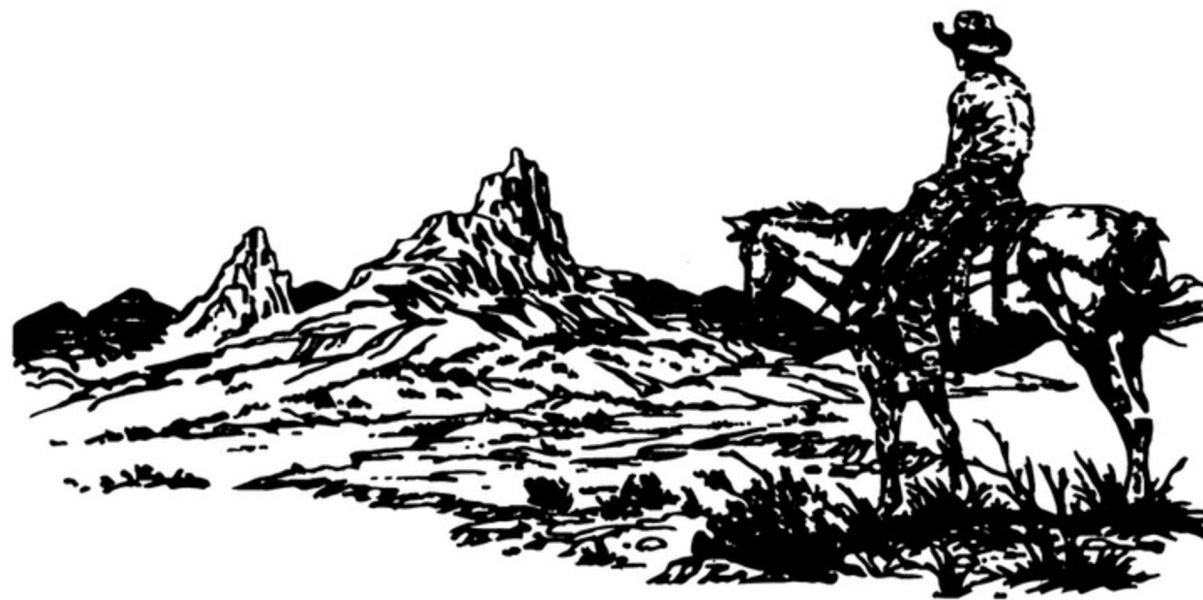


Real Estate of the West, Inc.

Listing Guide



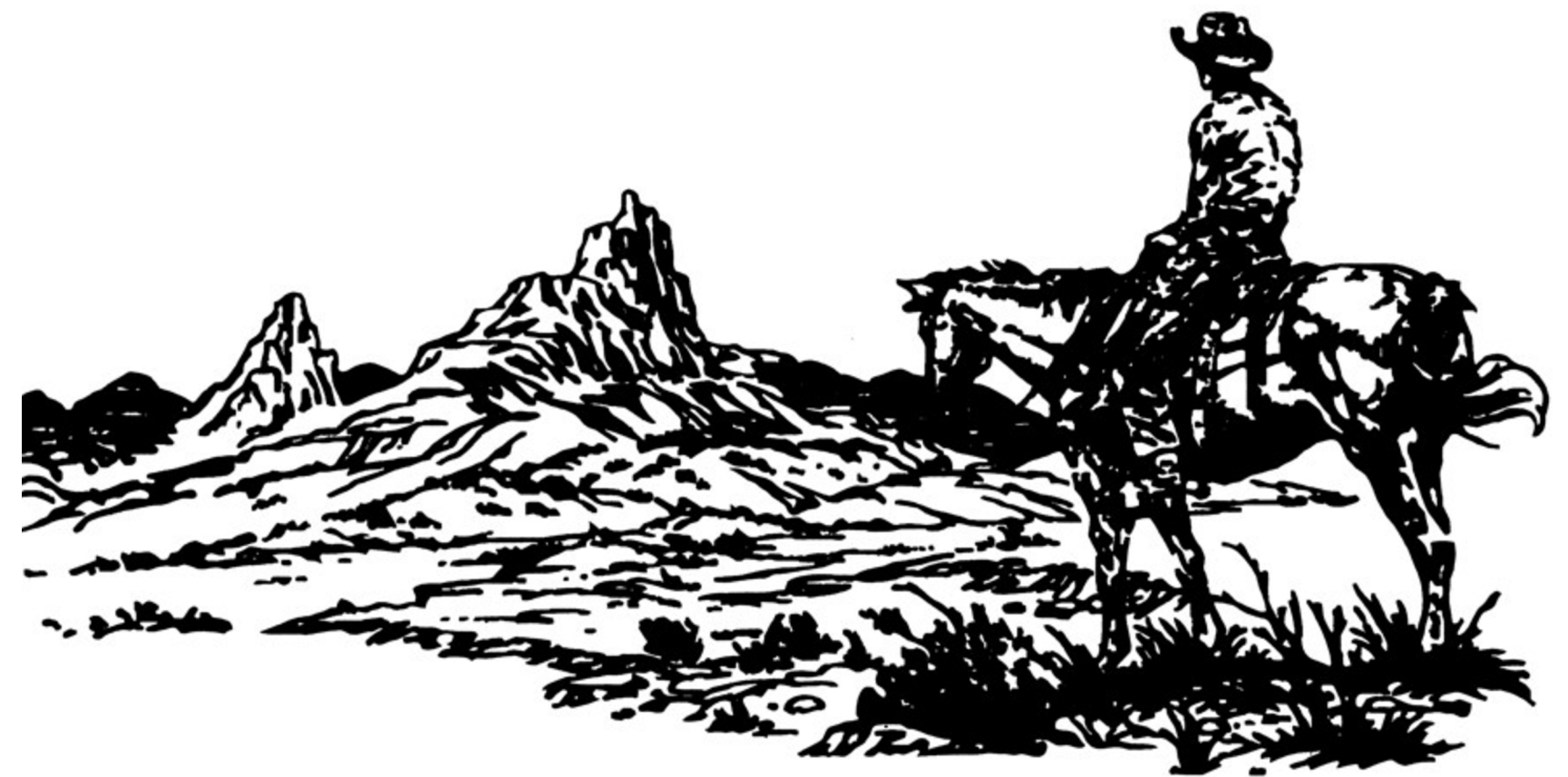
REAL ESTATE OF THE WEST, INC.

