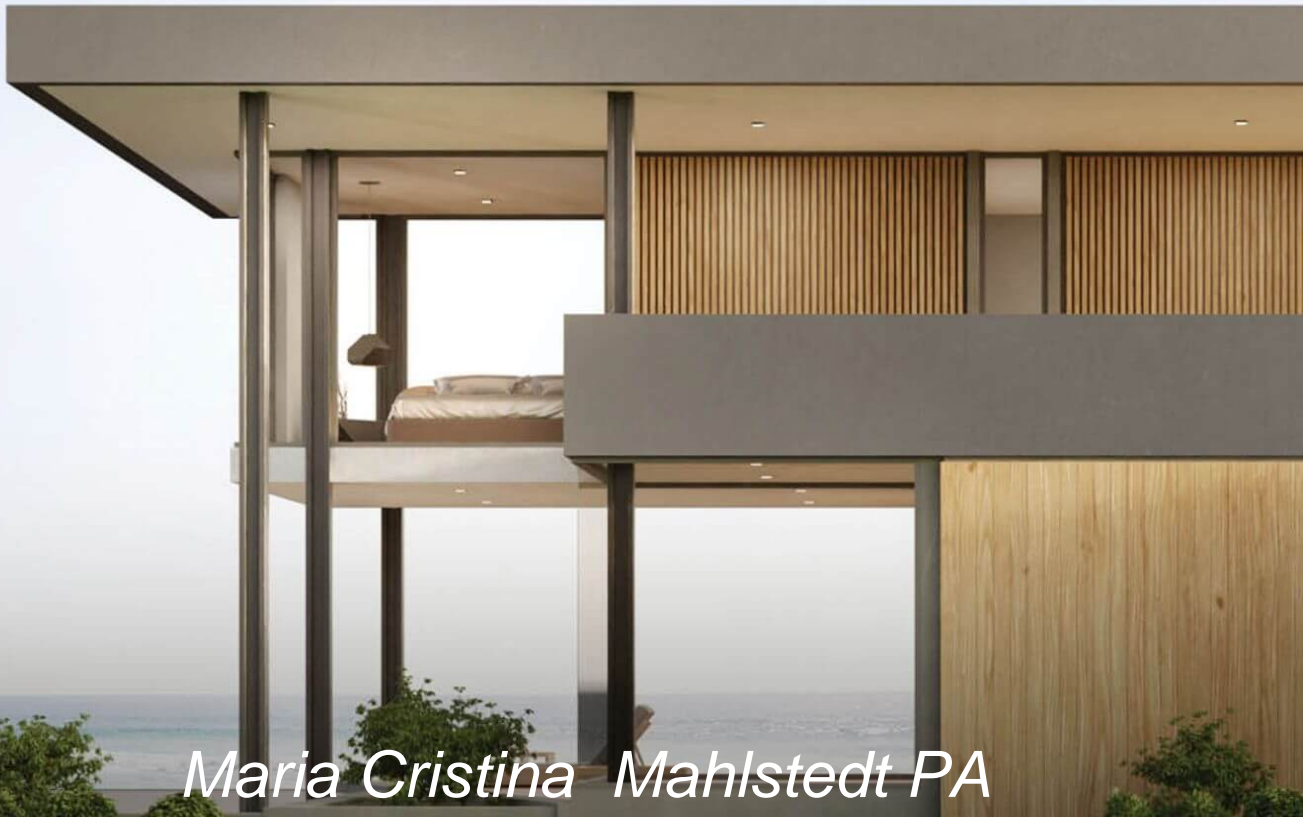


# 7 KEY TIPS

FOR SELLING REAL ESTATE



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# Content



Page

**4**

Something I would like to tell you

Page

**6**

To sell or not to sell? That is the question

Page

**8**

What is the price of my property?

Page

**10**

The role of the real estate agent

Page

**12**

Increase the value of your property

Page

**14**

Do I need to sell before  
buying?

Page

**18**

The sales process step by step

Page

**18**

Who pays the commissions  
to the real estate agent?





## Something I would like to tell you

A significant number of people at some point have wanted to sell a real estate property for various reasons, perhaps because they want to live in another area, or simply because they do not want to own the property anymore and feel that it is the right time to offer it for sale.

However, the process of selling a property is not always easy, so it is particularly important to have some knowledge and professional help at hand, which will provide an advantage over other existing offers on the market.

This practical guide provides basic tips that could help you in the process of selling a real estate property. When it comes to selling real estate, there is no such thing as too much relevant information.

