



# **Alex Baglioni's Guide How to Successfully Sell Your Property**

**Alex Baglioni, RE/MAX Partners**

Fort Lauderdale, Coral Springs, Pembroke Pines, Plantation  
Lighthouse Point, Las Olas

Partial Print.

Copyrighted Alex Baglioni 2006



**Alex Baglioni**  
RE/MAX Partners  
2810 E. Oakland Park Blvd.  
Fort Lauderdale, FL 33306

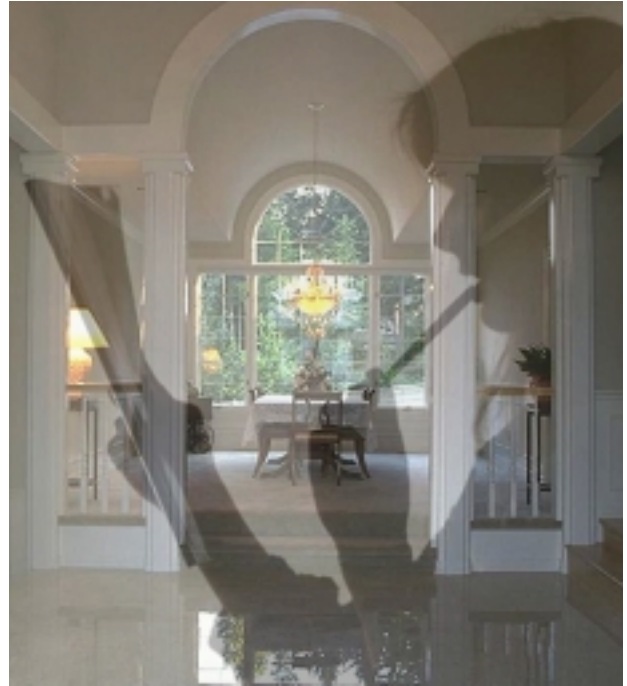
Phone: 866-YOU-SOLD (968-7653)  
Fax: 800-743-1023  
Web: [www.AlexBaglioni.com](http://www.AlexBaglioni.com)

All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher. This book is distributed subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out or otherwise circulated for financial gains without the publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on any subsequent purchaser or client.

## Private Selling

Do you anticipate selling privately in order to pocket the "savings" by not paying commission? If you do, please answer the following questions:

- Under what conditions will strangers be permitted to enter your home?
- Who will "Show" your home?
- How much will you budget for advertising?
- Who will write the adverts for your property and place them?
- Will you hire, make or buy signs?
- When will you advertise, and how often?
- How much deposit do you require?
- Who will ask the buyers for the deposit?
- Who would credit check the buyer and the agreement?
- At what point would you use a lawyer?
- How will you qualify the buyer financially?
- Buyers today buy by comparing other homes. Who will discuss these with buyers?
- Buyers may be reluctant to tell what they don't like about your home. How would you deal with any objection they may have?
- Buyers need to be followed up. How would you do this without appearing anxious to sell?
- What special conditions do you want?
- Do you have a pre-approval certificate?
- Legally, how is the property described and where are the title deeds located?
- How much will transfer costs be?
- What will the buyers monthly payments be?
- How long will you give the buyer to secure finance?
- Should you rather leave selling your home to a professional?



## Why a Real Estate Agent?



*Beware* of agents who will, at first, suggest a very high price, then after they have your listing, work the price down!

*Never* select agents based on the price they give you, but rather on the accurate information they supply to you and their ability to market your home to get you the best results!

A good real estate agent is a trained professional who cares about selling your home at the best price that the market can bear.

Look at the table below. It illustrates savings that you make by using Alex:

<b>What does Save Money when Using Alex?</b>	<b>% Saving</b>
Higher sales price from Alex .....	3 - 9.5%
Quicker sales save extra mortgage payments, rates and insurances.	1 - 2%
Legal fees .....	1 - 3%
Advertising, signs, flags etc. ....	1 - 2%
Needless repairs and expenses .....	1.5 - 3%
Quicker transfer and cancellation of mortgage, etc. ....	1.5 - 2%
Owner's time .....	1.25 - 1.5%
<b>Total: 10.25 - 23%</b>	

When savings are measured against Alex's fees, it clearly pays to use me vs. a FSBO or another agent! Not all these costs will be evident in every transaction, but a large part of them will be present.



## Questions You Should Ask A Real Estate Agent



Interview an agent first - ask him a few key questions...

- How many years of experience have you had in Real Estate?
- Give the names and addresses of three recent satisfied sellers whose homes you have helped to sell
- How many of your listings sell per month?
- How many listings do you sell in 30 days or less?
- Give a track record of quick sales
- How many showings do you do per month?
- What awards or recognition have you received?
- What can you say about your company's credibility?
- Do you have a marketing plan?
- What is your average listing to selling ratio?
- What is your average difference between "asking price" and "selling price"?
- How will you communicate with me during the listing period?
- How will my property be advertised?
- Will you pay me for every month that my home is not sold?
- What do I need to do to assist in getting the property sold?
- What other homes have you sold?
- How does my property compare with the competition?
- Will you report back to me after showings?
- Do you have any references or testimonials?
- What sources do you use for your CMA?
- Do you give a service guarantee?



## Property Market

### Marketing Plan

To assure that your property is marketed to its fullest potential and to obtain the highest possible market value, a real estate agent should prepare a marketing plan for you.

