

Selling a home takes more than an Ad in the Paper and a Sign on the Lawn!



Time is money when selling your home!

It takes owners much longer to sell their own homes for many reasons. The first reason is obvious - You probably already have a full time job. Realtors® devote their careers to perfecting the craft of selling real estate. ***Continuous education, market research, and experience are combined with an excellent team of real estate professionals to sell your home quickly for the most money possible.***

PureWest uses innovative online and social media strategies and unique signage in addition to traditional media, print and MLS marketing to attract buyers and sell listings. The ***ability to tailor our programs to better meet the needs of our clients and agents is fundamental*** – we enjoy being a step outside the proverbial ‘box’ in our approach.

Owners do not have the luxury of only dealing with pre-qualified buyers. Many “good” buyers may slip through your fingers while you negotiate with a buyer who does not qualify for the value of your home. ***We will only present offers from qualified buyers who are able to purchase your home today!***

Owners who try to sell their own home typically receive less than the Market value of their home. Each day your home is on the market costs money; advertising the home is expensive, bridge loans may be necessary, you may be obligated to another mortgage, and when the burden becomes too great owners tend to accept offers below market value just to sell the home.

Working with a Realtor® ensures your interests are professionally represented!

A Realtor® works for you to protect your interests throughout the entire process of selling your home. PureWest has spent years researching and establishing relationships with trusted appraisers, title insurers, mortgage lenders, and escrow agents, etc. If you sell your own home, you will need to research and retain an attorney, title insurer and escrow agent. Generally, owners do not receive the industry discounts in these services that are afforded to real estate professionals.

Most transactions involve offers, counter-offers, negotiation, and some even fall through. As a for sale by owner seller you will need to pay hourly or contract fees for your attorney to draw up contracts, review counter-offers, negotiate on your behalf, and represent you at closing. PureWest’s Realtors® have spent years writing real estate contracts, negotiating, working with title insurers and representing sellers at closing.

PureWest advertises your home in venues not available to owners!

As an owner selling a home you are limited to an ad in the newspaper and a sign on the lawn to market your home to the public. You are required to field all of the responses to your ad, including those from buyers who are ‘just looking’. You wouldn’t want to miss a single call- it may be the buyer you are waiting for. We are available around the clock to field responses on your home.

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Some Buyers are **Serious** ... and some are not...

An owner must devote the same resources of time and energy to all potential buyers. We will only present offers from qualified buyers ready to purchase your home today!

There are three main categories of buyers that may inquire about your home:

- Potential Buyers** Anyone who *may want to buy* a home. Statistically, many 'potential' buyers who visit open houses are not qualified.
- Qualified Buyers** Anyone who has the financial ability to buy a home as indicated by a lender
- Serious Buyers** Anyone who needs to buy a home.

Buyers can be serious and not qualified, or they can be qualified and not serious. Your time is too valuable to spend it showing your home to people who cannot afford to or will not eventually buy it.

Additionally, there are four distinct market categories of buyers of real estate.

- Buyers in a hurry** Anyone who needs to purchase a home quickly. These buyers may have transferred to the area, sold their present home or are quick decision-makers.
- Buyers with time** Anyone who wants to buy a home but has the time to find the best home for them. These buyers include young first-time buyers who are cautious, or those buyers looking for a very specific type of home.
- Bargain hunters** Anyone who is looking for a 'steal'. Usually they present offers that are significantly less than the asking price, especially to owners who are desperate to sell.
- Lookey-Loo's** Potential buyers who will most likely never buy because they either can't afford to purchase a home or they because they are not serious and simply enjoy looking at homes.

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96 Easy Ways To Help Your Home Sell Faster.

Suggestions and ideas to improve your home's appearance to buyers and help you sell it faster!

If you are selling your home there are a number of things you can do to improve the overall impression made by your home, but the most important first step is ***looking at your home through the eyes of the buyer.***

This list contains tips on things you should be looking for when evaluating your home through the eyes of the buyer. Most of the suggestions are ***no-cost or low-cost improvements*** and this early investment in your home's appearance really pays off when selling the home.

