

An aerial photograph of a desert landscape. In the foreground, a white house with a prominent red roof sits on a small patch of green lawn. The surrounding terrain is covered in low-lying green and yellow desert shrubs. In the middle ground, a winding dirt road leads through the scrubland. The background shows a vast, flat desert plain extending to a range of blue mountains under a clear, bright blue sky.

Consumer Guide To Selling Your Home

For New River & Desert Hills

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For New River & Desert Hills

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Read this guide and discover some of the best practices in selling your home and potentially save thousands of dollars \$\$\$\$. This guide will help you in determining your home's market value, best ways in preparing your home, hiring an Agent, and common pitfalls. I will not include brownie receipts, fridge magnets, cheap pens or tiny calendars; no just hard core information.

This report is geared towards home sellers in the New River & Desert Hills areas.

Although aspects of selling your home are similar regardless of the location, homes in New River & Desert Hills attract a different buyer than those buying in the city. And of course our rural properties are quite different than the standard city lot. 1. Market Value of Your Home: The real estate market in Maricopa County remains strong and homes prices have continued to increase (yeah for Sellers!). The graph below reflects the average sales prices of single family homes thru February. Prices are up 5% from the same month last year. Note this 5% increase can vary depending on the home's price point and location. Notice a trend here? The trend line is sloping upwards (yeah for Sellers!).

Check Zillow's Zestimate:

Most Agents consider Zillow the Evil Empire for several reasons but it's a good place to start when considering your home's market value. Just consider the "zestimate" a baseline to start with. I often see the Zillow price off by 5 to 10% above or below for what the home can sell for. I even seen Zillow off by upwards of 20%. Zillow cannot see the inside of your home. Zillow uses mathematical algorithms to calculate your home's price. This is problematic when there is a great variety of home styles and prices like in the New River and Desert Hills area.

You can have a stick framed home and your neighbor might have a mobile home of the same size. The sells price of each home will be different and really throws a wrench into the Zillow algorithm. Zillow does best in cookie cutter neighborhoods where all the homes are very similar. With that said, use Zillow to get a general idea and then call a Realtor to hone in on the likely sells price.

Use Current Average Price per Square Foot

I've looked at all the closed homes in the last 6 months and developed some statistics based on these sold homes. Below is the average price per square foot broken down into areas and home type. Simply calculate the price by the square foot of your home to get another base line potential market price of your home.

Again, to really drill down on price, you should reach out to an Agent to run specifics comparables. • Single Family Home on 1 to 1.5 acres (New River): Avg sold price = \$340k, avg \$/sf = \$157/sf • Single Family Home on 1.5 to 3 acres (New River): Avg sold price = \$350k, avg \$/sf = \$161/sf • Mobile/Manufacture Home (New River): Avg sold price = \$171k, avg \$/sf = \$118/sf • Single Family Homes on 1 to 1.5 acres (Desert Hills): Avg sold price = \$456k, avg \$/sf = \$162/sf

Give me a call if you wish to price your beach front bungalow, any property over 3 acres, or raw land. The statistics are generated from closed homes sales over the last 6 months.

Future Trend:

The forecast for home prices in the next few month is flat but a healthy seller's market should remain intact. The Fed has increased interest rates slightly and this will have some headwind on prices. The graph below show the projected average sales price.

Overall, if you plan to sell your home, this is a good time. Buyers are looking in the New River and Desert Hills areas in search of more property and country living.

New River provides more bang for their buck so to speak while Desert Hills provides quicker access to Cave Creek and other amenities in north Phoenix. 2. Preparing Your Home:

The home-selling process typically starts several months before a property is made available for sale. It's necessary to look at a home through the eyes of a prospective buyer and determine what needs to be cleaned, painted, repaired and tossed out.

Ask yourself: If you were buying this home, what would you want to see? The goal is to show a home that looks good, maximizes space, and attracts as many buyers as possible. Keep in mind that hoarders make up a very small percentage of the overall pool of buyers so I don't recommend marketing your home to them (ie. leaving lots of clutter around).

While part of the "getting ready" phase relates to repairs, painting and other home improvements, it is also a good time to ask why you really want to sell.

Selling a home is an important matter and you should have a good reason to sell, perhaps a job change to a new community or the need for more space. Your

reason for selling can impact the negotiating process, so it's important to discuss your needs and wants in private with the real estate agent who lists your home.

Cosmetic improvements, paint, wallpaper, landscaping, etc., help a home show better and often are good investments. Mechanical repairs that ensure all systems and appliances are in good working condition are required to get a top price. A buyer's home inspector will find items needing repair and likely re-negotiate a discount or to have the items repaired. If you catch certain repair items before going to market, you have more flexibility in doing the repair. If your handy you can do the repair yourself or have someone else do it for a good price.