The plan must be explained to you in detail, and should include the following undertakings:

- Prepare CMA (Comparative Market Analysis) from MLS.
- Prepare CMA from Real Estat.
- Prepare CMA from RealQuest.
- Prepare Your Market Statistics
- Prepare and sign listing agreement
- Write effective and compelling advertising.
- Record free information about your home.
- Place "For Sale" sign on property.
- Place "24 hour Free Recorded Information" sign in your yard.
- Phone all potential buyers with details of listing.
- Advertise your home as a Featured Property in my website.
- Advertise your home as a hot listing in various websites.
- Arrange showing for other agents.
- Prepare and post Status Report to owner at least once a week.
- Negotiate the transaction with other agent and verify qualified buyer.
- Obtain 98.5% + from asking price, 3%+ in escrow & As-Is
- Verify the contingencies on sales contract; negotiate at closing, if needed.
- Mail your free vacation!!!



I am committed to offer the highest standard of professional service to all my clients. The Marketing Plan is a standard document prepared for each seller who elects me as their agent. I follow the plan meticulously.



## Market Analysis

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price, I provide you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighbourhood.

This analysis is based strictly on homes that can be considered similar to yours, and is specially prepared for you over a few days.

My comprehensive property market analysis is divided into three categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that failed to sell

Be careful when studying the comparable property locations, features and the terms under which they are offered, so that we can develop a clear picture of the potential value of your property.

- By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We also look at pending sales, which gives us an idea how much we could ask for.
- By looking at similar properties recently sold, we can see what home owners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.
- While we naturally want top market value for the home, we can agree that there's a point where the price will be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we avoid becoming an expired listing.



## Pricing Your Property

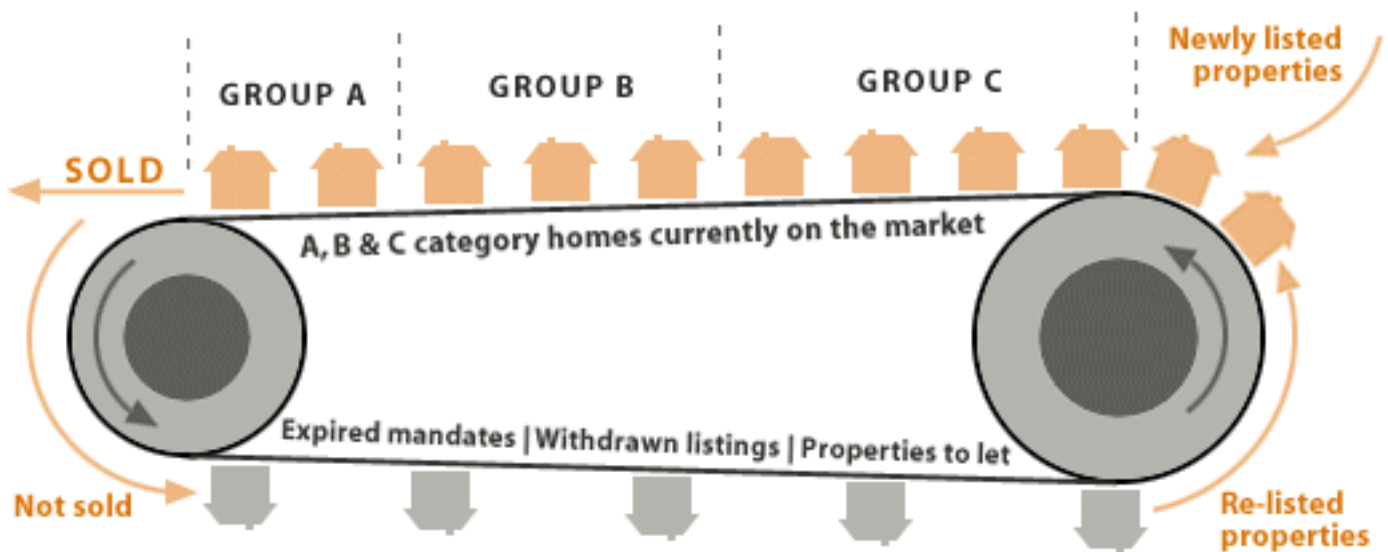
### Market Pricing Mechanism

All homes on the market in any specific price frame can be divided into 3 categories:

<b>GROUP A</b> Estimated percentage of homes in this category: <b>4% - 7%</b>	<b>GROUP B</b> Estimated percentage of homes in this category: <b>5% - 10%</b>	<b>GROUP C</b> Estimated percentage of homes in this category: <b>83% - 91%</b>
<p><b><i>Descriptive words:</i></b></p> <ul style="list-style-type: none"> <li>• Owner want to sell</li> <li>• Will sell within 30 days</li> <li>• Perceived good value</li> <li>• Enthusiastic estate agents</li> <li>• Competing quality buyers</li> <li>• Secure finance for buyer</li> <li>• Shown to every serious buyer in the market</li> <li>• Showday material</li> <li>• Extensively advertised and marketed</li> <li>• Agent's reputation at stake if property remains unsold in reasonable period</li> <li>• Inclusion into agent's primary "hot list" of properties</li> </ul>	<p><b><i>Descriptive words:</i></b></p> <ul style="list-style-type: none"> <li>• Would like a sale.</li> <li>• Sell within 120 days provided price is revised</li> <li>• Best chance of a sale is to a 'subject to' buyer who most likely requires unrealistic price on his property</li> <li>• Most likely group to move to 'A' category as time becomes a factor</li> <li>• Agent unlikely to invest in advertising and marketing</li> <li>• Limited exposure to quality buyers</li> </ul>	<p><b><i>Descriptive words:</i></b></p> <ul style="list-style-type: none"> <li>• No urgency to sell</li> <li>• No specific time factor</li> <li>• Overpriced</li> <li>• Agents use as 'stepping stone' to better valued properties</li> <li>• Seller determines price on future needs instead of comparative value</li> <li>• Viewed primarily by low key buyers</li> <li>• Viewings conducted only as last resort</li> <li>• Buyer's finance problematic in unlikely event of a sale</li> <li>• Not recommended by agent as he/she builds trust and respect with new buyer</li> <li>• Requires 2, 3 or even 4 price reductions before sale is likely</li> <li>• Becomes stale on the market and forgotten (lost) over time</li> </ul>



