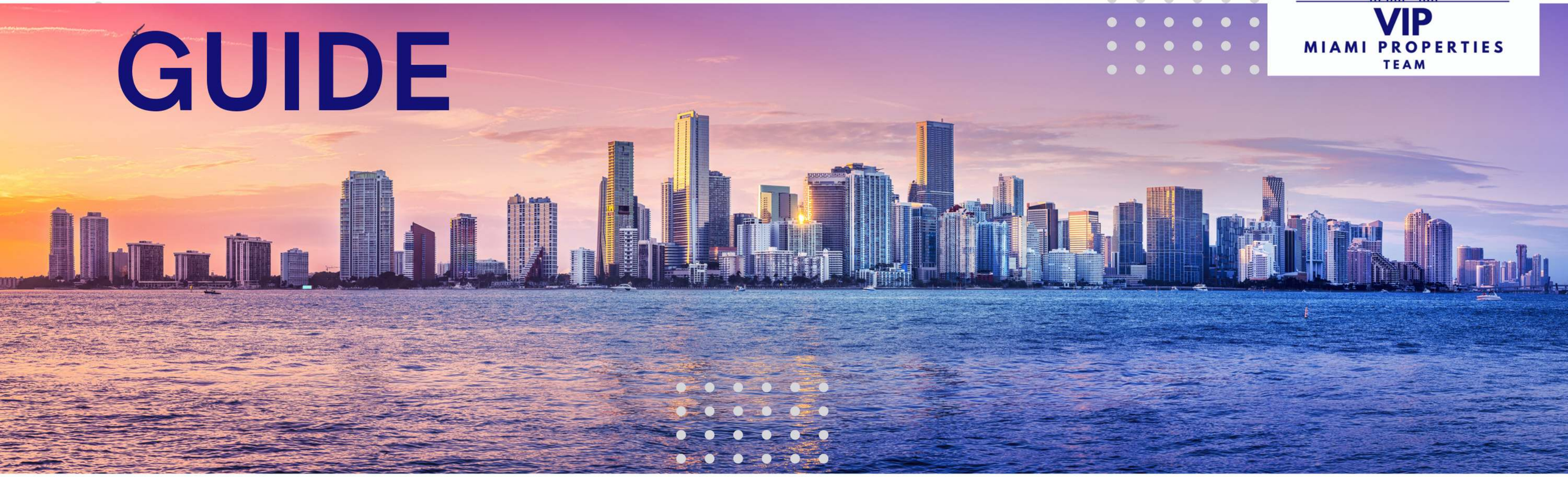
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SELLER'S GUIDE



