

Selling Your Home



985 Agua Fria #107



Susan Orth

REAL ESTATE BROKER

At Home.. In The Land Of Enchantment

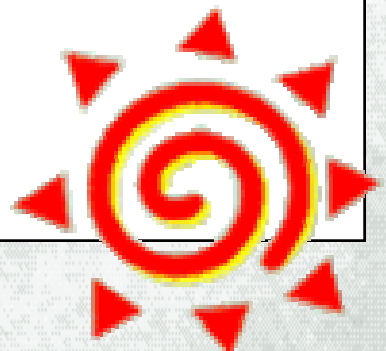
Stephanie,

Thank you for the opportunity to visit with you and talk about your fabulous home! Your home is located in a desirable area and has many features that buyers are looking for in a Santa Fe home. Selling a home is an important decision and I appreciate the chance to talk to you about the services I offer.

As a top Santa Fe, Pojaque, and Los Alamos area Realtor with years of experience and a proven track record, it is my job to guide you through this complicated process, from beginning to end. I want you to get the maximum value for your home, within YOUR time frame. Many questions arise as you decide to sell your home. How much is it REALLY worth? How long will it take to sell? How do you handle buyers making undesirable offers? These questions are common and I provide you with accurate information in answering these questions.

Again, thank you for the opportunity to visit your home. If you have any questions about the selling process please do not hesitate to contact me!

Susan Orth
Real Estate Broker
City Different Realty



Marketing

Marketing your home is very important. More buyers interested in your home means more money in your pocket when it is sold. My extensive marketing of your home assures you of maximum value. I advertise locally and on the internet. Here are just some of the things that I will do to market and sell your home:

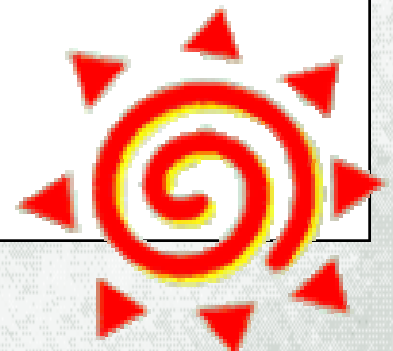
- ***Extensive Internet Presence***
My web site will market your property all across the web. It will appear on Yahoo Real Estate, Microsoft MSN HomeAdvisor, and other top national sites.
- ***The Real Estate Book***
I will place your home in The Real Estate Book. This is published monthly and is a great tool for selling your home.
- ***Buyer Notification***
When we begin marketing your home, I will immediately notify all the buyers that I am helping find their ideal home. I'll also notify all the Realtors in this area that I work with, who quickly tell their homebuyers. It is a powerful way to jump-start the sale of your home!
- ***Multiple Listing Service***
I will enter your home in the multiple listing service. This exposes your home to local, as well as world-wide buyers.
- ***Local Marketing***
I will also provide brochures for agents to pick up for their customers.



Other Services

Other services I provide are:

- ***Comparative Market Analysis***
Buyers want to buy your home for as little as possible! Through detailed comparisons between your home and recently sold homes, and other properties currently on the Santa Fe, Pojaque, and Los Alamos market, together we can determine what your home is really worth in today's market. In the industry this is called a Comparative Market Analysis or CMA. I will do this for you, for free.
- ***Property Analysis***
You and I, or a member of my team, will walk through your home together. I will advise you how to present your property to maximize its selling price.
- ***Qualify Buyers***
Buyers have their own timelines, which might not be yours! I make sure they don't waste your time by qualifying them as to their real ability to afford your home.
- ***Home Feedback System***
I have an automatic home feedback system where you can log onto the internet and see what agents are saying about your home.
- ***Smooth Closing Process***
Contracts are complicated, and intimidating. You don't want to go to a closing with some doubts. You will have the full benefit of my Santa Fe, Pojaque, and Los Alamos real estate experience and knowledge for a smooth and successful closing.
- ***Inspection Notifications***
I will also inform you of any inspections that you should consider having done ahead of time to smooth the negotiating process with buyers, and to ensure a successful escrow and closing.
- ***Legal Considerations***
I will make sure you conform to any and all New Mexico statutory disclosure requirements.
- ***Most of Important!***
I will work hard to get your home sold, for as much as this market will possibly bear.



Determining The Price of Your Home

A house is only worth what someone will pay for it, even though the owner, the bank, and the agent all have their own opinions about the "market value" of a home. In other words, no sale ever takes place until the buyer agrees with the price.

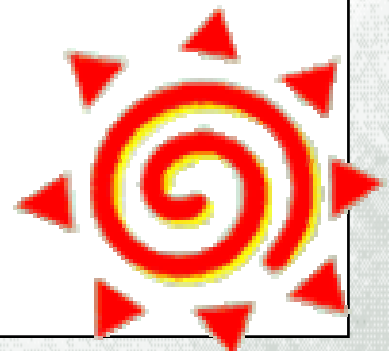
How can sellers arrive at the maximum "fair" price that buyers are willing to pay? Buyers (and appraisers) make their decision based on comparisons. While shopping for a home, buyers will visit many similar homes in their price range and measure the features of each one against the price. They decide which house offers them the maximum value for the price. Buyers do not expect a home to be a "steal" or dramatically under-priced, but they do expect it to be a fair value.

Sellers must determine the value that their home offers in order to arrive at the right price. I will advise you what buyers should be willing to pay for your home, but the asking price is set by the you.

My job is to advise and assist you in determining the best price for your home. You will have the benefit of my knowledge of the local real estate market and its buyers. Based on my initial evaluation of your home I believe the following price will place your home in a competitive market to sell quickly.

My Suggested Listing Price:

\$255,000



In Closing...

I am passionate about my career and would love to go to work for you! For over 20 years real estate has been my career and you can be assured a smooth transaction;. In addition to a BS degree in Psychology and an MBA, I have continued to enhance my real estate skills with education in many areas such as finance, marketing and technology, earning many professional designations from the National Association of Realtors. The Real Estate Industry has seen significant changes in the past several years, it is important to me to be on the leading edge of these changes. I take pride in my professionalism and in delivering excellent/ personalized service to my clients.

Susan Orth