The situation on the property market and the pace of sales can be compared to a conveyor belt - look at the diagram below:



Speed at which conveyor belt moves (i.e. pace of sales) is determined by uncontrollable factors, the most significant of which are:

- **Affordability:** mortgage rates, surplus disposable income, prospect of salary increases etc.
- **Confidence:** job security, mood of the economy (influenced by media in general and micro environment of each prospective purchaser in particular), level of crime, 'capital status', pace of development (new projects) etc.

Other explanations to the diagram:

- New listings (properties offered for sale) are immediately categorised by agents and informed buyers into one of three categories: A, B or C.
- Placement into a particular group has nothing to do with time on the market and *everything* to do with perceived *value*!
- Seller has ultimate decision into which category the listed property will be placed.
- As time becomes more relevant for the seller so he/she will adjust price downwards and, subsequently, the property will move from group C to group B or A.
- Not all listings start in group C and progress over time to group A. Sometimes well informed new sellers will place their well-priced homes into group A at the outset. Conversely, many sellers remain in group C indefinitely with no chance of a sale.

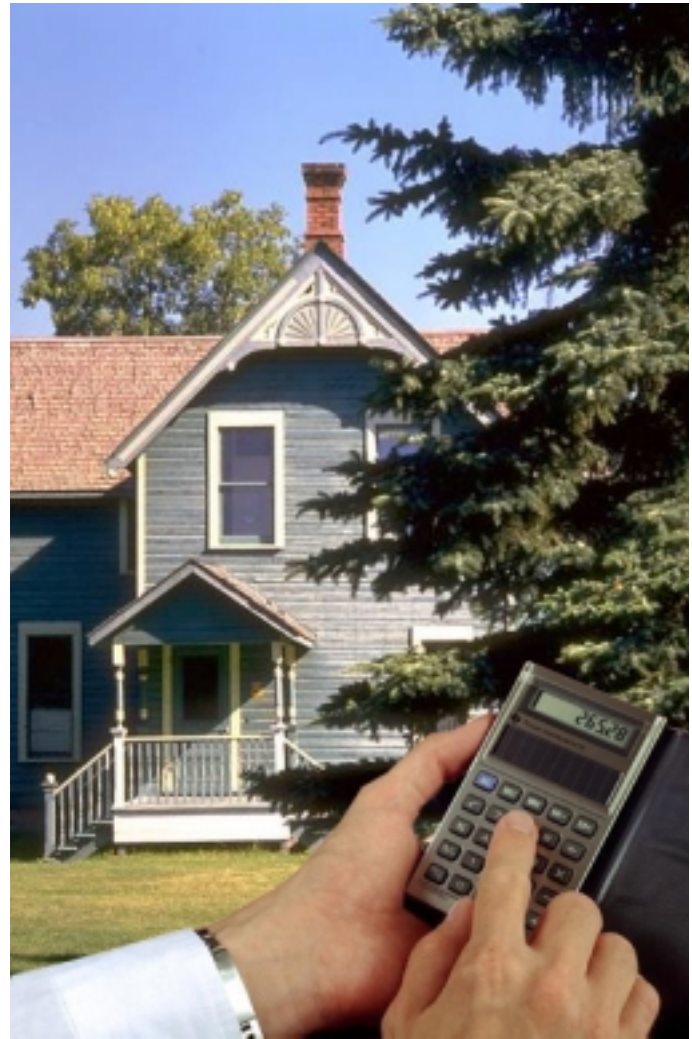


## Key Points in Pricing

Generally, the main reason a property doesn't sell is - PRICE.

The following key points will help you to come to the right price for your property:

- Improve marketability of your property by pricing right
- Price is the most important negotiation factor to the buyer
- Price compensates for properties shortfalls or inadequacies
- Interest sells houses - not time
- Because initial market time is critical - like a shelf life of freshly baked bread - avoid overexposure
- Combine realistic asking price with initial surge of interest
- Choose agent on competence - not on "promised" price
- Buyers buy by comparison and elimination
- Buyers compare price and value for money
- Buyers are generally more educated on market with realistic pricing
- You have only one chance to make "first impression" on buyer
- Don't eliminate buyers by outpricing them



The Seller and the Agent have three shared goals:

- 

**Goal 1 Price** Sell at the highest price
- 

**Goal 2 Time** Sell quickly
- 

**Goal 3 Comfort** Sell conveniently minimising problems

## Pricing to Sell

### 1. Home Pricing - A Critical Factor

Never select an agent based on *price*. The agent has no control over the market, but only over the marketing plan. Base your selection of agent on the competence of the person, and the services provided. Don't allow or encourage agent to "build up" the price in order to get your listing.