RELEVANT INFORMATION TO AVOID PITFALLS WHEN SELLING A PROPERTY

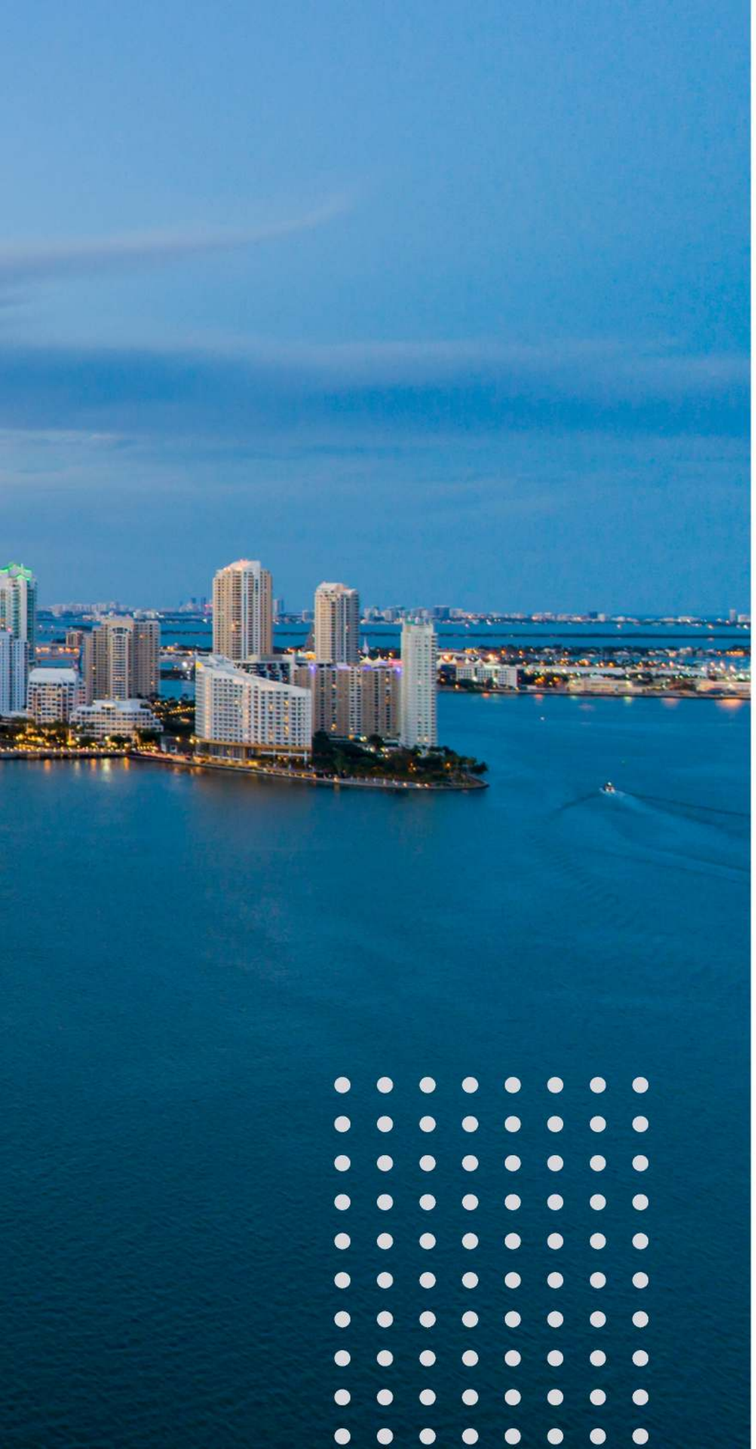
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5 POINTS TO EVALUATE BEFORE SELLING YOUR PROPERTY