This can save you thousands of dollars.

There are 5 improvements that can be done with nearly 100% return on your money and help sell the home quicker. See my guide “5 Home Improvements with nearly 100% Return when Selling your Home.”

3. Hiring an Agent: Don't just hire the first Agent you run into to sell your home. Consider these factors when interviewing and learning more about an Agent.

1. Does the Agent actually listen to your thoughts and goals or does he just brag about his past accomplishments. Don't hire an Agent that is full of themselves! These types of Agents can actually harm a deal because they take the approach of knowing everything and refuse to listen or even negotiate with the other side thus making buyers walk away over disputes that can be avoided or resolved.
2. Have the Agent give you a few recent referrals that you can talk with. This will really give you good insight on how they handled their recent deals.
3. Select an Agent that is familiar with the area and sells and buys in the area.

Selling and buying in New River and Desert Hills is a different animal than selling in downtown Phoenix. Make sure the Agent is familiar with the nuances of the area and what other homes are doing on the market.

4. Don't pick the cheapest Agent! Some Agents will give a large discount on their listing fee because they have nothing else to offer. No marketing, no negotiation skills, no professional photos, etc. Bringing a home to the

market that is badly exposed can cost you thousands of dollars!

5. Don't be influenced by the Agent who wants to “buy” your listing. Some

Agents will promise they can sell your home for an unrealistic high price, which of course is enticing to you, but in reality it will never sell. Buyers are educated on prices nowadays due to the internet and all the available info out there. Don't let that Agent list your house, sit around and do nothing for 30 days, and then come back to you wanting a price cut! I can picture the listing conversation now from this type of Agent:

Agent: “Absolutely I can sell your 1,200 sf house on 1 acre for \$1,000,000!”

Seller: “Really? Are you sure?”

Agent: “You bet I'm sure. I will start looking immediately for a Saudi

Arabian Prince that wants to invest here in the States! Now sign here.” 4.
Common Pitfalls: There are some common pitfalls that are good to avoid when selling your home. I have some of them listed below.

Skimping on your sales prep:

While you may be tempted to "test the waters" and put your home on the market without painting it or making minor repairs, your home is likely to languish on the market and get a reputation for having a major problem. A thorough, professional-level cleaning should be your bare minimum seller prep. Your eventual sales price is likely to be lower if you don't sell within the first few weeks after you list your home.

Neglecting to ramp up your curb appeal:

If you polish and primp inside your home but you neglect to pull weeds or paint your front door, you run the risk of potential buyers leaving without ever entering your home. First impressions only happen once!

Withholding information from buyers:

If you hope that the buyers or their inspector won't find out about the leak under your bathroom sink or the fact that your home has settling issues, you run the risk of a nasty negotiating period—or worse, a lawsuit after the settlement.

Overpricing your home:

If you've hired the right real estate agent, someone who can give you a strong market analysis and help you determine a reasonable price for your home, then you can avoid overpricing your home. If you don't listen to a real estate agent and base your listing price on an inflated view of your home's value, you're likely to end up selling after multiple price drops for less than you would have if you priced it right the first time.

Skipping a home inspection:

Depending on the age of your home, scheduling a pre-listing home inspection could save you a lot of time and aggravation. You can address issues on your own time and budget before negotiating with a buyer to fix problems.

Letting your pets and kids spoil a sale:

Part of your emotional detachment from your home is recognizing that while you love Fluffy and your darling twins, buyers want to visualize themselves and their own family in your home. Bribe your kids if you have to, but make sure the house is neat and as neutral-looking and smelling as possible. Take the kids and your pets out (or lock up your pets) when prospective buyers are visiting: You never know if someone who is terrified of dogs or cats will be turned off from making an offer because of your adorable pet.

Not treating offer as bird in hand:

All offers should be treated like gold. If you get a low offer, don't make assumptions about the Buyer (can't afford it, doesn't like home, etc). Simply counter-offer to where you want to be with price and terms. You may be shocked to see what the Buyer agrees to. I had deals where the Buyer made a low ball offer and then came up tens of thousands of dollars to accept what the Seller wanted. The Buyer was just playing the game. Also don't expect other offers to

come in that may be better; visualize the bird in hand versus two in the bush concept.

Are You Thinking About Selling?

If you're considering selling and wondering what you should be doing to get ready, my 5 Home Improvements with 100% Return or Better Guide is something you got to have! I can also come over and give you a specific property evaluation, normally \$299 but for New River and Desert Hills residences and a limited time, it's free! (I made up part about costing money).

The improvement guide covers 5 fairly inexpensive things you can do to your home and recover 100% of the money or more when you sell. These 5 improvements will have a big influence on Buyers, whether they know it or not!

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