The value of a home is determined by what a willing buyer will pay a willing seller.

The amount of time a house is on the market affects the price. If a house is overpriced initially, then it has a good chance of selling below the market price. The reason for this is that by the time the house price is reduced to a fair and reasonable selling price, it has become overexposed, and has begun to raise



questions in the buyers' minds... What is wrong with it? Why did nobody offer on it? These are just some of the dangers of overpricing.

Remember! The wrong price attracts the wrong buyers, and the right buyers will not see the property!

## 2. Price versus Time

Prices in the real estate market rise and fall over time. Whether a Buyer's market as we have today, correct pricing is absolutely critical since the market won't absorb an overpriced home within a reasonable time. The result is that the longer an overpriced home is on the market, the less likely the seller will be to obtain his asking price.

## 3. Seller's Control versus Agent's Control

### The Seller Controls MARKETABILITY

- Price
- Terms
- Time
- Condition

### The Agent Controls the MARKETING

How saleable do you want to make your home?

## 4. Buyers Buy in Brackets

- \$300,000.00 buyers will never see the home priced at \$350,000.00
- \$350,000.00 buyers often will not make an offer on a \$300,000.00 value home, even for \$300,000.00

You can always come down, true.

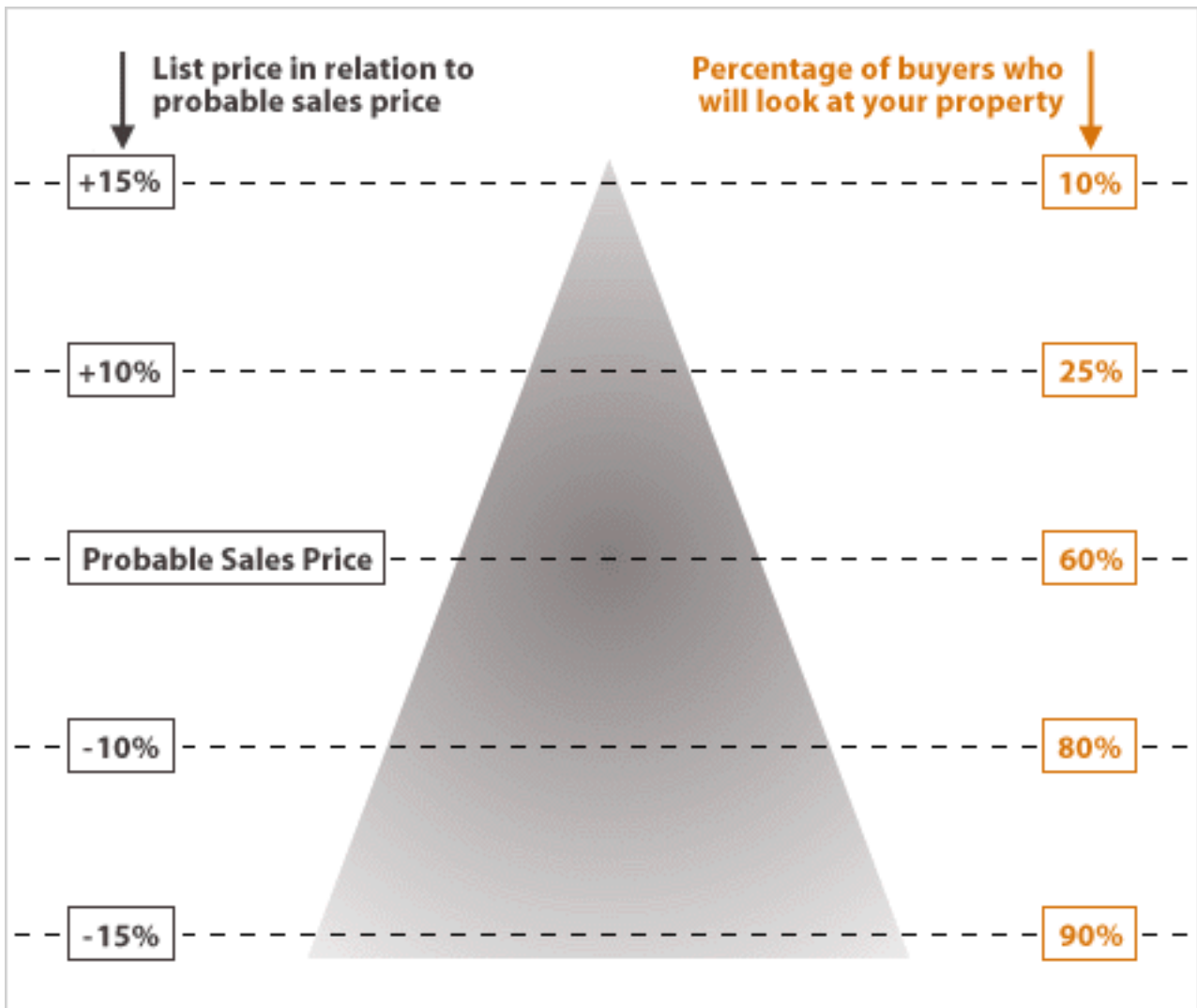
They can always make an offer, true.

But not likely!