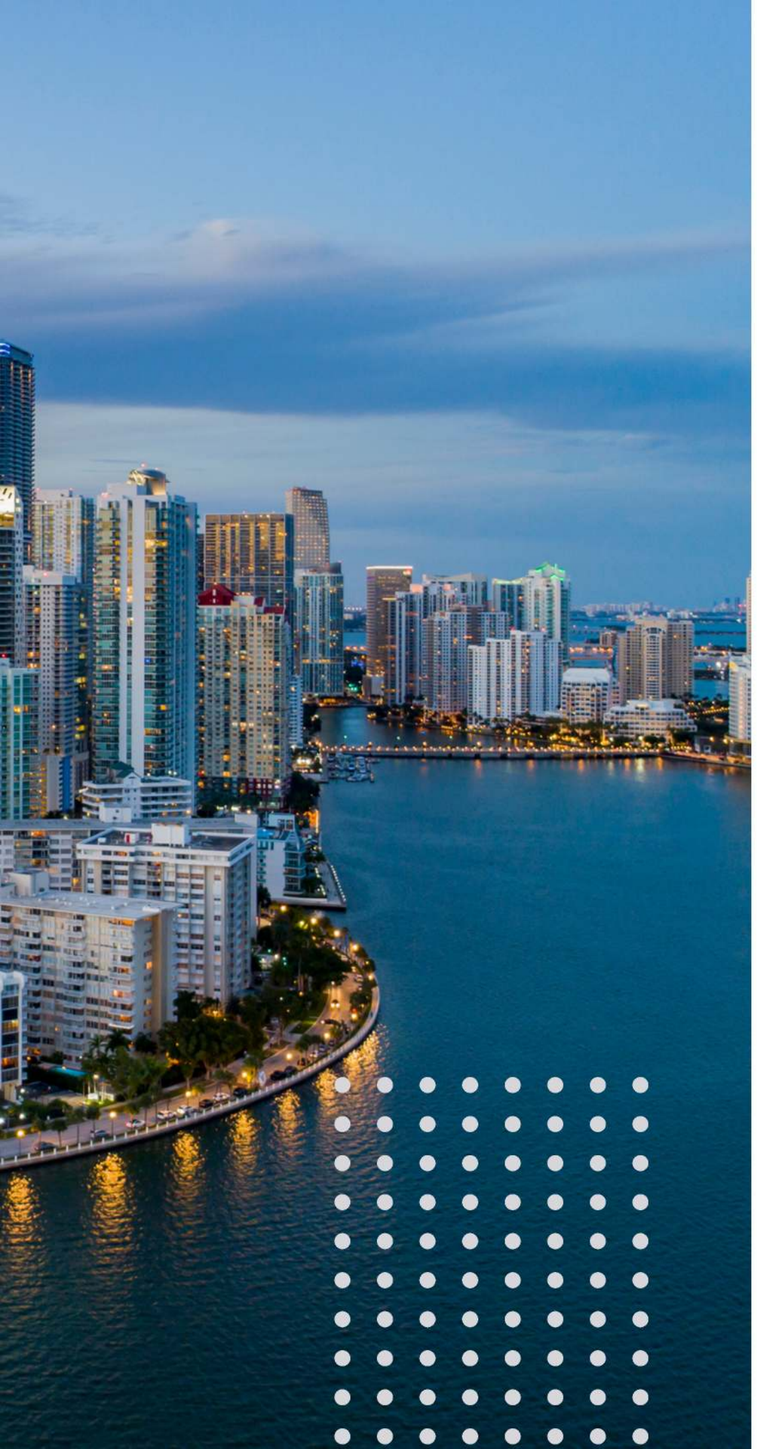
It is very important to be clear about the reasons and reasons for moving, how much money you expect to receive from the sale and how much you need to pay the mortgage or to acquire a new property and the time it will take to carry out these activities.

Working with a true professional will provide advice on each of these points.

A common mistake that sellers make is to estimate the sale value of the property based on the prices that the neighbors are asking, that is, on those properties that have not yet been sold. The real estate consultant must be able to provide comparable based on properties that were sold in the last 3 to 6 months.

Before You List Your Home

Before listing your home, make some important decisions and take the appropriate action to increase your chances of selling the property quickly and at the best price.



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FINANCIAL DECISIONS:

Make these financial decisions before listing your home:

1. If you plan to buy another home and have the money from the sale of your current property, include a contingency in the offer. That is, specify in the contract that the purchase of the home depends on the sale of your current property. If you happen to be unable to sell your home, you will not be required to buy the other one.

2. Make sure you qualify for financing if you are going to buy another property.

3. Be aggressive on the selling price. Don't waste time offering it at a much higher price than the market can afford. The only thing you can accomplish with this is to help your neighbor sell his/her fast!

4. If you are working with a real estate agent, make sure you understand and agree to the compensation plan.

5. Have a list of items you want to sell and a list of items you don't want to sell. There are two reasons for making this list. First, the buyer can assume that there are items included in the sale, such as curtains, lamps or fixed furniture. To avoid complications that could delay the sale, please specify what is excluded and what is included in the sale. Second, the buyer may be willing to purchase items from your home, such as paintings or furniture. You'll make a more objective decision about what you want to keep and what the assets are worth if you think about it before you're pressured into selling the property.

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10 EFFECTIVE WAYS TO PREPARE YOUR HOUSE FOR SALE



READY TO SELL?

A little bit of effort and preparation time before a home visit goes a long way in the sale. It cuts down on promotion time and can lead to more money for the seller. A few tweaks go a long way in making a favorable impression on the buyer.