## To sell or not to sell? That is the question

"I'm going to sell my house". It seems easy to say and do, but nothing could be further from the truth. Selling a property is a complex process that begins with many personal questions and conclusions.

Here are some examples:

- "I want to sell because I want to move to another place".
- "I want to sell because my family has grown".
- "My business grew and I need to sell my current office, it's too small".
- "I would like to recover the money I invested, in order to invest in another business".
- "I'm selling because it is a good time to do so, low prices, low rates".
- "I have a financial crisis and I need to liquidate the asset to pay off my debts". »



» Once you are clear about why you want to sell, you can make better decisions towards your future as an investor. You can also start to answer questions such as:

- How much money would I like to get for my property?
- What real estate agent should I hire?
- Is it necessary to repair the property in order to sell it faster?
- Does the property need to be empty or can I leave my stuff in?



## What is the price of my property?

Determining the sale price of the property is crucial to starting the sale process and this is where the help of a qualified REALTOR® is essential.

In the selection of the sale price, you have to take into account variables such as:

- Physical state of the property.
- Year of construction.
- Square foot value of the area.
- Offers of similar properties in the area.

Defining the market price of your property is a challenge and is usually a process that evolves over time. It is the attention you may attract when publishing the property that will give you a clue as to whether the price was well calculated or not. It is a good idea to look for a Real Estate Agent for this stage, as their input and advice will be an important factor for the success and speed of the sale process.



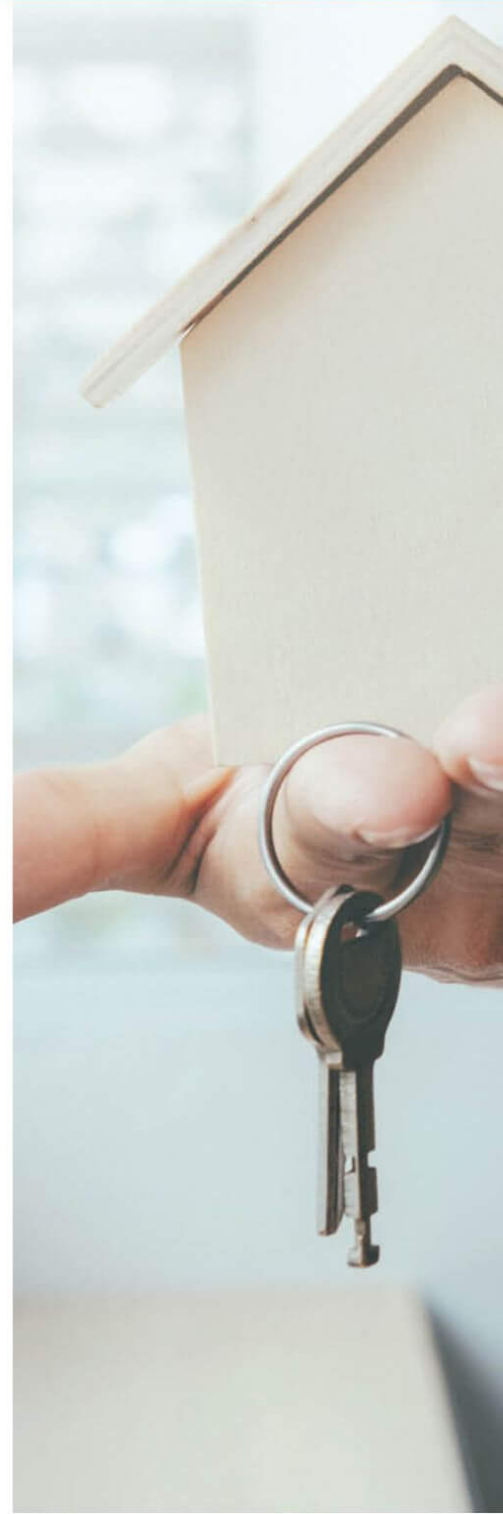




## The role of the real estate agent

A Real Estate Agent, besides supporting you in the purchase or sale of a real estate property, can also help you and offer you a large number of benefits such as:

- **Market knowledge:** A Real Estate Agent knows the market, knows what to do at all times to accelerate the sales process. He or she is a specialized professional.
- **Advertising your property:** They know the best ways to promote your property.
- **MLS (Multiple Listing Services):** Every Real Estate or Realtor has access to a property listing system called Multiple Listing Services or MLS. This system provides communication between the Realtors, which facilitates that the offer of the property you wish to promote reaches multiple Agents.
- **More security and time to serve customers:** The Realtors can reach customers long before you'll be able to do so, which results in increased safety for you. »





