

THE SELLING PROCESS



Ginn & Shirley
Real Estate Group



san diego, ca

As your Real Estate Consultant, we define your success by uncovering and understanding your needs so that we may respond to them promptly, professionally and with integrity. It is our pledge to provide you with sound real estate advice, helping you to make the most informed, intelligent decision possible!

By being your consultant, our relationship is built on trust. Value and service will be provided before, during, and after the transaction, so that your changing needs are always addressed and satisfied.

It is not only our business philosophy, but also our higher goal to provide you with exemplary personalized service beyond your expectations. Our practice is to listen, hear and truly understand your needs; a quality of business conduct that often seems to have been forgotten in today's fast-paced, highly automated society.

We look forward to providing this unusually high level of service and commitment, giving you a new definition of results in the real estate industry. After all, it's YOUR satisfaction that defines our success.

The Keller Williams Story

KELLER WILLIAMS REALTY...

is one of the fastest growing real estate companies in the United States and was created in 1983 in Austin, Texas as a traditional real estate brokerage by its co-founders and co-owners, Gary W. Keller and Joe F. Williams.

- The six locations currently serving the San Diego area are: Downtown San Diego, East County La Mesa, East County El Cajon, North County Escondido, North County Inland, Ramona and Carlsbad.
- Because we have grown with our communities, our real estate professionals have intimate knowledge of each community's character, mood, and growth potential. Due to the fact that the majority of our associates live in the communities they serve, they can readily meet the unique challenges and problems families encounter in selecting their new homes. Drawing on their extensive knowledge of schools, recreational facilities, shopping requirements and transportation, our associates are able to better satisfy the special family housing needs of their clients.

VALUES: At Keller Williams, we fondly refer to our values and belief system as:

"WI4C2T'S"

Win – Win – Or no deal.

Integrity – Do the right thing.

Commitment – In all things.

Communication – Seek first to understand.

Creativity – Ideals before results.

Customers – Always come first.

Teamwork – Together everyone achieves more.

Trust – Begins with honesty.

Success – Results through people

KELLER WILLIAMS REALTY consists of highly trained professionals... and it is because of these dedicated professionals you can feel confident that all of your real estate needs will be handled in a most trustworthy, efficient and consultative manner.

Benefits

Listing property with [The Ginn & Shirley Real Estate Group](#) means receiving the following benefits:

Experience... Integrity... Skill... Effectiveness... Advanced Techniques and Aids... Intimate Knowledge of the Marketplace... Financial Counsel and Assistance.

So, there is something special about selecting [Michael Ginn and Cleve Shirley](#) as your Real Estate Consultants. In addition, you should know about the many beneficial services you will also receive from the company who stands behind our name.

Keller Williams Realty has.....

- **REPUTATION...** We have one of the best business reputations in the United States & Canada.
- **PROFESSIONALISM...** Our associates are all highly professional and well-trained by in-house business consultants.
- **EXPERIENCE...** Our personalized service and record of excellence over the years have established a reputation of trust and fairness, which many of our clients have come to depend upon again and again.
- **LOCATIONS...** Our sales offices are situated in Houston, so you can be assured that your Keller Williams representative knows your neighborhood and the people in it. With over 800 professionals in the Houston area, we have loyal buyers in each area who are ready, willing and able to purchase a home, which may very well be yours. When your home is listed with us, you come first, because we selfishly show our buyers our own offerings first.

- **COMPUTERIZED MULTIPLE LISTING SERVICE...** This is to give the seller the widest exposure via computer-terminal technology. In addition to our associates, your property will be exposed to over 14,000 participating members. The use of the Multiple List Service is optional.
- **MARKET ANALYSIS...** We will determine the realistic value of your home in two ways:
 1. An opinion by our qualified and knowledgeable associate who lists, shows and sells property in your neighborhood, and
 2. A written summary and analysis of recent homes sold, homes presently on the market and those for some reason rejected by the market during the listing period.
- **ADVERTISING...** We are very competitive in marketing your house to not only our industry, but also the readership in an area that is searching for a new purchase.
- **CORPORATE RELOCATION...** This area brings together the many buyers across the country that are interested in purchasing in the San Diego area.

Key Market Factors

How long does it take to sell a home?

There is no easy answer – some homes sell in a few days, others may take several months.

Recognizing the key factors influencing a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION...

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

COMPETITION...

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

CONDITION...

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

TERMS...

- The more flexible the financing, the broader the market, the quicker the sale, and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

PRICE...

