

Mario's

REAL ESTATE **UPDATE**



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Gloria
NILSON & co

REAL ESTATE

#1 Agent in Monmouth County 2011-2012

Over \$75 million & 75 homes sold/marketd 2012

110 Avenue of Two Rivers, Rumson, NJ 07760

Let Me Guide You Through The Process

If you were thinking about putting your home on the market in 2013, now is the time to take that step! In Rumson and Fair Haven, inventory is moving quickly. Whether you want to upgrade or downsize, I can guide you through the process, and will give you the confidence and security that a true professional is handling one of your largest assets. I will assist you with setting the price, marketing your home in the community and on the Internet, negotiating offers that come in, and closing the deal. Whether you are buying or selling, I will provide you with my personal service and expertise.

As Monmouth County's top producing real estate agent for the past 2 years, I sold over \$75 million and marketed/sold 75 homes in 2012. In addition, I was the #1 real estate agent in both Rumson and Fair Haven in 2012, with 37 homes sold in just these two towns alone. Since January 2013, I have sold 41 homes that have either closed or are pending, and 16 of those homes are in Rumson or Fair Haven.

I would be happy to draw up a Comparative Market Analysis on your home and show you what you can get in today's market. Experience matters...you owe it to yourself to give me a call. For an appointment call me at 732-881-4306.

PRICING

YOUR HOME
TO SELL

QUICK MARKET ANALYSIS—
WHAT HAS
THE MARKET TO SAY

COMMON MISTAKES

WHEN PRICING
YOUR HOME



PRICING your home to sell

» Tips

- Deliver flyers or brochures to the residents in your area letting them know about your Open House.
- Include directional signs a few days before.
- Attach balloons to each open house sign.
- Include professional and comprehensive floor plans and feature sheets for potential buyers to take away from the Open House.

In order to sell your home successfully, a strategic sales plan is necessary. A sales strategy will focus your efforts on your most important customer, the buyer. You can attract a large pool of potential buyers to your home by using sales strategies that will increase its visibility and sell for the best price. Your Realtor has the knowledge and expertise to help you set up the plan.

HOW TO SELL STRATEGICALLY

Prepare your home for sale

Consider basic improvements and outstanding repairs to your home. They are a financially sound decision to make before selling.

Help position your home at the top of the list by staging it. Showing your home at its very best will help sell it and maximize the selling price.

Set the price accordingly

Do your research and look around at similar homes in your area and then price your property accordingly. A Comparative Market Analysis (CMA) will provide all necessary information for the sale of your home. If it is priced right and well showcased, buyers are less likely to ask for price reductions.

Make your home visible

Hire a professional photographer to photograph and showcase your home on the Internet and in print.

Advertise your home every weekend in the local newspaper. If there's an Open House, include your home address, time and date

of the showing, as well as a few lines describing your home's best features. This will help gain interest from homebuyers.

Use the Internet to show off multiple professional photos, measured floor plans, dynamic virtual tours and detailed descriptions of your home's many features.

Post your listing on the Multiple Listing Service (MLS) website (www.mls.com).

Catch the attention of people walking or driving by your home by having professional "For Sale" signs clearly marked on your property.

Host a successful Open House

An Open House is another way to increase the visibility of your property listing. It can generate traffic and interest in your home while providing buyers an opportunity to explore at their leisure. Once your house is properly staged and priced correctly, an Open House increases the chances of your property selling quickly and for a great price. ■■

QUICK MARKET ANALYSIS— what has *the market to say?*

A quick market analysis or a Comparative Market Analysis (CMA) helps determine your home's worth and its current market value. Based on sales of comparable properties, it helps determine the best price for your home.



TIMING YOUR HOME SALE is important, so remember to stay in tune with the realities of your local housing market. Different markets can determine the length of time it will take to sell your home and affect the final selling price.

Buyer's market

- Know your home's real market value
- Make sure your asking price is competitive
- Promote your home through social media sites
- Find out what buyers in your area are looking for
- Enhance your property's appearance through home staging
- Attend open houses in your neighborhood to see what condition

similar homes are in, and what they are selling for

Seller's market

- Determine the market value of your home
- Set asking price so there is room to negotiate
- Don't make unnecessary concessions
- Don't compromise or settle without benefit
- Don't accept any unjustified lowball offers
- Market your home effectively

Balanced market

- Know your home's fair market value
- Consider reducing your asking price

- Fix things in and around your home
- Prepare to have your home on the market for a longer period of time
- Make your home accessible to potential buyers
- Make sure your home looks presentable at all times ■■

COMMON MISTAKES when pricing your home

The worst mistake you can make when selling is choosing the wrong price to list your home. The wrong pricing strategy can make or break a sale.

WHAT TO AVOID WHEN PRICING A HOME:

Ignoring the real value of your home

Your personal feelings about your home don't matter to buyers. If the price is too high, buyers won't pick your home for viewing, and if it's too low you'll make less money than you should have.

Misunderstanding your local housing market

Current housing market conditions dictate the value of your home. Ask your realtor for a Comparative Market Analysis (CMA). This report will compare your property to similar ones in your neighborhood and determine the fair market value of your home.

Selling your home for a higher amount than its original sale price

Current market and economic conditions influence the sale price of your home, not what you originally paid for it. When selling your home, it's important to determine the correct asking price. If it's not priced competitively, buyers will reject it in favor of something else.

Recouping the amount spent on renovations and repairs

Not all improvements increase the value of a house. Before spending any money, research if possible renovations will improve your home's resale value.

Basic repairs help prepare your home for a buyer's visit but don't necessarily add value to it. If you're selling your home with additional repairs needed, the price should be lowered. ■■



MARIO VENANCIO'S 2013 SALES & LISTINGS

IN FAIR HAVEN AND RUMSON

SALES	CLOSED PRICE	ACTIVE LISTINGS	LIST PRICE
56 Lake Ave., FH	\$491,077	90 Lewis Point Rd. FH	\$899,000
83 Hendrickson Pl, FH	\$660,000	61 Lake Ave., FH	\$899,000
960 River Rd., FH	\$759,000	123 Grange Ave., FH	\$2,699,000
167 Buttonwood Dr., FH	\$950,000	33 1st St., Rum	\$949,000
12 N. Park Ave., Rum	\$750,000	14 Ridge Rd., Rum	\$1,350,000
4 Auldwood Ln., Rum	\$1,100,000	7 Brookside Dr., Rum	\$1,399,000
148 Black Point Rd., Rum	\$1,175,000	86 Buena Vista Dr., Rum	\$2,250,000
13 Robin Rd., Rum	\$1,550,000	27 Shrewsbury Dr., Rum	\$2,499,000
41 Heights Terr., FH	Under Contract	60 Navesink Ave., Rum	\$3,200,000
36 Hance Rd., FH	Under Contract	18 Sheraton Ln., Rum	\$3,499,000
39 Timber Ct., FH	Under Contract		
124 Woodland Dr., FH	Under Contract		
60 Tyson Dr., FH	Under Contract		
7 North St., Rum	Under Contract		
42 Wardell Ave., Rum	Under Contract		
4 Post Rd., Rum	Under Contract		

* All Statistics effective May 10, 2013, as per Monmouth MLS *

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