1. Open the draperies, pull up the shades and let in the sunlight.
2. Create a positive mood. Turn on all the lights, day or night. Open the curtains during the day.
3. Install higher wattage light bulbs to show your home brightly-in its best light. Turn on all lights.
4. Remove all clutter from each room to visually enlarge them.
5. Create the impact of spaciousness.
6. If you have a fireplace, highlight it in your decorating.
7. Keep your home dusted and vacuumed at all times.
8. Have a family emergency "game plan" to get the home in order quickly if necessary.
9. Air out your home one half hour before the showing if possible.
10. Lightly spray the room with air freshener so that it has a chance to diffuse and air before the buyer arrives.
11. Microwave a small dish of vanilla twenty minutes before the showing and place it in an out of the way place in the kitchen.
12. Create a master "suite" effect in your decorating.
13. Make sure that beds are made and the linens and curtains are fresh and clean.
14. Organize your closets, remove unnecessary items and put them in storage.
15. Bathrooms should always be kept spotlessly clean.
16. Do not leave towels around and wipe down the shower areas after each use.
17. Re-caulk if the caulking is not sparkling white!
18. Put out fresh towels and decorative soap for showings.
19. Set the scene by setting the table! Highlight the potential of your dining room by setting a grand dining table!
20. The kitchen should always be kept spotlessly clean.
21. Expand your counter space by removing small appliances.
22. Highlight an eat-in area in your kitchen with a table set for dinner.
23. Shampoo all carpets and vacuum them daily.
24. If the carpet does not clean up well you should REPLACE IT!
25. Improve traffic flow through every room and create a feeling of spaciousness in every room by removing unnecessary furniture, knick knacks, hobby items, children's items, etc.

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26. However, try to avoid creating a “sterile” looking environment.
27. Remove all grease from range hoods, ovens, stove tops, walls, etc.
28. Clean rubbish out of the fireplace and keep it clean in the winter.
29. If you have numerous family photo’s put them away until your home is under contract. Perspective buyers will feel more like it can be their home if they aren’t aware of your family photo memories.
30. Remove all unnecessary items from the attic, basement, garage, tool, shed, and especially from the storage area if you have one.
31. Rent a storage area for these items or have a yard sale.
32. Straighten, tidy, and remove unnecessary items from all closets. Put unnecessary items in storage.
33. Fix the Front Door Bell!
34. Invest in a new door mat.
35. Make sure the front door, storm door, screen door, etc. work wonderfully!
36. Create the feeling of a spacious entry area by using decorating accents, mirrors, rugs, etc and by removing all unnecessary clutter.
37. Regardless of the season, tackle spring cleaning. Clean everything in your home from top to bottom, from the attic to the basement!
38. Wash all windows, inside and out.
39. Curtains should be fresh, clean, and attractive.
40. Clean all light bulbs, light fixtures and chandeliers to brighten the home.
41. Remove all smoke odors, pet odors, and odors resulting from hobbies.
42. Straighten, tidy and remove unnecessary items in storage or invest in under-the-bed storage boxes.
43. Remove posters and adhesive from walls and doors and putty any holes resulting from nails or mishaps.
44. Depersonalize teenagers rooms and decorate in a neutral temperament
45. Clean or paint the basement walls and floor.
46. Paint all inside walls with off-white paint. Use two or more coats to cover bold, bright or dark walls.
47. All walls should be painted, not just washed. This will brighten the home and make it look bigger.
48. Repair or replace all doors, closet doors, and/or windows and screens so that they open with ease.
49. Replace banisters and handrails.
50. Repair or replace broken tiles on walls, floors or in shower/tubs.
51. Repair or replace loose or dangling wall paper.
52. If the basement shows any signs of water or structural damage it may be necessary to obtain a structural engineer’s report.
53. Replace all toilet bowls if you cannot get them spotlessly clean.
54. Replace shower curtains and keep them clean.
55. Replace the washers in faucets and remove rust stains from basins.
56. Water and prune all plants.
57. Use plants in transitional areas of your home between inside and out.
58. Either get rid of dying plants or keep them out of sight.
59. Remove any excess extension cords and exposed wires.
60. Open doors to areas you want the potential buyer to see such as walk-in closets, pantries, attic, basement, etc.
61. Close all other closet doors and cabinets.
62. Make the most of your attic’s potential, if applicable.
63. Make the attic as pleasant as possible by airing it out, and decorating it if possible.
64. Add visual appeal to stairways, especially in unfinished stairways to the basement.
65. Keep the yard mowed, raked, fertilized and watered at all times!
66. Remove all toys, bicycles, tools, unsightly patio furniture, trash, etc. from the yard.
67. Trees and shrubs should be pruned and trimmed.
68. Lawns and gardens should be weeded at all times.