- If the property is not properly priced, a sale may be delayed or even prevented.
- The Ginn & Shirley Real Estate Group's comprehensive market study will assist you in determining the best possible price.

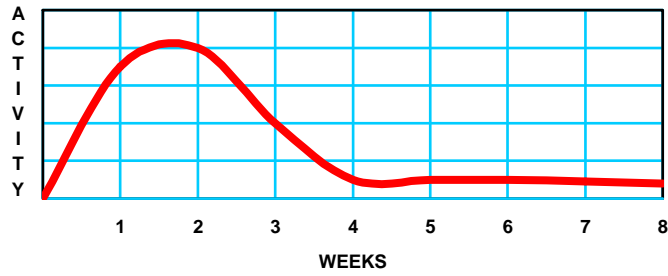
Which Improvements Add Value To Your Home?

What follows are “best estimates” for the most typically consistent remodeling projects I have seen across the country. Unless otherwise noted, the maximum time between remodeling and re-sale must be five years; otherwise the “value-added” figures are void.

PROJECT	COST		VALUE ADDED	COMMENTS
Kitchen	Low: High:	\$15,000 \$20,000-up	80 to 110%	Cost includes new cabinets and countertops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: High:	\$7,500 \$10,000	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Room Addition	Low: High:	\$30,000 \$40,000	50 to 110%	Depends on type of room; a family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
Converting an attic, basement or garage to living space	Low: High:	\$10,000 \$15,000-up	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a game room or exercise area).
Adding a deck	Low: High:	\$5,000 \$10,000-up	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
Re-painted exterior	Low: High:	\$1,200 \$1,500-up	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the “best profit” to selling an older home.
In-ground swimming pool	Low:	\$20,000	0 to 25%	Cost assumes an average-size pool (16' x 32') in a rectangular shape; value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).

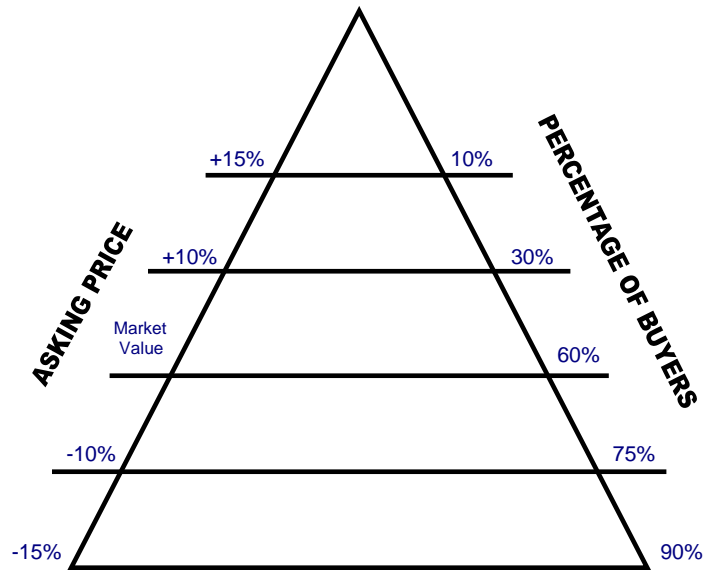
Source: Home Remodeling Magazine

Selling Price vs. Timing



Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance of a sale when it is new on the market.

The Importance of Intelligent Pricing



As the triangle graph above illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.

Buyers Always Determine Value!

The value of your property is determined by what a **BUYER** is willing to pay in today's market based on comparing your property to others **SOLD** in your area.

COMMON PRICING ERRORS



Preparing Your Home For Sale



A few great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember that you'll never get another chance to make a first impression. And first impressions are what counts! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

Drive-up Appeal

- Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.

Absolute Basics

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially those caused by dogs and cats; soiled diapers and/or cigarettes.
- Wash all the windows in the home, inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned. Bare floors should also be waxed or polished.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright & cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.
- Make sure rooms are not overcrowded with furniture. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered and keep floors gleaming.

- Bath tubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucet or traps.
- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.
- The pool needs to be sparkling and free of leaves.

For those willing to go the extra mile...

- There are some things you can do that will really add flair to your home. If your house is the least bit dated, changing out wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.

Showing your home...

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Keep good scents in the house, such as potpourri or simmering pots or candles.
- Make sure all the lights are on and window treatments are open.
- Turn off the television.
- Keep pets out of the way – preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house.

Now that your home is "ON THE MARKET" ...

