

Home Seller's Guide

Saying goodbye is never easy. But, when it's time to move on, your CENTURY 21® Sales Agent will help promote and sell your home to the next owner who will enjoy it as much as you have.

POWER OF THE CENTURY 21 BRAND



Close to four decades: That's how long the CENTURY 21® System has been guiding hundreds of thousands of families through their real estate transactions. We will support your sale through our agents' field expertise, our broad global network, and many technological conveniences that make home searches easier for interested buyers.





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DECIDING TO MOVE

It's an exciting and emotional time in your life, deciding to move.

AMONG ALL THE PIECES that need to fall into place, selling your current home may be the issue that weighs most heavily on your mind. The process can run smoothly if you invest the time in finding the right realtor.

A professional CENTURY 21® Agent will work with you to implement our proven 4-step plan to sell your home and get you moving.

TO SELL OR NOT TO SELL

There are plenty of reasons to sell your home—a job change, graduating to a new life stage, or the desire to move to a more desirable area; the reasons are as unique as you are. But there are often some good reasons not to move. If more space or updated amenities are what you are looking for, perhaps a remodel is the solution rather than a move. Or, if your desire to relocate is undefined, you may consider renting your current home rather than selling it. Crunching the numbers and analyzing the current real estate market will help you make an informed decision. Speaking to a professional to aid in this decision is a wise idea.



You are busy enough in your daily life juggling work, family and other obligations. Leave the sale of your home to an expert trained to manage all the moving parts.



Take your time. We encourage clients to speak with several CENTURY 21® Sales Professionals before they choose the one they feel most comfortable with.



STEP 1: PLAN THE SALE

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Once you are sure you want to sell, it's time to choose the CENTURY 21® Sales Professional that you feel best represents your interests. One consideration is the listing agreement.

THERE ARE THREE TYPES. You will want to choose one that you feel most comfortable with.

Open Listing: This arrangement lets the owner sell the home on their own. However, if a realtor brings an able buyer and the owner accepts that buyer's offer, the owner will pay a fee to the realtor. This type of listing is non-exclusive and can be executed simultaneously with more than one broker.

Exclusive Agency Listing: This arrangement is the same as the Open Listing, except the agent will represent the owner.

Exclusive Right-to-Sell Listing: This is the most common arrangement, and gives a broker the exclusive right to earn a commission by representing the owner and bringing in a buyer directly or through another brokerage. The owner pays both the listing and selling broker fees.





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STEP 2: CREATE A MARKETING PLAN

Various marketing tactics are employed when selling a home.

MUCH OF A CENTURY 21® AGENT'S work is quiet and unseen, though critical for gaining the exposure necessary to get your home in front of prospective buyers. The phone calls, work with contacts, open house arrangements, follow-ups with prospects, conversations with ad responders, web postings and other outreach efforts are all handled by your agent on your behalf.

As part of your marketing plan, your agent will use local area comparisons, actual home features, location, amenities, age and condition of your home, selling timeframe and the current real estate climate to determine the best listing price for your property. Then, your house will be entered into the local Multiple Listing Service (MLS) and placed on century21.com





STEP 3: STAGE AND SHOW YOUR HOME

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Though this home is and has been your sanctuary, your goal now is to invite a buyer to imagine it as their own.