## 5. Maximum Exposure

The diagram below illustrates how many buyers will see your property depending on the asking price:



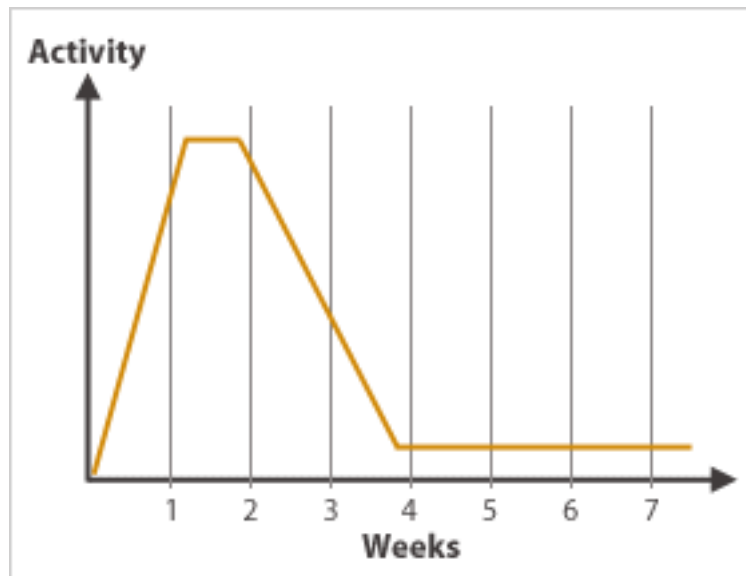
(Percentages are used for illustration purposes only)

Pricing your property as close to the centre of the triangle as possible will guarantee maximum exposure and the best price for your property.



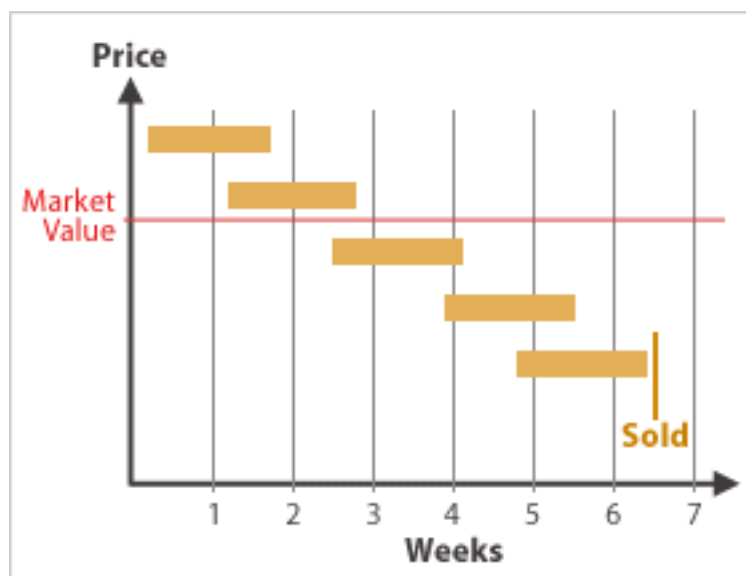
## Effects of Overpricing

Overpricing creates impression of bad value and lowers level of buyer activity. Subsequently, marketing time extends.



**Effect of Overpricing on Buyer Activity**

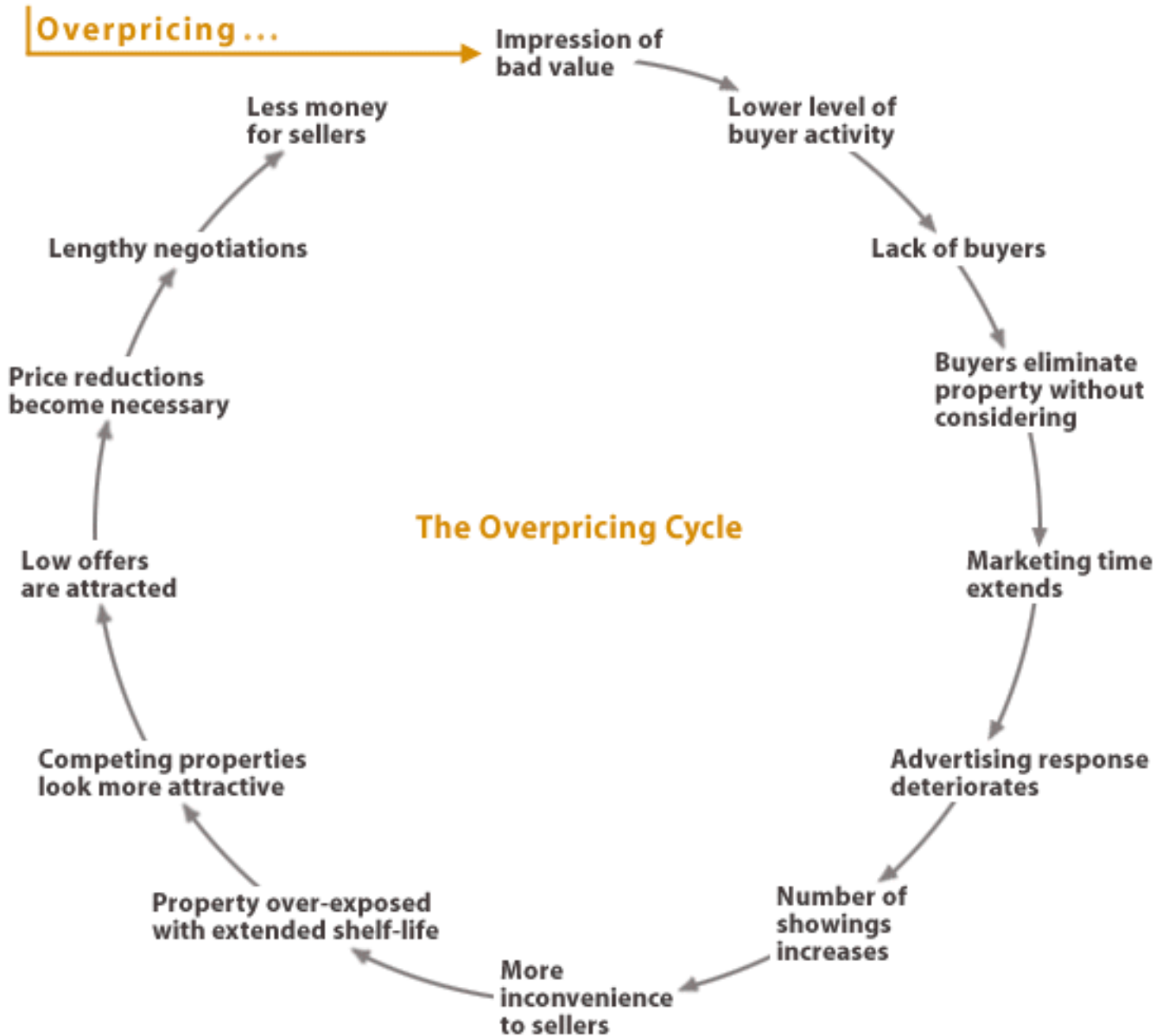
Overpricing over-exposes property and makes competing homes look more attractive. Subsequently, price reductions are necessary.