Walk through your home like a shopper and take notes on what they might see, repair or replace those items.

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PREPARE YOUR HOME

1. Odors

Make sure your home is free of lingering pet or food odors.

2. Trash cans

Empty and wash once a week with disinfectant.

3. Clutter

Clean and tidy stairs, entrances, and closets.

4. Paint

Neutral colors, such as whites, allow buyers to focus on the spaces in the house rather than its colors.

5. Personal items

Remove them from walls and appliances so customers can visualize themselves in your home.

6. Lighting

Open windows to let in natural light and add floor and table lamps to dim areas and make the house feel larger, airier, and more cheerful.

7. Furniture

Get rid of bulky, oversized furniture that makes the space seem smaller.

8. Closets

Storage space is a huge selling point so organizing closets and investing in organizers will help keep spaces from looking cluttered and cramped.

9. Bathrooms

Bathrooms are a major selling point in a home. Turn yours into a spa, giving them a luxurious and relaxing environment. Add scented candles, faux plants, washcloths tied with ribbons, towels, and bathmats, etc.

10. Toilets

Most importantly, clean and close the toilet lid.



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HOW TO INTERVIEW AND CHOOSE THE REAL ESTATE AGENT THAT WILL SELL YOUR HOUSE?

Selling your home is probably one of the most important investments in your life, so you should take the process of choosing a real estate agent seriously. He will be responsible for setting the sale price, marketing, open houses, talking to potential buyers and helping through the sales process. Ask your friends and neighbors for personal recommendations but take the time to interview several agents before deciding.

10 Questions to ask before hiring a Realtor.

1. Knowledge and expertise in your neighborhood: You must be able to answer the following four questions regarding your neighborhood:

What is the average price per square foot of the available properties?

What is the average price per square foot of properties sold?

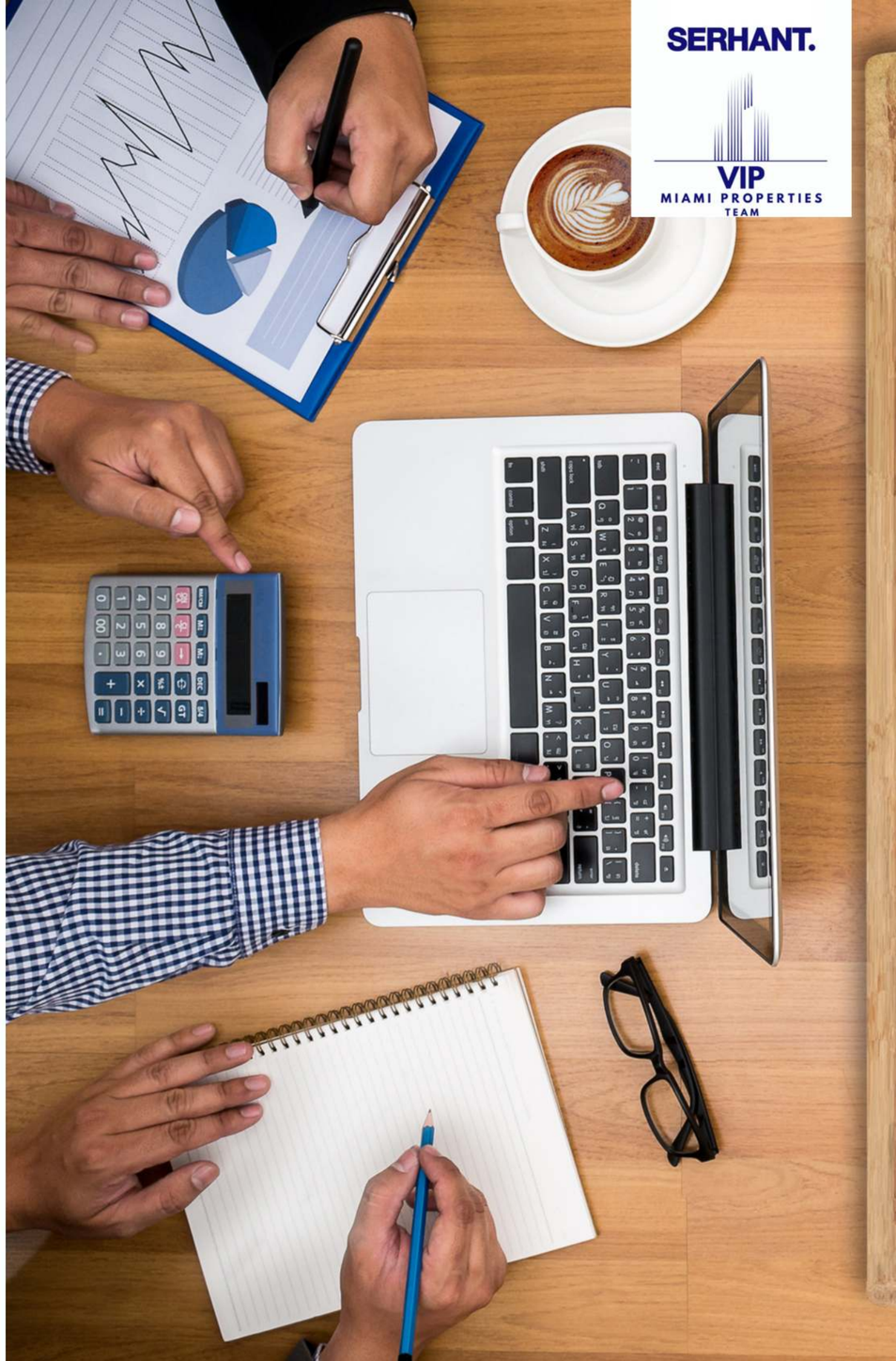
On average, how many days do properties take to sell?