Our Duties

Ginn & Shirley Real Estate Group	YOU
<input type="checkbox"/> Install signs and submit to MLS.	<input type="checkbox"/> Complete all repairs and cleaning.
<input type="checkbox"/> Place home in arch-telecom	<input type="checkbox"/> "Stage" your home to be appealing.
<input type="checkbox"/> Prepare marketing information and advertising.	<input type="checkbox"/> Keep home ready for showing.
<input type="checkbox"/> Place marketing data in home for prospective buyers.	<input type="checkbox"/> Hide valuables (also prescriptions).
<input type="checkbox"/> Distribute marketing information.	<input type="checkbox"/> Keep marketing information out for buyers.
<input type="checkbox"/> Attempt to give 1-hour notice to show.	<input type="checkbox"/> Call me if information is depleted.
<input type="checkbox"/> Review market continuously.	<input type="checkbox"/> Leave premises for showings.
<input type="checkbox"/> Follow up with other agents who show home.	<input type="checkbox"/> Call me with any questions.
<input type="checkbox"/> Communicate with you regularly.	<input type="checkbox"/> Market your home to friends and acquaintances.
<input type="checkbox"/> Advice of possible solutions if home has not sold.	<input type="checkbox"/> Keep me advised where to reach you or give permission to show if you are unavailable.
<input type="checkbox"/> Negotiate best contract for your needs.	<input type="checkbox"/> Refuse to discuss terms with buyers or their agents without me present.

Home Warranties Can Aid Buyer and Seller

Many home purchasers erroneously assume that the Seller is always somehow liable when there is a defect or failure found in the home's cooling, heating, plumbing, electrical and/or appliances after the Buyer moves in. Unless otherwise provided for in the contract however, risk of loss often falls on the Buyer. Even where the contract provides that heating, plumbing, pool & equipment, electrical, etc. be "operative" on or until date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded, and when they are to be made.

Home warranty plans go a long way to alleviate these risks and concerns. For a modest price (currently basic coverage is \$299 to \$385, slightly more for optional coverage), Seller can provide to Buyer a one year warranty covering, specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing (although some can be made to commence during the listing period as well). In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).

Presentation of Offers

When an offer is generated on your home I will do the following:

1. Present the offer to you personally.
2. Have the cooperating Broker share Buyer Qualifications.
3. Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.
4. Discuss all offers with you in private, after listening to the other agent.

Give you as much input as I possibly can regarding:

1. Current market and finance activity.
2. Other sales to date.
3. Competition.
4. Broker comments.

Checklist for Presentation of Offers

We use this checklist to protect you when offers are presented on your property:

1. Terms clear and complete.
2. Loan Information
 - A. Is the anticipated loan realistic?
 - B. Is there an interest rate – not to exceed _____%?
 - C. Is the Buyer to go back through existing lender?
 - D. Number of days to qualify for and obtain the new loan. _____
 - E. Loan contingency to be removed in writing.
3. Seller to carry first loan:
 - A. Insurance coverage, naming beneficiary as insured on fire policy.
 - B. Financial statement and credit report from the Buyer.
 - C. Down payment sufficient to create secure Loan-to-Value Ratio?
 - D. Interest Rate _____.
 - E. Term – all due and payable in _ years.
 - F. Payable \$_____ monthly.
 - G. Acceleration clause – due on sale clause.
 - H. Provision for escrow account for taxes and insurance.
4. Seller to carry second loan:
 - A. All of number 4, above, plus;
 - B. Request for notice of default on First Trust Deed.
5. Date of Closing.

6. Date of occupancy – provision made for rental, if possession not upon date of closing.
7. Any variation in payment of normal closing costs for Buyer and seller.
8. Personal property included and/or excluded.
9. INSPECTIONS
 - A. Who pays for them?
 - B. Time limit.
10. What repairs, if any, are to be made; by whom and with what dollar limitation, if any?
11. Owner's Disclosure of any deficiency within or affecting the property or structure, which might adversely affect the value, use or enjoyment of the property or structure by Buyer.
12. Signatures by all Buyers named in contract.
13. Homeowner assessments – paid by Seller or assumed by Buyer.
14. Sale of Buyer's Home.
 - A. Number of days to sell – does it correspond with the closing date – if so change it so that if Buyers don't sell, Sellers can put the home back on the market.
 - B. Contingency release clause – 72 hour release clause.
15. Broker acting as principal – disclosure.
16. Multiple Counter offers.
17. Understanding by Buyer and Seller of costs to be incurred, payments to be made and estimated net revenue to be realized from this transaction.

