

HOW TO GET YOUR HOUSE TO APPRAISE FOR MAXIMUM VALUE, ANOTHER SMART MOVES REPORT



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By Bill Crumbaker•

You just had 6 offers on your home and the price was bid up beyond the listing price. There currently are no comparable sales. What can you do to get the maximum appraised value for your home?

Proper preparation prevents poor appraisal results.

1. Schedule a pre home inspection before you put your house on the market to learn about any safety or structural issues that will need to be completed before the appraisal.
2. **Make a detailed list of all upgrades and put a cost to those upgrades** if you have \$70,000 in recent upgrades it will help the appraiser justify a higher price and will make any buyer see why he should pay more for your home.
3. **Perform maintenance to your yard and property to make it neat.** Mow the lawn, trim the perimeter of your lawn, trim bushes and trees, pull weeds, plant flowers and sweep the sidewalk and driveway. Rake leaves and remove debris from your landscape.
4. **Touch up exterior paint, repair window screens and fix any minor flaws** such as squeaky doors or loose hinges.
5. **Put away outdoor clutter,** including toys, bicycles, garden hoses, tools and exterior

6. **Place a fresh welcome mat at the front door** and hang a potted plant from a hook near the front of the house to create an inviting appearance.

7. **Replace old carpeting and flooring if either looks worn. Repaint interior walls** to make them clean and attractive. Hang new window coverings over the windows.

8. **Remove all unnecessary objects from the interior of the home.** Clear clutter and objects from tables, shelves and counter tops to make them appear neat and sparse. Clean out closets and make them appear neat and orderly. Make rooms appear neat, clutter-free and well-organized.

9. **Make sure the appraiser is a local appraiser who knows your market area** and why people are willing to pay more for homes in your neighborhood.

10. **If there are no current comparable sold properties I focus my attention on pending sales that will close before my listing.** I call the listing agent to see if the pending sales were bid up in price, and to find out if they appraised at the bid up price. If they appraised and it closes before my listing it will make a good comparable sale.

11. **I meet the appraiser with comparable, and pending sales and a list of upgrades that support maximum value** along with copies of the multiple offers we received to justify our price. **So far I have had no low appraisals.**

will impress your clients, and remind them that you are always working on their behalf. For example, how about sending your past clients 6 newsletters, 4 articles and 4 quarterly reports annually plus a calendar at Christmas. Sounds easy, but it is surprising how many agents do their marketing at the last minute or during calendar dead line week. Updated contact, not pressure, is what you are trying to achieve.

Design your program to include what you are going to send to each database. For instance, clients like to get market updates. They make people feel current and knowledgeable. Interesting articles from local and national publications are a thoughtful way to keep clients aware of you and the real estate market. Planning ahead

with sample letters, articles and ideas ensures that you don't have to be creative when you are stressed for time.

Running a program for each of these core databases will eliminate the ups and downs in your business. Systems and consistency are the keys to business success. Look how successful McDonald's is – they have a system that works, is predictable and consistent. People love consistency.

Stop working so hard and start working smart! Remind your clients that you are working for them. Design and implement your follow-up programs before you need them, and you will see a consistent and steady stream of income, eliminating the "lack of commission blues". A little work now goes a long way later!

The Lones Group Inc. is a Real Estate marketing, training and consulting company. They specialize in equipping Real Estate Agents, Managers and Brokers with the tools they need to be more effective in the Real Estate industry. The Lones Group Inc. also specializes in market research and determining the wants and needs of today's buyers and sellers. Denise Lones has been nationally recognized for her innovative marketing systems and Real Estate training programs.



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