Comparative analysis of prices and sales of the last 3 years and what is the future forecast

2. Price Range of your last sales: Find someone who regularly works with houses in your price range to ensure familiarity with your market.

3. Number of properties sold in the last year: it is an indicator of experience. Greater number of properties = greater experience.

4. Neighborhood Experience: Familiarity, knowledge and experience with your neighborhood can be the difference between “for sale” and “selling”.



5. Difference between the initial market price and the final sale price. Many brokers accept the price you want and then start asking for price reductions. Look for someone who, through comparable, assigns a realistic selling price.

6. Property Marketability: Marketing involves more than just an MLS listing. Find a good marketing plan.

7. Clarity: Find someone who is honest with you about the weaknesses in your home and how to fix them.

8. Team: Look for someone who can provide you with a team capable of providing you with legal, tax, inheritance, and financial advice, which are key in this process.

9. Communication: Look for someone who will provide you with frequent updates and who will make himself or his team available to answer any questions.

10. References: Ask for the names and phone numbers of the last 3 clients to confirm their satisfaction.



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THE DIFFERENCE BETWEEN BEING FOR SALE AND BEING SOLD

The difference between “being for sale” and “getting to sell” lies mainly in the sale price.

Therefore, it is paramount that the correct price is determined before the property is put on the market. The market and that the competition is constantly analyzed to be able to adjust the price when necessary.

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ERRORS WHEN DETERMINING THE SALE PRICE?

Rely on the properties of neighbors who have NOT managed to sell
Try to recover the money invested in renovations
Be based on personal financial need
Attempt to sell without motivation or need, which makes it difficult to compete with owners who have a real need to sell.
Start high to “test” the market and lower the price in the future



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7 STRATEGIES TO DETERMINE THE RIGHT PRICE

Use the properties that were sold in the last 3 months (up to 6 months if necessary) to determine the average sales price within your building or community.

Analyze the available properties in your building or community to position your property as the #1 option in the market.

Remodeling is considered an added value if you do not try to recover the cost

Be aggressive on the price, start with a very attractive price to create competition among buyers and have several offers to negotiate.