**Effect of Overpricing on Selling Price**



Pricing your home above levels that the market can bear will trigger off an overpricing cycle - look at the diagram below:



## 10 Advantages of Correct Pricing

1. Faster sale
2. Impression of good value
3. Less inconvenience
4. Maximum exposure during initial 3 weeks
5. Exposure to more buyers
6. Marketing period minimised
7. Least disruption
8. Increased advertising response
9. Stimulation of buyers' interest
10. Attraction of high offers



## House Show

### How to Prepare Your House for the Show

It is very important that your home shows well. I am also aware that it cannot always be perfect. After all, you and your family must live there too. Develop a routine that will allow you to pick up and be prepared for show in a reasonable period without duress - a 45 minute countdown, for example.



This means that certain things must be done in advance. For example, beds should be made up first thing in the morning and dirty dishes placed in the dishwasher after use so that you don't need to rush around attending to those matters at the last moment. This way you can prepare for each showing in an organised fashion.

Below is the list of things that you should do before each showing:

#### 1. Pick Up Every Room

Check counters, floors, halls and stairs. Straighten up or remove newspapers, magazines, mail, toys, clothing, recreation gear, snack glasses and dishes.

#### 2. Turn On All Lights

Even those in toilets and storage rooms. Electric lights have an amazing capability for creating an illusion of lightness, airiness and largeness.



### **3. Open All Drapes, Shades and Blinds**

Do all that you can to create a bright and light ambience

### **4. The Bedrooms**

Make up the beds, neatly and attractively, early in the morning. This is a job you don't want to have to do when you learn that the buyers will be there within the hour.

### **5. The Kitchen**

Be sure all countertops are clear and "squeaky clean". Wipe down appliances. Be sure all dishes are in the dishwasher or cleaned and put away. The sink should be clear and clean.

### **6. Clean Air**

Keep air fresheners in toilets, bathrooms, kitchen, foyer and master bedroom. Be specially carefull to keep kitchen odours fresh: coffee brewing or cake baking in the oven have a lasting, inviting effect.

### **7. Music**

Perhaps you cannot have something baking in the oven every time, but soft, pleasant background music may be very effective.

### **8. Front Entrance**

Clean the front door, pressure clean the sidewalks and invest in some landscaping

### **9. Airconditioning**

If the weather is warm, have the airconditioning at 73 degrees.

### **10. The Bathrooms**

Keep a set of fresh attractive towels in each bathroom that you can change instantly.



## 11. The Entryway

It is the first and last impression that your buyers will have of your home - make it a good one! Check it regularly for sharpness.

## 12. Other Helpful Tips

### General:

- Clean and repair windows
- Replace burned out lights (interior and exterior)
- Repair cracked plaster (interior and exterior)
- Cut lawn and shrubs and pick up litter
- Touch up chipped paint (interior and exterior)
- Repair gutters and eaves
- Oil squeaky doors (interior and exterior)
- Tighten door knobs (interior and exterior)
- Clean and tidy entrance

### Spic 'n Span:

- Shampoo carpets
- Clean washer, dryer and tubs
- Clean fridge and stove
- Clean and freshen bathrooms

### The Spacious Look:

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

### The Spacious Look:

- Keep dogs outside and get rid of all pet odours
- Be absent during showings

Prepare well for your showings! Set the stage to make the best impression on each prospective buyer.



## What to Do During the Show

Everything is going to be fine. The agent has called in advance and you have made your last minute preparations as indicated in "How to Prepare Your House for the Show".

### 1. Relax

There is nothing more to do. Pick up a magazine while you are waiting. Try to be understanding: the agent may have several home showings scheduled and he or she may be a bit early or late.