- » • **Legal issues:** The knowledge that ensures the license of a Real Estate Agent helps avoid basic problems that may arise in the process of buying or selling a real estate property.
- **Negotiation:** An experienced Real Estate Agent can negotiate much better the sale of a property to your benefit.
- **Speculators and scammers:** You have decided to sell your property by yourself and put up a sign that says, “Sold by the owner.” Many people will come to you with incredible stories and will strive to take advantage of your inexperience. A Real Estate Agent is trained to deal with this type of modus operandi.

## Increase the value of your property

The condition of your property plays a very important role in your visual assessment. The property must be renovated in order to impress potential buyers. The opinion of a third party must always be welcome, your opinion as the owner is not impartial and it is customary to see as normal situations that must be changed and thus increase the value of the property. Below we present a checklist that will help you increase the visual value of a property:

- Clean the property thoroughly.
- If you have carpeting, hire a cleaning service or install a new one.
- The emptier the property, the better.
- The walls should be clean and well painted. Light colors are more favorable to the spaces, because they allow to appreciate the property's true size. On the contrary, dark colors diminish the visual appreciation of the building.
- If it is a house, it is recommended to keep the parking or garage available for the visitor to park.

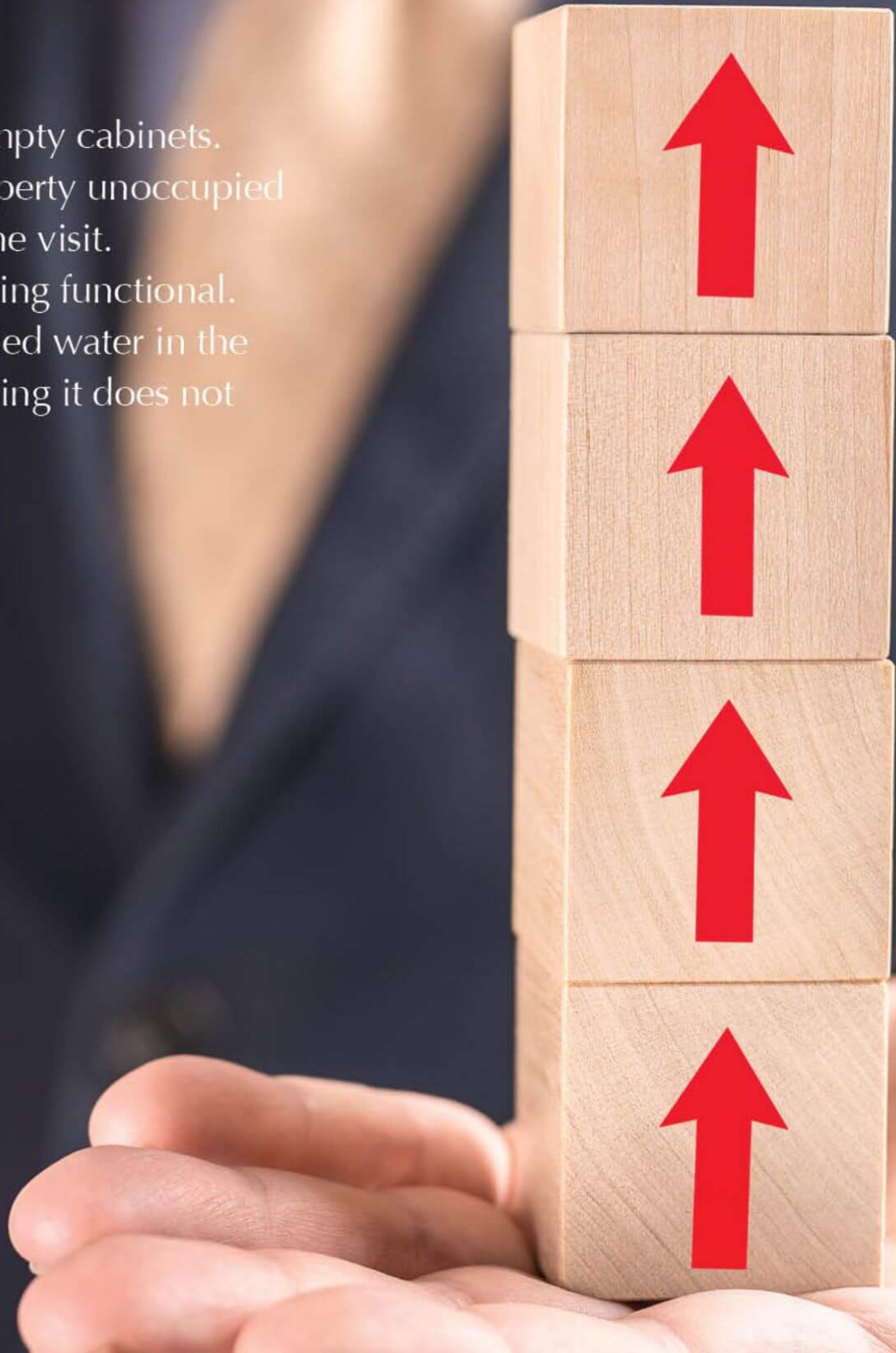
The potential buyer should be made to feel at home.

