

## Jesús Garza's Tips for Selling Your Home

**I have created this page for home sellers just like you. On this page I have facts about Realty Executives, myself, how to effectively market and sell your home and other valuable information. If you would like an individual or group presentation on "How to Effectively Sell Your Home", contact me today at (909) 557-7151.**

### Jesús "J" Garza and Realty Executives

**Realty Executives** is one of the most closely followed real estate companies in the world. Today, phenomenal local and international growth plus a unique development strategy is creating even more interest in Realty Executives.

Since its beginning more than 35 years ago, **Realty Executives** has become one of the fastest growing companies in any industry. Realty Executives is a leader in the sale of homes in the Inland Empire, California, the United States and internationally.

### My Mission Statement

To provide professional real estate services based on the highest standard of ethics, values and customer care. In so doing, I will earn the loyalty and trust of home sellers and homebuyers who will become my lifelong clients and friends — because I place their interests ahead of my own.

### The Facts about Jesús "J" Garza

- Real Estate "Communicator"
- Sales Professional
- Extensive Real Estate Knowledge
- Advertising and Public Relations Expert
- Radio, Television, Print and Internet Experience
- B.A. Journalism, San José State University

### Ready To Work For You

I am ready to assist you in differentiating your home from others in your marketplace. I will invest time and money to develop a customized marketing plan that meets your unique needs. I am at your disposal 24/7!

I will help alleviate any anxiety you may have about selling your home and guide you through the selling process.

My Realty Executives team has the experience that will help you sell your home. In the current economic climate, this is critical to your success.

## **Selling Your Home**

I understand that there are many factors that affect how quickly your home will sell and how to set its value. They include:

- Property Condition
- Market
- Competition
- Advertising
- Recent Home Sales

The pages that follow show how to successfully sell your home in today's market.

## **Property Condition**

Making sure your home shows the best requires looking through the eyes of a potential buyer. In a cool market where there is plenty of competition, curb appeal is very important.

- Does your home look inviting when someone drives by?
- Curb appeal is important on the Internet too. This is where most buyers start their search.
- Update your landscaping and enhance that first impression with flowers, shrubs and new sod
- I am available to advise you on proven methods to stage your home

## **Jesús Garza's Tips for Showing Your House**

- Clean every room including the closets, basement, attic and garage
- Let there be light! Turn them all on

- Let the sunshine in by opening the drapes, shades and blinds
- Create a comfortable environment by turning on the air conditioner or lighting the fireplace
- Take yourself and the pets to the park
- Turn off the television and radio
- The scent of warm apple pie or cookies seems always inviting

## Market Conditions

Recently, the economy has changed. In today's cool market there is plenty of inventory and many houses are staying on the market longer than expected.

How are you and I going to differentiate your home from the one down the street? We must work together to create a marketing campaign that works. Understanding the variables is the first step.

## The Competition

Knowing the competition in love and war is important. It is also true in real estate. Who is the competition in your neighborhood?

Today, in a buyer's market, people can be very picky. **You don't want your home to be the best reason to buy the house down the street.**

## Being Competitive - A Home Warranty

According to Real Estate.Com, "You can sell your home faster and at a higher price if it's covered by a home warranty." The California Department of Real Estate suggests that today's buyers, "...make sure that your offer contains any contingencies or special conditions that you desire in the contract. This would include... home warranty programs."

You can provide the buyer up to a one year Home Warranty on select items. They may include:

- Electrical system
- Water heater
- Interior plumbing
- Built-in appliances

- Oven/range/stovetop

For more details go to: [www.warrantyassn.com](http://www.warrantyassn.com) and [www.dre.ca.gov/mlb\\_info\\_hmbuyers.html](http://www.dre.ca.gov/mlb_info_hmbuyers.html)

### Advertising (Marketing Your Home)

I will perform the important duty of marketing your home to able and willing buyers. I have more than 20 years of advertising and public relations experience, giving you an advantage over the competition.

Here are some of the tools I will use to sell your home:

- The Internet
- Multiple Listing Service (MLS)
- **Realty Executives International NETWORK**
- Regional Publications
- Open Houses

### Price

The most common mistake sellers make is selecting an agent that promises to sell their home at an inflated price. You need to select an agent that will find the correct price, the first time.

Determining the right price requires finding what similar homes (comparables) in your neighborhood have sold for. You then determine the price by using the Regression and Progression method.

**Regression:** The value of a larger home is reduced by the influence of smaller surrounding homes.

**Progression:** The value of a smaller home is increased by the influence of larger surrounding homes.

The market isn't too kind to a seller who doesn't price their home appropriately. **Having your home on the market for a year (or more) is not what you want.**

### Market Analysis Explanation

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A **Comparative Market Analysis (CMA)** will help to determine the correct selling price of your home. Ultimately, the correct selling price is the highest possible price the market will bear.

### **A Market Analysis Can Be Divided Into Three Categories**

1. Comparable homes that are currently for sale
2. Comparable homes that were recently sold
3. Comparable homes that failed to sell

Looking at similar homes that failed to sell, we can avoid pricing at a level that would not attract buyers.

A CMA can be carefully prepared for you, analyzing homes similar to yours. The aim of a market analysis is to achieve the maximum selling price for your home, while being able to sell your home within a relatively short period.

**Contact me today at (909) 557-7151 or [jmmg@jmmgarza.com](mailto:jmmg@jmmgarza.com) for a FREE and confidential CMA report. There is no obligation.**