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69. Use flowering plants to dress up the yard, walkways, and patio.
70. All hoses and garden equipment should be neatly out of sight.
71. Outdoor furniture should be kept clean and/or repainted if necessary.
72. Firewood should be neatly stacked or out of sight
73. Mailboxes should be evaluated with a critical eye.
74. Paint and repair the mailbox or replace it if necessary.
75. Make all those minor repairs to the exterior.
76. Porches, steps, verandas, balconies, patios and other extensions of the house should be kept uncluttered, swept and in good condition.
77. Paint all entrance doors.
78. Shades and awnings should be in good condition. Replace them if the color has faded. Remove windssocks.
79. Create an outside living/dining area with furniture and plants.
80. Highlight your pool area, water garden, etc. with lighting, benches, planters, flowering plants, etc.
81. Take nighttime photos of decorative yard lighting systems.
82. Take pictures of your flowering mature landscaping now if you are planning to sell you home later in the season.
83. Display these pictures in your home in the winter time.
84. Clean and shine all accessories (door knobs, knockers, lamps, mail boxes, address numbers, etc.)
85. Clean, repair and paint all gutters and downspouts.
86. All roof shingles, tiles, etc. should be secured or replace. If the roof leaks-Fix it!
87. Make sure the garage door opens easily. Fix and paint the garage door of necessary.
88. Paint chimney and replace broken bricks or stones.
89. An investment in painting your home can really make a difference between “turning on” the buyer and sending up a red flag about the condition of the home.

Some final things you can do to help your home sell quickly:

90. Arrive at an equitable asking price using an market analysis or appraisal.
91. Don't be afraid to accept the first offer.
92. Obtain a floor plan of your home if possible.
93. Assemble house records for buyer perusal.
94. Provide a map of the area and highlight special interest items.
95. Only consider written offers by lender-prequalified buyers.
96. Enlist the services of a professional realtor to market your home in trade magazines, newspapers, and with sign brochures.



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What Causes a House to Sell?

There are four things that contribute to a house selling quickly:

1. Location
2. Condition
3. Price
4. Choosing the right **REPRESENTATION!**

The variables are **price** and the **Realtor®** (representation) you select to market your home. There is nothing a Listing Agent can do to cause a house to sell for more than someone is willing to pay for it, no matter how convinced the Seller is that the property is worth more than the market value. But the Listing Agent can direct you on how to price your property correctly so that it does **sell quickly for the most money possible**.

Price forces sales! The trick is to find out how far to lower the price to **find** the market. This is what the economists call “finding the point of marginal utility.” It cannot be located with precision because it fluctuates constantly. We can only seek to find out what **Buyers** have been willing to pay for similar properties in the current market.

Location, condition, price, and the Realtor® you choose are what cause property to sell. The price must reflect both the positive and negative aspects of the location and the condition – price is the deciding factor. The Realtor® you select will make a **HUGE difference** in directing you towards possible low-cost property improvements, showing quality improvements and they can help structure or amend the terms, in order to make your property **more marketable** and easier to purchase.

The right Realtor® won't let you value your property at a price the market cannot bear. This will **save you thousands of dollars in time lost on the market**, interest or bridge loans. Most REALTORS® will tell you exactly what you want to hear- that your property is worth what you want it to be worth. **Marcie will help you arrive at a price that will sell your house quickly, for the most money and with the least amount of hassle.**

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How long does it take to sell a house?