- Eliminate odors. Eliminating the smell of cigarette, pets or incense increases the value of a property and the opposite depreciates it. It is important to know that if you smoke and have pets, your sense of smell will be used to the smell and will not detect it. Allow a third party to evaluate if your house smells good and proceed »



• accordingly.

- Clean and empty cabinets.
- Keep the property unoccupied at the time of the visit.
- Keep all lighting functional.
- Keeping bottled water in the fridge and offering it does not hurt.



## Do I need to sell before buying?

The Real Estate Agent will ask you questions at the time of your hiring, such as:

- Do you want to buy another property with the money you get from this one?
- In case you are currently inhabiting the property, how long after the sale do you need to vacate it?

It is important to be completely honest with the Real Estate Agent because the good outcome of the transaction depends on this. If you do not have the money from the sale to buy another property, ask your Real Estate Agent to help you add a contingency in the offer and make it clear in the contract that the acquisition of the property will depend on the sale of your current property.







# The sales process step by step

Brief and simplified explanation of the process of selling a property:

## Step 1

### **The Offer**

When the buyer has decided to buy your property, delivery of the Offer will occur. This is the legal mechanism used for the buyer to inform the seller that he or she is interested in buying the property and the price they are willing to pay.

The Real Estate Agent of the buyer is the person in charge of guiding the buyer in the creation of this document. This offer must include the approval letter for the mortgage if applicable. If the purchase is to be made in cash, it must include a bank statement corresponding to the funds to be used by the buyer. »





## » Step 2

# Acceptance of the Offer

If the offer is agreeable to you, instructions will be given to a “Title House” to create all pertinent documentation regarding the transfer of the property. This is done by specialized lawyers. For this, the buyer must make a reservation of the property they wish to buy by paying a percentage of the amount, which usually ranges between 5% and 10% of the final amount of the offer. This money is placed in a security deposit (Escrow Money Deposit). If it is a building in the pre-construction stage, the procedure could vary.



» Step 3

## The Closing

Once the lawyers have thoroughly studied the title of the property, a date will be set for the signing of the sale contract. At the time of signing, the payment for the remaining amount will be delivered and the transfer of the title will be made to the new buyer.







## Who pays the commissions to the real estate agent?

A Real Estate Agent or REALTOR® is an advisor that specializes in the buying and selling residential and commercial property. He or she is a member of the National Association of REALTOR®, a professional association with more than one million members in the United States and more than 39,000 in the state of Florida.

The advice of a Real Estate Agent when buying a property is essential, because they know the financial, tax and legal environment of Real Estate. An experienced Agent will respond to questions from customers, in addition to having the knowledge, contacts and resources needed for the sales transaction to be successful.

In a purchase or sale of a property, there »





» are generally two Real Estate Agents involved, one who represents the seller and another who represents the buyer

Usually the person selling the property is responsible for paying a commission that is usually between 3% and 6% of the sale price, which means that the buyer does NOT have to pay the commission and should not worry about this. Payment of the commission of the REALTOR® is included in the work of the “House of Titles”.

When you buy a property from a Real Estate Agent, this has no cost. The only one who pays the commission is the party who sells the property.

The best time to start is now.

Definitely, having a good real estate agent can make a difference when buying or selling a property in the United States. Timely advice and experience will help make the process agile, simple, and with the least possible risks.

Having a real estate agent that ensures a good transaction and offers you great opportunities is an invaluable asset in investment times. Selling real estate in the United States with the right advice is strategic.

I hope that reading this brochure has been helpful. I invite you to visit my website to obtain more information about my services.