Negotiating the Sale

When purchase contracts are negotiated, you will be kept informed every step of the way.

During the selling process, I will:

- Establish and explain guidelines prior to presentation.
- Present all offers to you... as quickly as possible.
- Review the contract with you.
- Keep you up-to-date on current market activity, which may affect the strength of the offer.
- Ensure that all parties in all transactions are treated fairly and with honest consideration.
- Make certain there is compliance with disclosure laws and ordinances.

Processing the Sale

A Real Estate Consultant has more responsibilities than listing and showing! You should be aware of what The Ginn & Shirley Real Estate Group does after the contract is signed:

1. Open Title.
2. Deliver Earnest Money Contract and check to the Title Company.
3. Obtain receipt for earnest money check from the Title Company.
4. Order all necessary inspections.
5. Examine the Title Commitment for clouds and make sure problems are disclosed early so closing is not delayed.
6. Insure that you receive copies of all documentation pertinent to the transaction.
7. Note all contingencies and attempt to remove them within the time limit provided or get an extension of time, if needed.
8. Keep you abreast of buyer's loan application and the progress of the appraisal on your home.
9. Be present during inspections and keep you informed of their findings:
 - A. Roof
 - B. Pest Control
 - C. Pool
 - D. Building
 - E. Plumbing & Heating
 - F. Arrange any required termite treatment and obtain certificate.

10. Coordinate execution of any required repairs.
11. Verify survey has been ordered and completed.
12. Provide Title Company with any charges for HUD1.
13. Have closing papers drawn before closing so that if any problems arise, we can solve them.
14. Coordinate the closing and move-in dates so that they are as convenient to both parties as possible.

Check-List for Moving

Before you leave...

GIVE ADDRESS CHANGE TO:	<input type="checkbox"/> Post Office
	<input type="checkbox"/> Charge Accounts, Credit Cards
	<input type="checkbox"/> Subscriptions: Notice requires several weeks.
	<input type="checkbox"/> Friends and Relatives
BANK	<input type="checkbox"/> Transfer funds; arrange check cashing in new city.
INSURANCE	<input type="checkbox"/> Notify company of new location for coverage's; Life, Health, Fire and Automobile insurance.
UTILITY COMPANIES	<input type="checkbox"/> Gas, Light, Water, Telephone, Fuel
	<input type="checkbox"/> Get refunds on any deposits made.
MEDICAL, DENTAL, PRESCRIPTION HISTORIES	<input type="checkbox"/> Ask Doctor and dentist for referrals. <input type="checkbox"/> Transfer needed prescriptions, eyeglasses, X-rays. <input type="checkbox"/> Obtain birth records, medical records, etc.
DON'T FORGET TO:	<input type="checkbox"/> Empty freezer
	<input type="checkbox"/> Defrost freezer and clean refrigerator. Place charcoal to dispel odors. <input type="checkbox"/> Have appliances serviced for moving. <input type="checkbox"/> Clean rugs or clothing before moving (have them wrapped for moving). <input type="checkbox"/> Check with your Moving Counselor: <input type="checkbox"/> Insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.

Check-List for Moving (continued)

ON MOVING DAY:	<ul style="list-style-type: none"><input type="checkbox"/> Carry enough cash or traveler's checks to cover cost of moving services and expenses until you make banking connections in the new city.<input type="checkbox"/> Carry jewelry and documents yourself, or use registered mail.
AT YOUR NEW ADDRESS:	<ul style="list-style-type: none"><input type="checkbox"/> Plan for transporting pets; they are poor traveling companions if unhappy.
	<ul style="list-style-type: none"><input type="checkbox"/> Double check closets, drawers and shelves to be sure they are empty.
	<ul style="list-style-type: none"><input type="checkbox"/> Leave all old keys needed by new tenant or owner with Realtor™ or neighbor.
	<ul style="list-style-type: none"><input type="checkbox"/> Check on service of telephone, gas, electricity and water.
	<ul style="list-style-type: none"><input type="checkbox"/> Check pilot light on stove, water heater, incinerator and furnace.
	<ul style="list-style-type: none"><input type="checkbox"/> Have new address recorded on driver's license/apply for state driver's license.
	<ul style="list-style-type: none"><input type="checkbox"/> Register car within five days after arrival in state or a penalty may have to be paid when getting new license plates.
	<ul style="list-style-type: none"><input type="checkbox"/> Register children in school.
	<ul style="list-style-type: none"><input type="checkbox"/> Arrange for medical services: Doctor, Dentist, etc.

Ginn & Shirley Real Estate Group

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