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KELLERWILLIAMS®
REALTY

Hiring the Right Agent in a Seller's Market



Challenges for the Buyer

The primary challenge for house hunters is the current low inventory levels. Low inventory can drive up the price of the homes available when buyers are having to compete for the same dream home. This environment is considered a “Seller’s Market”.

In an area considered a Seller’s Market, buyers will more than likely encounter bidding wars for the same property. The competition can be fierce. It doesn’t mean that you can’t be successful, quite the contrary. Putting together the most attractive offer package means more than just over bidding. This is where the most skilled and well-trained Keller Williams Realtor can make the difference between getting your dream home, or not.



Why Use a Real Estate Agent to Buy?

1. They have a ton of training! Buying a home requires lots of forms, reports, documents, disclosures, and other technical stuff. Agents can help you prepare an offer, advise you with contingencies, avoid costly mistakes, and delays in the process.
2. Real Estate Agents have even more search power than you do when it comes to finding listings that fit your criteria.
3. They know how to negotiate. It’s their job to help you be successful in this market. Knowing what to negotiate and what favors not to ask is part of their skill set.
4. They are connected to everyone in the industry. Agents make it their job to know everyone that can possibly help in the process of buying. Mortgage brokers, real estate attorneys, home inspectors, stagers, and more, are in their network.

Whether you are buying from a friend or relative, you should have someone that has your back representing your interests. Buying a home is one of the largest purchases you will ever make.

Challenges for the Seller



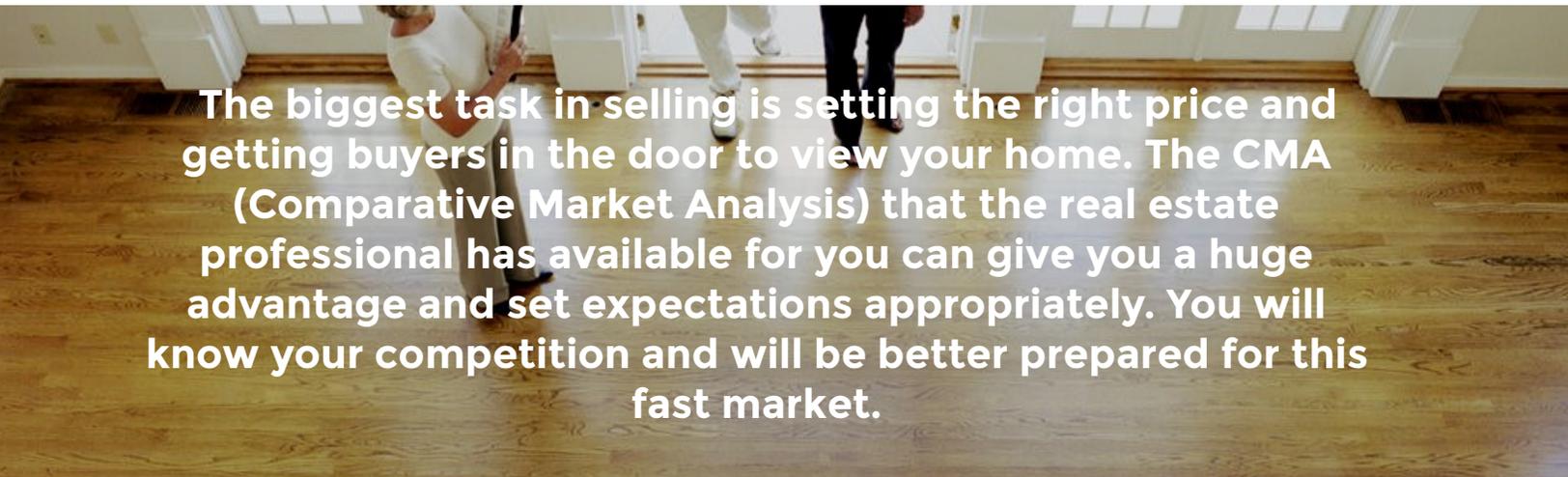
When the market is favoring the Seller, it may seem like a slam-dunk to sell a home. But there are so many ways things can go wrong for a seller who tries to represent themselves in selling a home. The legal aspects of the contract alone are getting harder to navigate and seller's need a professional that can write a solid contract, protecting their interests. In this fast market, of an average of 15 days on the market, using an Agent is more likely to get a fair market value for your home, assist with qualified buyers, and make sure your investment is represented properly and sold.