Some homes sell in just a few days and others may take several months. ***There are six factors that influence the time it takes to sell a property.***

1. Product

The product is the property. If the property shows poorly, or has major defects which are not or cannot be corrected, a sale may not take place until either the defects are corrected or the price is adjusted to compensate for them.

2. Price

If the product has not sold after a reasonable length of time but other similar properties have sold, then a price reduction may be in order. If this is true and the price is not reduced, the price may delay or even prevent the sale. The appraisal will be based on the most recent sales in the area and the property must appraise no lower than the sales price.

3. Financing

If the financing costs too much, or if the Seller requires a higher down payment than most people buying in that area are paying, then the financing may delay or prevent the sale.

4. Timing

The timing is the condition of the real estate market at the time of the sale. It may be a Seller's market or a Buyer's market. Neither the Seller nor PureWest can change the condition of the market at the time the property is for sale. It must be accepted for what it is.

5. Competition

Every Buyer makes decisions about which home to buy and how much it is worth by other choices available at the time of purchase. The supply of other homes the Buyer will compare with your home is constantly changing from week to week and month to month. The current competition always affects the Buyer's opinion of your home and what they will think it is worth. So the question is, what will be the Buyer's other choices at the time they are showing your property and how can your home compete for better shelf placement?

6. Promotion

Promotion or the marketing is the successful culmination of the above five factors. This means that the success of marketing your properties is directly related to the proper balance of each of the above factors. Marcie Hahn-Knoff will consult with you on if the **PRODUCT** is right - The **PRICE** is right - The **FINANCING** is right -and what the **TIMING** and **COMPETITION** are. How fast your home sells will depend upon how you use the information.

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Time could be money when pricing your home.



Trying to attach a market value to a home can be difficult. It is a **complex equation of factors** including property showing quality, time frame for sale, location, Buyer needs, etc. Please take a moment to **think carefully about your asking price**. We want to get the highest price possible for you but still sell the home when you need it sold.

Sellers control salability. The Seller controls the condition of the property, the terms they will consider, and the asking price. Your house will be marketed at the price that will be in your best interest. **We want you to get the most money possible for your home while selling it in the necessary time frame.**

The market determines the value. Beyond the control of the Seller is the value a buyer will assign to a given location and the number of homes for sale in that location. **They are not interested in what you paid for the property, what you have spent on redecorating, or how much money you need to purchase your next home.** Buyers will always search the marketplace for the best value.

If I had a lot of time to sell my home, I would ask:

\$ _____

If I had to sell my home today, I would ask:

\$ _____

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REAL ESTATE TERMS & RELATIONSHIPS

In Montana, the Real Estate Agents/Brokers are required to disclose the type of working relationship they have with you as the buyer. There are four types of real estate relationships that can exist here in Montana and all fall under the term 'agency'. The following definitions are taken from the approved Montana Association of Realtors Relationships in Real Estate Transactions form, ©January 2014.

A "Seller Agent" is obligated to the Seller to:

Act solely in the best interests of the seller, except that a seller agent, after written disclosure to the seller and with the seller's written consent, may represent multiple sellers of property or list properties for sale that may compete with the seller's property without breaching any obligation to the seller; obey promptly and efficiently all lawful instructions of the seller; disclose all relevant and material information that concerns the real estate transaction and that is known to the seller agent and not known or discoverable by the seller unless the information is subject to confidentiality arising from a prior or existing agency relationship on the part of the seller agent with a buyer or another seller; safeguard the seller's confidences; exercise reasonable care, skill, and diligence in pursuing the seller's objectives and in complying with the terms established in the listing agreement; fully account to the seller for any funds or property of the seller that comes into the seller agent's possession; and comply with all applicable federal and state laws, rules, and regulations.

A "Seller Agent" is obligated to the Buyer to:

disclose to a buyer or the buyer agent any adverse material facts that concern the property and that are known to the seller agent, except that the seller agent is not required to inspect the property or verify any statements made by the seller; disclose to a buyer or the buyer agent when the seller agent has no personal knowledge of the veracity of information regarding adverse material facts that concern the property; act in good faith with a buyer and a buyer agent; and comply with all applicable federal and state laws, rules, and regulations.

