

Selling Your Home



Lakeshore Realty Group provides real estate services throughout the Buffalo Metro area and is a member of the Buffalo-Niagara Board of REALTORS. Since 1962, we have been associated with real estate brokerage and investment activities. Over the past 40 plus years, the firm has brokered sales in the surrounding counties to include Erie, Niagara, Cattaraugus, Chautauqua, and Schuyler counties. Our clients have included homeowners, investors, banks, farms, municipalities, insurance companies, corporations, utilities, and other concerns.

Lakeshore Realty Group is interested in representing you in the purchase or sale of real estate. Each agent works independently and has the flexibility to tailor a transaction to meet your needs. The agent develops a marketing strategy or property search that will produce your desired outcome. With this action plan and an emphasis on personal service, you can plan on an experience that you would expect when dealing with major financial assets.

Selling Your Home with Lakeshore Realty Group

- **Determining Your Goals and Priorities**

Sell your home on your terms. Prior to the beginning of the home sale process, we will establish what is most important to you. Is it time, money or terms? What will you need to accomplish to make the move?

- **Determining Your Time Frame**

How much time will it take to sell your home? How much time do you need to make your move. Researching your area and determining the average time on the market is important in setting the price.

- **Determining Your Asking Price**

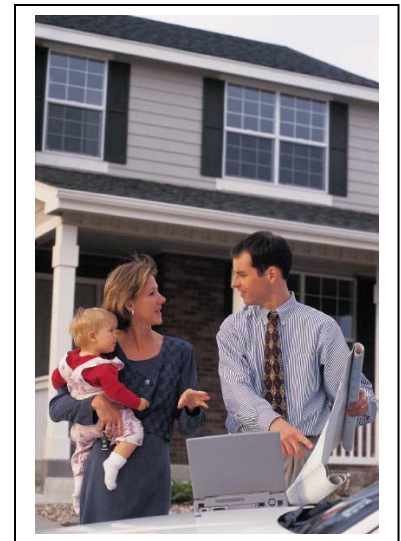
We'll gather information about homes that have sold, homes that are for sale and homes that failed to sell and present that in a comparative market analysis (CMA). We'll look at how they compare to yours and adjust for the differences. We'll discuss the difference between price, value, and market value and properly price your home.

- **Completing the Listing Checklist**

Prior to presenting your property for sale, we will review with you our listing readiness checklist that includes all the necessary steps and documents to being ready for the first showing.

- **Developing an Idea of the Ideal Buyer**

Our efforts will be targeted for exposure to the most appropriate buyers. Using a variety of sources that will attract the targeted buyers attention. Feature sheets and ads that create interest will be prepared.



In 1984 David Matson began his real estate career in a family business. Since that time David has closed hundreds of transactions comprising all types of real estate. David is a member of both the National and New York State Association of REALTORS. Continuing education is an important component in keeping up with today's fast paced marketplace. David has achieved certification and earned designations with the Certified Commercial Investment Institute (CCIM) and the Real Estate Brokerage Council (CRB). David graduated from the University of Denver and majored in Real Estate – Construction Management.

Making the Sale

- **Gathering all the Pertinent Information**

In the sales process, we develop a feature sheet with photos, information about the home, the area, schools, and details on upgrades, room sizes, the home site, taxes and more.

- **Properly Staging your Home for Showings**

Attention to detail, maintenance items and condition are all key factors to first impressions. Neutralizing your home and making sure the exterior maintenance says, "Welcome" is important. Turn on all the lights and be sure all switches are operational. We'll gather all warranties and have a list of upgrades and improvements as well as the age of major mechanicals.

- **Answering Inquires**

Buyers shop at all different times. We accommodate their inquires, answering calls at all times, and expediting the distribution of information via email, the web, and mail.

- **Qualifying the Buyers Interest and Ability**

We work with every prospect to determine their interest and financial capabilities. Assisting in financing and qualifying the buyer's interest is key in beginning the buying stage.

- **Scheduling Appointments for Showings**

Buyers will want to inspect your property at a moments notice. We will minimize disruptions and facilitate showings. Properly qualifying prospects limits unnecessary showings.

- **Showing the Home's Benefits**

We will show the things you have enjoyed about the home. Observing the prospect's buying signs is important in identifying their areas of interest as well as watching for prompts and queues to elaborate on selling features. Handing out feature sheets after they have toured the home helps keep their attention on the features and not the statistics and neighborhood information. Finally being prepared to answer all questions creates confidence.

- **Selling Value**

Using our property appraisal valuation, we will demonstrate to prospects why your property is worth your asking price and we will give them confidence in their decision to buy.

Negotiating the Sale

Getting prepared to negotiate. Buyers are looking to get the most value possible from their investment. When reviewing purchase offers, we will consider the following;

- Pre-qualifying the Buyer**
- Ordering the Home Inspection**
- Collecting the Deposits**
- Negotiating the Contract**
- Contract Contingencies**
- Compliance with Regulations**
- Property Condition Disclosure**
- Mortgage Contingencies**
- Verification of Employment**
- Buyer's Credit Report**
- The Mortgage Commitment**
- Mortgage Contingencies**
- Examination of Deed & Title**
- Updating the Search & Survey**
- Arranging for Closing & Transfer**
- Transfer of Occupancy**

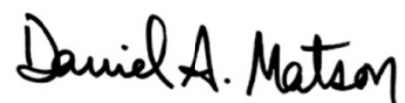
Providing you with value.....

The key to maximizing the sale price of your property, is having the best information and advice possible each step of the way.

Working together, we will bring years of experience to selling your home and We will maximize our efforts in meeting your expectations.

Ultimately, we want to provide you with the best possible results from the the sale of your home.

Best regards,



The information provided in this sales guide is designed to be informative and helpful. It is not intended to provide legal advice or counsel. It is advised that buyer's and seller's of real estate seek the services of professionals in all matters.