Real Estate Agent vs FSBO

There are many great reasons nearly 90% of sellers in the State of California, use a listing Agent. Selling a home is time consuming, out of pocket expenses for marketing, having knowledge of neighborhood trends, and excellent negotiating skills.



2017 Housing Market Survey
 SOURCE: CALIFORNIA ASSOCIATION OF REALTORS



The biggest task in selling is setting the right price and getting buyers in the door to view your home. The CMA (Comparative Market Analysis) that the real estate professional has available for you can give you a huge advantage and set expectations appropriately. You will know your competition and will be better prepared for this fast market.

Good Agents know how to market your home and will do so out of their own pocket for you. Aggressive marketing usually means they will recommend how to stage your home to make it present well, write the property description correctly, have professional-quality photographs taken, and show the house to qualified buyers.

Top reasons a buyer's decision is impacted by a staged home:



of REALTORS® representing buyers say home staging impacts most buyers' final decision.



Easier to visualize the property as a future home



More willing to walk through a home viewed online



Will positively impact home value of home if decorated to buyer's tastes



Overlook other property faults



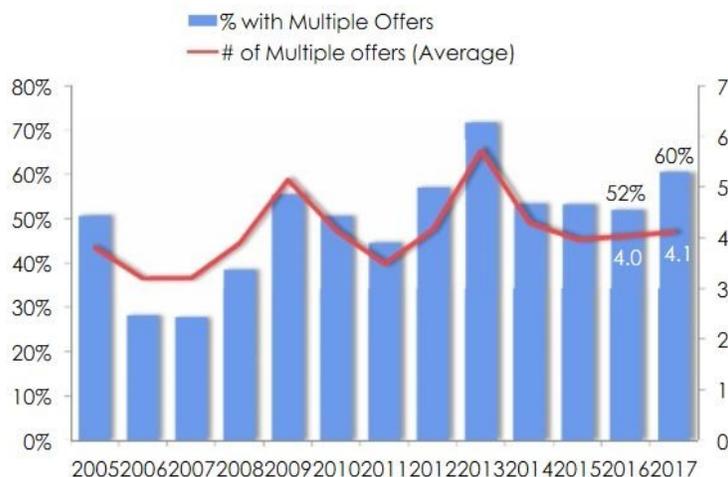
Will negatively impact home value if decorated against buyer's tastes



More suspect of home features

2015 Article The Impact of Home Staging
 SOURCE: CALIFORNIA ASSOCIATION OF REALTORS

In today's market, where inventory is low, employing a Real Estate Professional to navigate the process of selling is critical. According to the California Association of Realtors, one third of the homes sold were above asking price and 60% had multiple offers submitted. Understanding the offers can be daunting. You need a professional to interpret the details beyond just the price. Once you've received offers, the Agent will empower their awesome negotiation skills in the counter-offers, track the paperwork, maintain the timeline, and walk you through the most nerve-racking part of the process.



2017 Housing Market Survey
 SOURCE: CALIFORNIA ASSOCIATION OF REALTORS

Named the #1 Training Organization in the world by Training Magazine in 2015, we're (KW) often described as a training and coaching company cleverly disguised as a real estate franchise.

Hiring the Right Agent for You

Buying and selling a home is not only exciting but a bit stressful at times, tricky and complex. It is one of the biggest investments most people will make in their lifetime, therefore having the right agent representing you is imperative. You need to decide what you are looking for in an agent.

1. Knowledge of the area and neighborhoods?
2. The amount of training and knowledge in the real estate industry?
3. What agency do they work for, and what is the advantage?
4. Flexible and available whenever you want to view a home?
5. What is their training as a negotiator?



And finally... Why Should I Choose You?

Finding the right Real Estate Agent can make the difference between getting into that home you fell in love with or losing out to another offer. It can also make the difference in getting a fair market price for your home.

