

March 2016 Newsletter



Quote Of The Month:

"If you don't get what you want
you get what you are"



REFERRALS are our means to continued success. We are asking our buyers, sellers & clients in general who are happy with the service and home they bought to tell us so. Just 2 or 3 lines would be great! We have a \$50 GAS CARD for the 1st referral we receive and a \$25 CARD for the next 4 referrals. We are making this offer only for the month of MARCH. Just send us a quick e-mail or text and we will do the rest!

I want to sell my house but....!!! We hear this all the time. One of the biggest reasons sellers won't sell now is their home is over stuffed with furniture and personal belongings. They don't think about having an "Estate" sale. This is not a garage sale but a sale of most everything in your entire house that you don't want or need anymore. You have 2 ways to do this:

- 1. Do it Yourself.**
- 2. Hire a Professional.**

1. Hire a professional is the easiest & usually most profitable. Professionals sell the most valuable items first and advertise these items to their large customer base & on social media. They put out signs in the area and sometimes have buyers lined up the first day of the sale.

They will do as much as is needed or as much as you want in preparation for the sale. They will organize everything for maximum sale price, everything will be priced or put in group pricing & they keep track of all items sold. Before the first day, they will spend one to a few days cleaning & organizing everything to enhance the estate sale experience.

The Williams Team
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Yes, they do take approximately 1/3rd of the income but because of their experience, contacts and name, they are able to sell for more money which will maximize the value to the owner. They sometimes will have a liquidation sale at the end to a large liquidator who will buy everything that did not sell, so you will be left with a clean house. They will broom clean the entire house when done so you are ready to sell your house immediately thereafter. One estate sale company we have successfully used is:

*** Christy's Estate Operations & Estate Liquidations***

Contact: **Mark & Christy Siecinski**

E-mail: ceo10@comcast.net

Cell: (248) 425-3764

Website: www.christysestateoperations.com

Location: Clarkston, MI; serving Oakland & Macomb counties.

II. Do the Estate Sale Yourself: Tips on How to be Successful!!

1. **Signs:** you must have lots of signs placed on all corners leading to your house. Just make sure you obey any city sign ordinance. You can put them up to a mile away and make sure all arrows are pointed in the right direction. The more signs the merrier. Also, remember to remove all signs when the sale is over. Don't forget your inside signage also.

Examples of inside signs are:

- DO NOT ENTER
- NOT FOR SALE
- EVERYTHING SOLD AS IS
- SPECIAL PRICE
- HOUSE ALSO FOR SALE



Everything should be clear as to value or price or what it is.

2. **Greet everyone at the door.** Be friendly and make them feel very welcome. You want everyone to have a great experience.

3. **Service, Staff & Help!** Items will be moved throughout the estate sale. Keep everything looking neat & organized. Make sure everything is priced and price tags are not removed. If house starts to look trashed, it will harm your sales greatly. Have one person responsible for the money. You do not want potential buyers walking away because they don't know who to pay for something. This person should also steer the buyer to whom to negotiate the price with if they are asking for a lower price. Have electricity available for those items that people want to test & make sure that they work.

Be prepared to help people carry larger items to their vehicle and possibly arrange for a truck or trailer for the larger and more valuable items. Make sure you have bags or empty boxes for those who want to buy several items. Remember, be Prepared, Calm & Organized! Also, be watchful that small valuable items aren't stolen. Keep them under constant surveillance at all times.

4. **Should I have my House For Sale during the Estate Sale?**

Yes, it is a great idea to let potential buyers know your house will be listed a short time after the estate sale. Have plenty of your Realtors cards available and invite your Realtor to attend the estate sale if their time permits. You don't want to discuss pricing at this time. Just say "Please contact my Realtor". A good Realtor will know how to keep their interest until they can show them the entire house after the sale.

