

SELLING YOUR HOME



I commend you for what you are trying to accomplish, because it really is a full-time job, and I don't know how you do it alone!

We wish everyone was able to have success selling their home, but that just isn't the case for most people.

We wanted to share with you what sellers have told us over the years. Selling involves so much more than running a few local ads and putting a sign in the yard!

I wanted to give you some of my thoughts and concerns for you while you prepare for during your selling process.

Possibilities for Profit
or Potential for Peril?

A black and white photograph of a modern interior. On the left, a large potted plant with dark, glossy leaves is positioned in front of a large window. The window looks out onto a multi-story brick building. The interior space is bright, with light reflecting off the surfaces. The overall aesthetic is clean and contemporary.

01:

Safety Before Showings

When you are trying to sell a home on your own..... it is an open invitation for anyone that has access to the internet, or your yard sign to ask to come inside. Most of the time potential buyers would not be linked to a professional in the industry. Which means there is no screening, chance to truly investigate a buyer's motives. You don't really know what their intentions might be. REALTORS® take precautions to make that invitation a little harder to earn. Safety is our first priority as REALTORS®, for everyone involved. Systems for Safety must be in place to prevent harm to your family. If you'd like us to help you make a list to prepare, we will do this for you for FREE. It's just that important!

This is our #1 Priority – over any sale, any day. As REALTORS® we are trained to meet with and pre-qualify our buyers prior to bringing them to view homes. We have systems to identify who is in your home at all times. This is primarily for the safety of the agent and the sellers of the homes that are advertised for sale. When you sell a home on your own, you leave yourself and your family wide open to possible criminals that may try and deceive you. I'm not convinced that saving any amount of money is worth the risk of knowing that a criminal may target you and your home.



02:

What To Do When Contracts Go Bad

There are so many moving parts to a real estate transaction that could jeopardize the sale. If the buyer you have is not represented, then who will make sure everything goes to contract terms, and neither side gets taken advantage of. Here is a list of possible deal killers:

- Home inspection has bad results
- Buyer can't get a loan after weeks into the sale
- You can't get your repairs done in time, or cost effectively
- Buyers lender "conditions" the appraisal
- A Fight ensues over who owns the deposit
- Buyer changes their mind and you are not protected

We know sellers think they can work a transaction themselves. However, we work with sellers and buyers every day that could never accomplish their goals without professional help. It is simply a stress people can not handle without knowledge. We do feel that is Value that comes with using a REALTOR to sell your home. Experienced agents know this... there is always, always something to be learned and we want to keep it from costing you money while you need to make money. Financially significant problems occur in almost every transaction that need professional attention, knowledgeable solutions. Are you really ready to put the largest two investments you have, yourself and family and your home? If you are overwhelmed, we can help.



YOUR NEXT STEP

"First Story Real Estate Company is different."

The experiences of buyers and sellers tell our story. Our approach is on the deep human focus between real estate buyers and sellers. Our agents are forward thinkers, professional leaders and technology adept. Our culture is family, customer, and community and we feel we deliver something truly magical."

We are Real Estate Counselors... Not Just Salespersons

Commissions are not our ultimate goal.

While we do offer value worth paying for, we truly care about where you have been, where you are now, and what is next for you.

Our approach is personal, and professional. We value your business, but we treasure your trust.

Please call us if we can help in any way.

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