### 2. The Dog

Keep Fido away. Pet lovers will be distracted by your fun pet. For those who do not have pets, it may be bothersome.

### 3. Children should be Seen and not Heard

This is a new experience for the kids. Naturally, they are excited, but they will disturb the professional flow of the showing. Ask them to remain away from the agent and buyers, to go outside or watch TV (low volume).

### 4. Ding Dong

Answer the door as you would for any welcome guest. The agent will take care of the introductions. If there is a situation that needs mentioning, perhaps a sick child in the second bedroom, do so now. You may invite the agent to begin showing the home and then you may excuse yourself.

### 5. Low Profile

Discreetly remain away from the buyers. As helpful as you wish to be, your presence will be intimidating. They need to be able to discuss the home freely with one another. And the agent needs to learn from the buyers how they are responding to your home. Your presence can limit that free communication.



## 6. What should You Do?

Read a magazine; watch a TV programme; take a walk outside; continue with a chore. Pick a room and settle down. When they stop to preview that room, you may leave, but it's not really necessary. After all, they don't want to feel that they are chasing you around the house. If there's a room that you should try not to be in, it would be the kitchen since buyers - generally - spend more time there as they evaluate appliances, counter space, cabinets etc.

## 7. Conversing with the Buyers

If you are asked a question about a neighbourhood, schools etc., by all means answer pleasantly. However, avoid being engaged in a conversation. Questions regarding terms of sale should be referred to the agent. If the agent is a cooperating broker and does not have the answers, advise him that Alex will contact him.

## 8. Inclusions

The listing sheet should clearly identify items that are included and excluded in the offered property. Don't initiate conversations about other personal property that you may be interested in negotiating. It rarely is a deal clincher, may be distracting, and besides, there will be a time to discuss this when the offer is presented.

## 9. Let the "Pro" Work

As much as you love your home, don't be tempted into doing the agent's job. He has been working with the buyers and should know what is important to them. Whether the agent mentions your new refrigerator now, or after they leave, is in his hands.

You have done all that you can. Now, relax as we do our job. Soon, I will be calling you to say: "Congratulations! I have an offer to present to you."



## 40 Tips to Add Extra Appeal to Your Home

These suggestions are provided to assist you in selling your home more quickly and at a better price.

You never get a second chance at making the first impression...

Take a long hard look at your home using the following quick checklist:



### Maintenance:

- Oil squeaky doors
- Tighten door knobs
- Replace blown lights
- Replace or repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps/toilets
- Repair grouting around bath/basin



### Cleanliness:

- Clean and freshen carpets
- Clean sink and dirty dishes
- Keep curtains crisp and clean
- Clean fridge and stove
- Clean and freshen bathrooms/toilets
- Clean all windows



### The First Impression:

- Clean and tidy entrance
- Ensure that doorbell is working
- Check on functioning of security system
- Open curtains/windows to let the sun in
- Avoid children tagging along
- Leave showing to agent
- Let agent discuss price, terms etc.

### Outside Appeal:

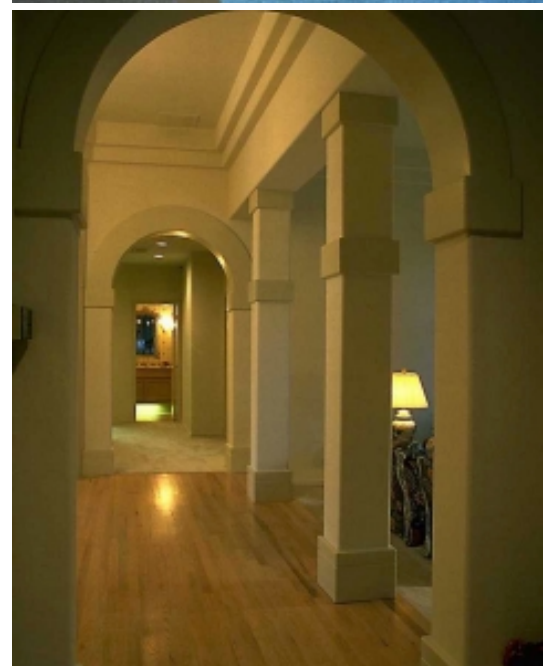
- Cut lawn
- Trim shrubs and lawns
- Pick up any litter
- Rid driveway of leaves, stains etc.
- Repair gutters, eaves etc.
- Touch up exterior paint
- Weed and edge garden
- Swimming pool must sparkle

### Creating A Buying Mood:

- Be absent during showing
- Turn on all the lights
- Add charm with fresh flowers
- Open drapers in the day time
- Play quiet background music
- Never apologize for the appearance