A "Buyer Agent" is obligated to the Buyer to:

act solely in the best interests of the buyer, except that a buyer agent, after written disclosure to the buyer and with the buyer's written consent, may represent multiple buyers interested in buying the same property or properties similar to the property in which the buyer is interested or show properties in which the buyer is interested to other prospective buyers without breaching any obligation to the buyer; obey promptly and efficiently all lawful instructions of the buyer; disclose all relevant and material information that concerns the real estate transaction and that is known to the buyer agent and not known or discoverable by the buyer, unless the information is subject to confidentiality arising from a prior existing agency relationship on the part of the buyer agent with another buyer or seller; safeguard the buyer's confidences; exercise reasonable care, skill, and diligence in pursuing the buyer's objectives and in complying with the terms established in the Buyer/Broker agreement; fully account to the buyer for any funds or property of the buyer that comes into the buyer agent's possession; and comply with all applicable federal and state laws, rules and regulations.

A "Buyer Agent" is obligated to the Seller to:

disclose any adverse material facts that are known to the buyer agent and that concern the ability of the buyer to perform on any purchase offer; disclose to the seller or the seller agent when the buyer agent has no personal knowledge of the veracity of information regarding adverse material facts that concern the buyer; act in good faith with a seller and a seller agent; and comply with all applicable federal and state laws, rules and regulations.

DUAL AGENCY

IF A SELLER AGENT IS ALSO REPRESENTING A BUYER, OR A BUYER AGENT IS ALSO REPRESENTING A SELLER WITH REGARD TO A PROPERTY, THEN A DUAL AGENCY RELATIONSHIP MAY BE ESTABLISHED. IN

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A DUAL AGENCY RELATIONSHIP, THE DUAL AGENT IS EQUALLY OBLIGATED TO BOTH THE SELLER AND THE BUYER. THESE OBLIGATIONS MAY PROHIBIT THE DUAL AGENT FROM ADVOCATING EXCLUSIVELY ON BEHALF OF THE SELLER OR BUYER AND MAY LIMIT THE DEPTH AND DEGREE OF REPRESENTATION THAT YOU RECEIVE. A BROKER OR A SALESPERSON MAY NOT ACT AS A DUAL AGENT WITHOUT THE SIGNED, WRITTEN CONSENT OF BOTH THE SELLER AND THE BUYER.

A "**Dual Agent**" is obligated to a Seller in the same manner as a seller agent and is obligated to a buyer in the same manner as a buyer agent, except that a dual agent: has a duty to disclose to a buyer or seller any adverse material facts that are known to the dual agent regardless of any confidentiality considerations; and may not disclose the following information without the written consent of the person whom the information is confidential;

- (i) the fact that the buyer is willing to pay more than the offered purchase price;
- (ii) the fact that the seller is willing to accept less than the purchase price that the seller is asking for the property;
- (iii) factors motivating either party to buy or sell; and
- (iv) any information that a party indicates in writing to the dual agent is to be kept confidential.

A "**Statutory Broker**" is not the agent of the Buyer or Seller but nevertheless is obligated to them to: disclose to:

(i) a buyer or a buyer agent any adverse material facts that concern the property and that are known to the statutory broker, except that the statutory broker is not required to inspect the property or verify any statements made by the seller; and

(ii) a seller or a seller agent any adverse material facts that are known to the statutory broker and that concern the ability of the buyer to perform on any purchase offer; exercise reasonable care, skill, and diligence in putting together a real estate transaction, and comply with all applicable federal and state laws, rules and regulations.

An "**Adverse material fact**" means a fact that should be recognized by a broker or salesperson as being of enough significance as to affect a person's decision to enter into a contract to buy or sell real property and may be a fact that:

- (i) materially affects the value, affects structural integrity, or presents a documented health risk to occupants of the property; and
- (ii) materially affects the buyer's ability or intent to perform the buyer's obligations under a proposed or existing contract.

"Adverse material fact" does not include the fact that an occupant of the property has or has had a communicable disease or that the property was the site of a suicide or felony

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