A good agent won't hesitate to answer this question and will be ready to fire off why she is best suited for the job. Everyone has their own standards, but most consumers say they are looking for agents who say they are:

- ✓ Honest and trustworthy
- ✓ Assertive
- ✓ Excellent negotiators
- ✓ Available by phone or e-mail
- ✓ Good communicators
- ✓ Friendly
- ✓ Analytical
- ✓ Able to maintain a good sense of humor under trying circumstances

Hiring the Right Agent for You

As a consumer, you need to interview potential real estate agents before you make a decision on who you are going to hire to sell your home. Recommendations from family, friends, neighbors or coworkers are great referrals to have.

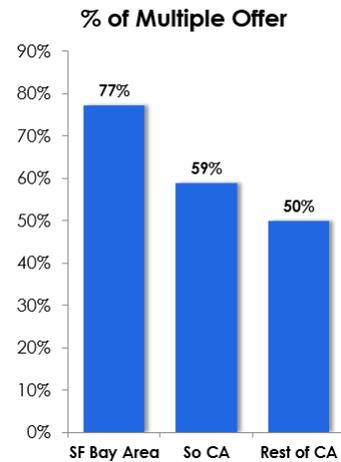
1. What agency do you work for, and what advantage does your agency provide you that will help sell my home?
2. What is your best marketing plan to sell my home?
3. Where do you advertise?
4. What kind of photography do you use?
5. Do you market online?
6. What is the term of the Listing Agreement and what happens if I want to get out of it?
7. How much do you charge to sell my home?
8. Why are you the right Agent to sell my home?

What Else Should I Ask You That I Need to Know?



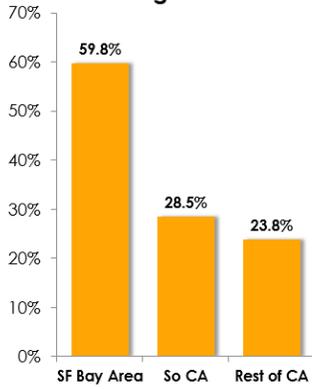
This is the most important question to ask. How the agent answers this question can help you get a sense of whether or not you can build a trusting relationship with this person. Do they take their time and make sure you understand everything or are they annoyed and anxious. It's important to feel comfortable and secure with their knowledge and skills. A good agent knows how to listen, how to advise you, and how to ask the right questions to find out what they need to know to better serve you.

Almost 8 out of 10 Homes had Multiple Offers



2017 Housing Survey
 Source: California Association of Realtors

% of Sales Above Asking Price

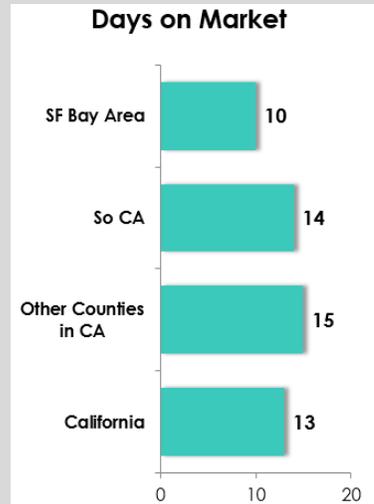


2017 Housing Survey
 Source: California Association of Realtors

Almost 6 out of 10 Homes Sold Above Asking Price



Average Number of Days on Market was 10



2017 Housing Survey
 Source: California Association of Realtors



In our experience, a home isn't a dream home because of its room dimensions. It's about how you feel when you walk through the front door—the way you can instantly envision your life unfolding there.

This is about more than real estate. It's about your life and your dreams. It's important that the agent you choose to guide you through this journey is your trusted expert and advocate.

What's different about a Keller Williams agent?

Knowledge: Keller Williams agents stay ahead of trends, tools and topics in the real estate industry through their access to Keller Williams University. The comprehensive industry-leading training curriculum prepares our agents to serve you at the highest level.

Teamwork: Unlike other real estate companies, Keller Williams Realty was designed to reward agents for working together. At our core, we believe that we are all more successful if we strive towards a common goal, rather than our individual interests. And, that goal is to serve you, our client, at the highest level possible.

Reliability: Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting your needs first. Our agents realize that their success is ultimately determined by the legacy we leave with each client we serve.

Speed: Leading-edge technology solutions accelerate our associates' efficiency and productivity.

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