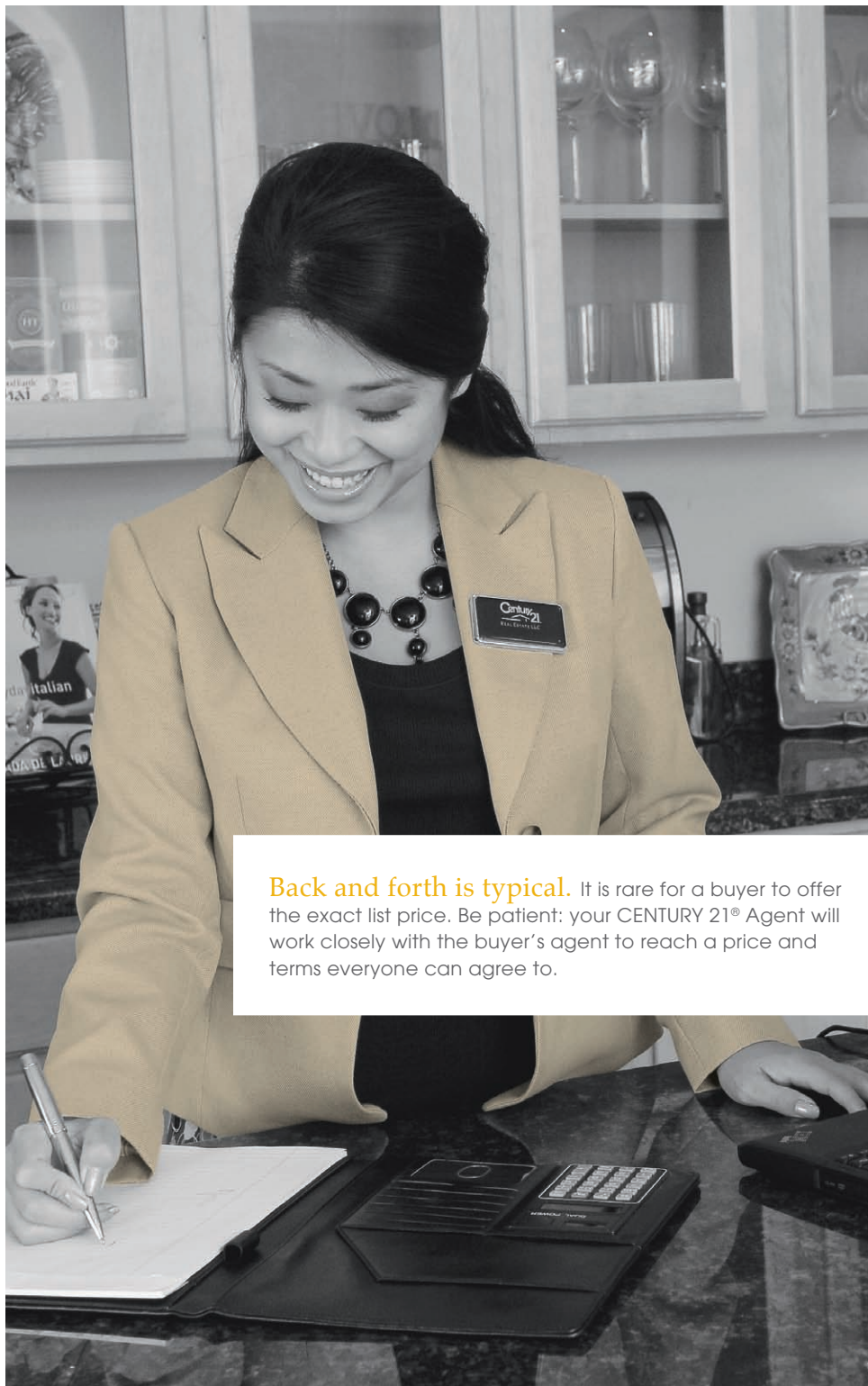
THE MOST IMPORTANT PART of staging your home is to make sure it is extremely clean, especially the kitchen and bathrooms. Next, it's time to eliminate extraneous knickknacks and furniture to make rooms and closets seem more spacious. If you have decorated your home with bold colors and patterns, you may consider toning them down to appeal to a broader base of buyers. All necessary repairs should be made, including those on the exterior of the home. Don't overlook the impact that your front and backyard will have in your efforts.

Proven tips to make homes most attractive to buyers:

1. Cleanliness
2. De-clutter
3. Neutral paint and décor
4. Curb-appeal

Another way to make a home more attractive to a buyer is with a Home Protection Plan. This insurance protects you from having to pay to repair or replace major items during the listing period. And, it protects the buyer from the same during their first year of ownership. Ask your CENTURY 21® Agent for other tips to boost your home's appeal and impress potential buyers.





Back and forth is typical. It is rare for a buyer to offer the exact list price. Be patient: your CENTURY 21® Agent will work closely with the buyer's agent to reach a price and terms everyone can agree to.



STEP 4: NEGOTIATING THE DEAL

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When a buyer is ready to make an offer, they will contact you or your agent.

ALL OFFERS SHOULD BE FORMALLY PRESENTED with a contract for purchase and sale. Usually, buyers and sellers want the same thing—to transfer ownership of the home. But the contract negotiation often involves some back and forth between parties.

Your CENTURY 21® Agent's expertise and negotiation skills are indispensable at this stage. As a seller, you can agree to accept or counter the offer. Plus, the price, stipulations and closing date are all negotiable. Once mutually-accepted terms have been reached, your agent will collect a deposit from the buyer as a financial indication of their intent to buy. Actual ownership of the home is not transferred until the closing.

SMOOTH SALE-ING

When you are ready to sell your home, CENTURY 21 Professional Champions can provide extensive marketing expertise and direction for the financial and legal assistance necessary to close the deal and get you moving.



Visit your local **CENTURY 21® Office**, log on to **century21.com**
or call **800.C21.GOLD** today.

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