### That Spacious Look:

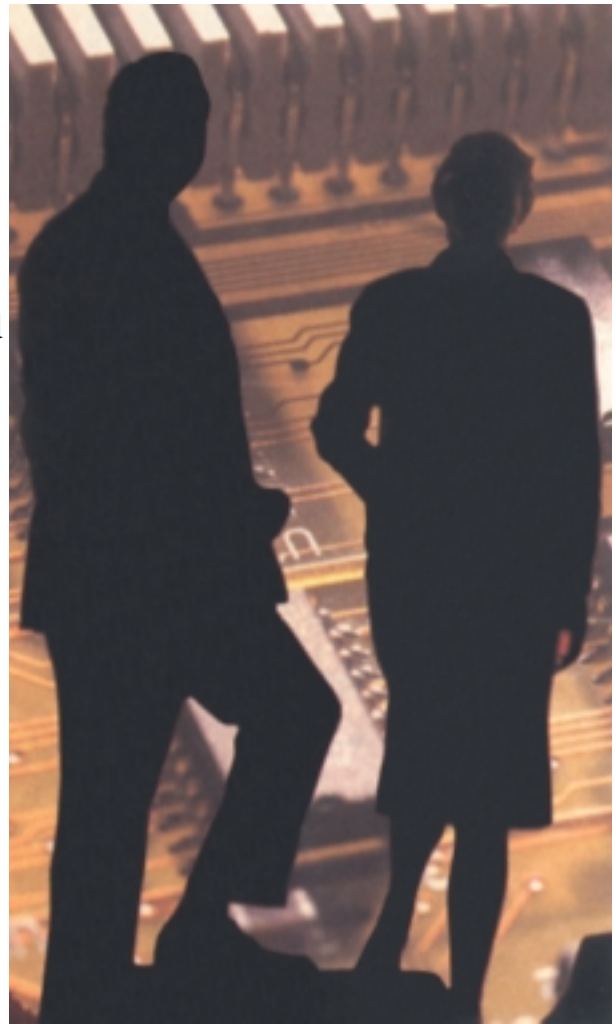
- Clean stairs and halls
- Store excess furniture
- Clear kitchen counters and stove
- Tidy cupboards
- Keep pets out of the way



## RE/MAX Agents' Qualifications

Things you should know:

- RE/MAX is a world leader in real estate with over 6,100 full service offices in USA, Canada, Mexico, the Caribbean, South America and more than 62 countries.
- Today, RE/MAX associates proudly number over 114,000 full time, professional agents worldwide in 2005.
- The Typical RE/MAX agent is among the most experienced in the industry, averaging over 11 years of service
- This agent is also distinguished by earning, on the average, more real estate educational designation than its industry competitors - a commitment to professional improvement.
- Because of this industry high educational and experience achievements, the average RE/MAX agent outsells the competition by an incredible 3 to 1.
- Over 70% of RE/MAX agents' business comes from repeat business or referrals from past customers and friends - more than twice the industry average.
- RE/MAX agents make a personal financial investment in every listing.
- RE/MAX agents completely control the marketing program for each of their listings.



## Alex Commitment to You

I will go an extra mile for you. First of all: Listen!

### 1. Accurate Evaluation

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price, I provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighbourhood.

### 2. Professional Advice

I will advise you of any necessary repair and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and other factors which may affect the progress of the sale.

### 3. Promotion of Your Home to Other Realtors

The major selling points of your home will be distributed to other real estate firms throughout the community.

### 4. Signage

The highly respected Alex's and RE/MAX sign combined with 24 hours a day advertising with a recording that promotes the highlights of your home.

### 5. Notify Purchasers

I will use our advanced computer system to identify people who have been looking for homes in your neighbourhood. They will be contacted and given details of your property.



## 6. Open Houses

If desired, open houses will be arranged and held during reasonable hours.

## 7. Advertising

I will advertise your home in appropriate publications and communicate my results to you.

## 8. Progress Report

Every step of the sales effort will be documented. Our Progress Report will keep you up to date.

## 9. Pre-arranged Mortgages and Financing Guidance

We offer pre-approved mortgages which encourages buyers by letting them know their mortgage potential in advance. I will provide you with professional financing guidance to both the buyer and you.



## Who is Alex Baglioni?

Having received the best education, with a major in Economy; Alex joined RE/MAX in 1999.

He learned the ins and outs of real estate learning directly one on one from one of the top real estate trainers in the country, attending seminars and taking courses. The first listing that Alex took was sold in only 8 days!

Soon enough, he was averaging four sales per month, but in the year 2000 when a marketing campaign was launched, he began producing up to twelve new sales per month! By the end of 2002, at 28 years of age, having reached up to 21 new sales in a single month, Alex was recognized as the #6 RE/MAX Agent in Dade, Broward, and Palm Beach Counties.

Over the years Alex began to receive a great deal of recognition for his work. He has been on a major billboard on I-595, on the front cover of the Harmon Homes magazine (north and south Broward edition), on CNN, on over thirty bus benches, and in four different real estate publications. Qualifying for the major RE/MAX Hall of Fame and obtaining the RE/MAX Chairman award, Alex's name, skills and success became the new RE/MAX face in Broward County by the year 2003. He attributes his success to his attitude.

Alex strives to become the #1 RE/MAX agent in the state of Florida. In a market where 92.5% of all listings are not selling, he exceeds the other 49,000+ realtors in Dade & Broward Counties and will guarantee you, in writing, that your home will not only be sold, but also in 30 days or less.

He can only do that because he has the knowledge, experience, commitment and aggressiveness that it takes to sell a home in this market, and because 98% of Alex's properties have sold within the first month.

The logo for RE/MAX, featuring the letters 'RE' in red, a blue diagonal slash, and 'MAX' in red.

### Alex Baglioni

RE/MAX Partners  
2810 E. Oakland Park Blvd.  
Fort Lauderdale, FL 33306

Phone: 866-YOU-SOLD (968-7653)

Fax: 800-743-1023

E-mail: [Alex@AlexBaglioni.com](mailto:Alex@AlexBaglioni.com)

Web: [www.AlexBaglioni.com](http://www.AlexBaglioni.com)