YEARS OF EXPERIENCE

There's a reason more buyers and sellers work with Real Estate of the West, Inc. more than any other real estate company, and it lies in more than 20 years of experience, adaptability and evolution. This brokerage roots run deep, and experience runs wide. You can trust the Real Estate of the West, Inc. has a foundation that was built strong.

SPECIALIZATIONS

We specialize in Farm, Ranch, Residential and Equestrian Properties all over Fremont County and the State of Wyoming.



Pricing Your Home

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

01

Activity versus Timing

Timing is extremely important in the real estate market. A property attracts the most interest and excitement 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. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.

03

Determining Your Home's Market Value

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result, of course, is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.

02

Timing versus Selling Price

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home - the first weeks after it's listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

Pricing Guidelines

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

04

Too high can be as bad as too low

If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't even come in, because the buyers who could be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.

06

How to work with your real estate agent

1. If you are selling, create an information sheet that lists your home's features and best qualities, especially those that others might overlook. Your agent may be able to use the information when marketing your home.
2. When selling, talk to the real estate agent about cosmetic improvements. Your home may need fresh paint or new carpet.
3. If selling, keep it clean. Eliminate cobwebs and dust. Keep the bathroom counters and mirrors wiped down. Vacuum and sweep daily.
4. If buying, be clear about what you want. Make a list of your priorities numbered 1 through 10. You can always revise the list, but give your agent something concrete so that he or she can research available listings more efficiently.

05

Listing Price

The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving - both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends - often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as-is, right now.

Curb Appeal

07

Are you interested in putting your home on the market, but wonder what repairs and touch ups to do?

And then there's bankrolling the work, not to mention sacrificing weekends to get it done. Slow down. Get a grip. There are some no cost/low cost ways to get your home in showing shape and help you put your best foot, er... house, forward to prospective buyers.

When real estate agents and buyers refer to curb appeal, it means the initial impact the home makes when the buyer first views it. Visualize a buyer driving up to your curb. What would he see? Landscaping in need of work? A fence in need of paint? If the outside of the house is in shambles, a buyer may not be motivated to get out of the car and come inside!

08

So what things are important to fix-up and replace before you sell? Let's cover them as the buyer sees them, from the outside, in.

Walk across the street from your home and pretend you're a buyer, viewing the home for the first time. From the parking area, glance around the front yard. Note hedges and trees that need to be trimmed. Are they cut back away from the front door, the windows, and the porch area? This is not only for aesthetics but for safety reasons as well (a big priority with buyers today.) A safe home is one that has a clear view of the parking area and walk ways, free of obstructions and overgrown foliage.

What about paint trim near the front door and on the eaves? Could it use a new coat? Make sure your front door is in good repair, too - including the screen door, if applicable. Buyers' impressions as they enter the home set the stage for the rest of the showing. Let's go inside the house. The cardinal rule before putting your home on the market is making sure it's clean. In a competitive sales market, why would an eager buyer waste time viewing a house that needed elbow grease? And a less than spic and span house could also signal that other maintenance in the house hasn't been kept up - like plumbing that leaks and furnace systems in need of cleaning or repair. Don't forget that a house that doesn't show well will often take longer to sell, costing you money in the long run.

Food For Thought

- 1. HIRING A REALTOR® WILL GIVE YOU A STRONG ADVANTAGE. ALTHOUGH MANY PRACTITIONERS WORK PART-TIME, OUR AGENTS ARE FULL-TIME PROFESSIONALS WHO PROVIDE THEIR COMPLETE ATTENTION AND EXPERTISE.**
- 2. YOUR REAL ESTATE AGENT IS AN AUTHORITY YOU HIRE TO HELP YOU MAKE THE RIGHT DECISIONS, BUT YOU HAVE THE FINAL WORD.**
- 3. YOUR RESIDENCE IS LIKELY TO BE THE BIGGEST SINGLE INVESTMENT YOU'LL EVER MAKE. BUY AND SELL WISELY.**
- 4. OFFICE ENVIRONMENT CAN SAY A LOT ABOUT A BUSINESSPERSON. IS IT CLEAN AND ORGANIZED? DO THE OFFICE HOURS MAKE IT EASILY ACCESSIBLE? ARE STAFF MEMBERS PLEASANT AND HELPFUL?**
- 5. REMEMBER THAT HOME VALUES FLUCTUATE WITH THE ECONOMY.**



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