The market never allows you to “give away” your unit. If you're way below the actual price, buyers will bid above the list price. Remember that you are not obligated to accept any offer.

Take into an account the days that these units were on the market before being sold (DOM-days on market).

When in doubt, hire the services of a professional appraiser.





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CLOSING COSTS WHEN SELLING A HOME

Buyers and sellers have closing costs associated with the transaction. Therefore, it is important, before placing the property for sale, to have an estimate of the expenses that you will have to pay in order to finally be able to determine the amount that you can count on once the transaction is finalized.

CLOSING COSTS

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WHEN SELLING A HOME

1. Mortgage Balance – Existing loan balance, second mortgage balance, and home lines of credit.

2. Loan Fee to Pay - Administrative fee charged by the lender to repay the loan.

3. Debt Release – Money owed to contractors and/or for court judgments or property taxes. These amounts must be paid before closing.

4. Early Payment Penalty – Some loans have a penalty for early payment of the debt.

5. Registration Fees – Fees to be paid to document that debts have been paid in full.

6. Commissions – Fees paid to real estate brokers involved in the transaction. Generally 6% of the sale price and paid in full by the seller.

7. Notary Fees – The fees charged by the notary to verify the identity of the signers of the document.

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8. Fees for Escrows - Escrow agents receive the money from the lender, pay all fees, collect deposits and distribute the proceeds to the lender/seller.

9. Title Search Fees - Proof that the seller has the legal right to sell the home. Title companies search public records and produce a commitment of insurance that certifies that the seller owns the home and details any liens or other rights that affect the title to the home.

10. Seller Concessions - Amount the seller agrees to give in order to help the buyer pay their closing costs.

11. Repairs - Work that the seller must complete (if applicable) prior to sale, either as a result of the buyer's negotiation or as a condition of the lender.

12. Home Warranty - Protection plan for the buyer's first year on the home.

13. Termite Warranty - Documentation used in some parts of the country indicating that the home is free of termites.

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How to estimate closing costs?

For practical purposes, the closing costs for the seller can be estimated as follows:

- 1.5% on the sale price, PLUS
- Property taxes accumulated to date, PLUS
- Mortgages and/or lines of credit that exist on the property, PLUS
- Commissions (generally 6% of the sale price)

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WHAT TO DO IF YOUR PROPERTY HASN'T SOLD IN 90 DAYS

If you really need to sell your house, it can be worrying not having received offers after being on the market for 90 days. This demonstrates that there is a problem with the house or with the price that has been set.



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What are the reasons why the house has NOT sold in 90 days?

1.- Your marketing was not effective.
Any property that goes on the market creates a great commotion during the first days. This is the moment in which the owner can arouse curiosity about his property in the possible buyers, through creative and innovative marketing strategies. The fact that visits are received, but not offers, clearly indicates that there has been no succeeded in conveying the right message to potential buyers.

2.- Sale price too high.
A factor that plays a crucial role in the case of housing that is not achieved sell, is your selling price. You are probably emotionally attached to your house and you think it is the best on the market; but the sale of real estate is not based on the feelings of the owner, but on the needs and tastes of the buyers. It is necessary to set the correct price together with your agent to attract the attention of buyers; they care when they think that the house they are going to buy has an adequate price.

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3.- What to do if your house is not sold in 90 days.

If you do not receive concrete offers in 90 days, you have two options: make improvements to make the house more attractive in the eyes of potential buyers or establish a price according to the market. Buyers may like your home, but they may like others in the same area better. Many buyers are willing to compromise on their choice if they can get a house at a lower price. A good source for knowing the factors that may be hindering the sales process are the opinions of those who have visited the property and that of the agent; try to find the common comments. Yes, you can get to the cause, you can fix the problem. Otherwise, the only option you have is to lower the selling price. And, if you think the selling price of your property is the right one, it's probably time to find another realtor that can managed to sell your house.

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