BUYERS - Things You Should Never Say when Buying A Home to a Seller:

1. This is my Dream House: they will be less ready to negotiate the price if you say too many great things about the house. But you can say a few nice things so they know you like the house.
2. That Couch is Hideous or (Rug or Curtain) etc.: do not make insulting remarks, even to the seller's Realtor. They might just wait for another buyer.
3. I Can't Afford to Spend X: you never discuss any financial matters with anyone other than your Realtor.
4. I Can't Wait to Get Rid of That: some sellers are attached to their house and it is best not to say anything to them about renovations you want to make. This is your decision and you can do anything you want once you buy it. This can make negotiating more difficult.
5. Why are you Selling? There are often personal reasons like divorce, job relocation, death of a family member or something worse and this can lead to a very awkward conversation. You want to keep all doors open to enhance the negotiating process.
6. What is it Really Like to Live Here? You can drive around the neighborhood at different times of the day and get a good idea what it would be like to live in that area. You do not want to put all your expectations on to what one seller might think and it could lead to a very uncomfortable situation. For example, you might end up really liking your next door neighbor but maybe the seller had some type of disagreement with him that created a problem.
7. You Will Never Get that Price! Leave all pricing conversations up to the Realtors. They are well trained and experienced in discussing house valuations. You don't want to turn off a potential seller by saying something about the price of the home.
8. I'll Give You (an extremely lowball offer) for this Home, What do you Say? There is a price point that will actually insult the seller & if you do this the seller will not counter your offer. Discuss this with your Realtor & let them see how low of a price the seller will accept. Personally, in this situation I approach the other Realtor and say "I have great buyers but the price they are willing to pay is too low for me to make an offer". 95% of the time they will ask "what price is that" and that opens up any possible negotiations on a low price.

Have A Great MARCH!



Williams Team

Larry, Celeste & Jill

663 SUNNYBEACH DRIVE, WHITE LAKE, MI 48386



3 Beds

2.5 Baths

- Updated Kitchen
- Fantastic Lakefront w/
Lake Views from most
Rooms



Price Reduced!!!

Offered for \$374,900

For More Information:

Contact- Larry Williams

248-917-2323

Lakefront Dream: Brick Ranch – Very Clean/Many Updates. Includes Great Room w/ Nat. F.P. w/ Full Window Viewing Of Lake, Open Floor Plan w/ Kitchen, Family Room, And Dining Room – All w/ Great Lake Views & Beautiful New Wood Floors. Updated Kitchen. Includes Granite, Appliances & Lots Of Counter Space. Large Mstr. BR And Bath w/ 2 Wlk-In Closets. Also Two Other BD Rms w/ Possible 4th BR. Includes Attached Garage, Basement Entrance Is Off Garage. Large Patio, Sprinkler System W/Your Own Dock & Beach. All Sports, Lake Is Great For Fishing, Pontoon Boating, Kayaking & Skiing. Don't Miss This One! Enjoy A Complete New Life Style Of Lake Living.

63139 TURNBERRY Way, Washington Twp. MI 48095

\$469,900 (less than recent appraised price)



Must see this Amazing Home that has all the Amenities of more Expensive Homes and includes over 5300 sq.ft. of Finished Living!! There is over \$138,000 of upgrades recently installed in this split-level with 5 bedrooms. This former model includes central vac., crown molding , wainscoting, etc. plus four seasons sunroom and great room with vaulted ceiling. Master bedroom includes walk-in-closet & designer bath. Also, has large dining room and oversized den /library, dream gourmet kitchen with all stainless steel appliances, new convection oven , microwave and five burner gas cooktop with griddle, exotic granite with Lafata cabinets, large island, pantry, breakfast room and hearth area with wood floors and fresh paint in designer colors. Huge finished daylight basement with family room, new bathroom , bedroom and workshop. Professionally landscaped with new brick paver patio and professional landscape lighting. Nearly 1/2 acre and next to natures best with huge pond. New roof in 2014, has large 3 car attached garage.

- ♦ 5 Bedrooms
- ♦ 3.1 Baths
- ♦ Newer Kitchen
- ♦ Large Sunroom
- ♦ 3,530 Sq Ft.

For More Information:

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