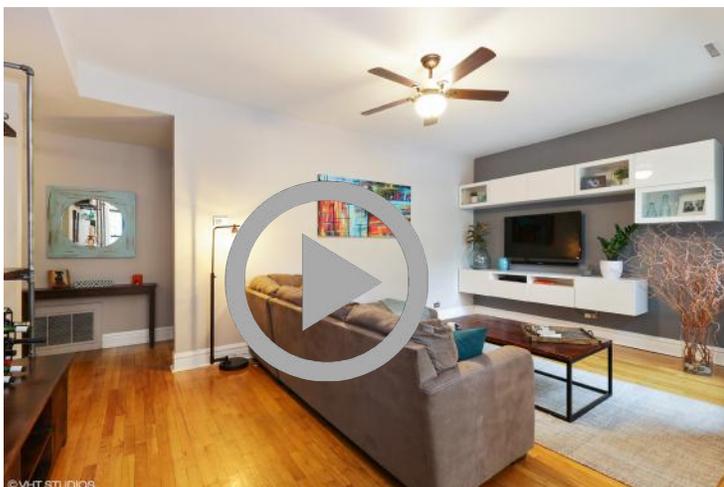
It’s true that when the market is less active, overall home prices may trend lower. However, there is no guarantee that your home will sell for more in April than it does in September. For most home sellers, timing the sale comes down to personal considerations and convenience.

5. Handling showings

Keeping your home in show-ready condition is essential. Here are some helpful suggestions:

- Establish a showing checklist. Trash taken out, kitchen sink empty, floors clean, beds made, countertops wiped down, lights on, ect.
- Keep jewelry and valuables locked up and out of sight. Put away your mail.
- Remove prescription medications from sight.
- Secure pets in a kennel, or take them along with you.
- It’s best for the home seller to be away during the showings. Buyers can feel awkward when he seller is on the premises, and be reluctant to explore the home.

As your agent, I will screen potential home buyers and take all reasonable precautions for your security. Having your home ready for showings, and having your personal items and valuables secured, will make the showing process low-stress and constructive. If you have specific concerns about showing your home, discuss them with your agent before placing your home on the market. I will guide you through the entire home selling process, and help you obtain the best possible price and terms.



4180 N Clarendon Ave

"John Lyons has amazing energy, great market knowledge, and is as trustworthy as they come. My wife and I have purchased, sold, and purchased again with John guiding us through every step of the way. We have proudly referred him to several other friends who have been incredibly happy. John is awesome!" – DAVE H.

Video Walk Through

JOHN LYONS
REAL ESTATE BROKER

