Mario's

REAL ESTATE UPDATE



PRICING
YOUR HOME
TO SELL

QUICK MARKET ANALYSIS-WHAT HAS THE MARKET TO SAY COMMON MISTAKES

WHEN PRICING
YOUR HOME



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Gloria. NILSON & CO

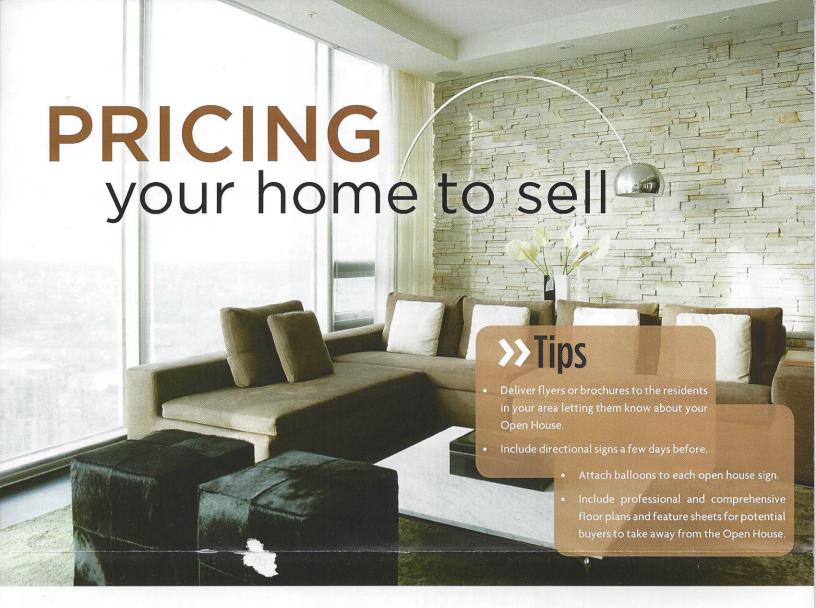
#1 Agent in Monmouth County 2011-2012 Over \$75 million & 75 homes sold/marketed 2012 110 Avenue of Two Rivers, Rumson, NJ 07760

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 ordownsize, 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.



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 guick 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
- 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
- Set asking price so there is room to negotiate
- Don't make unnecessary concessions
- Don't compromise or settle without
- Don't accept any unjustified lowball
- Market your home effectively

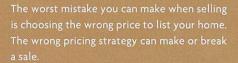
Balanced market

- 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
- Make sure your home looks presentable at all times ■



when pricing your home



WHAT TO AVOID WHEN PRICING A HOME:

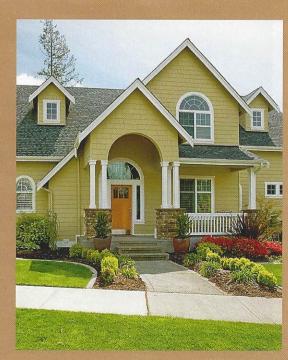
Ignoring the real value of your home

Misunderstanding your local housing market

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

influence the sale price of your home, not

Recouping the amount spent on renovations and repairs





MARIO VENANCIO'S 2013 SALES & LISTINGS IN FAIR HAVEN AND RUMSON

5)	A	L	E	S

56 Lake Ave.. FH 83 Hendrickson Pl. FH 960 River Rd., FH 167 Buttonwood Dr., FH 12 N. Park Ave., Rum 4 Auldwood Ln., Rum 148 Black Point Rd., Rum 13 Robin Rd., Rum 41 Heights Terr., FH 36 Hance Rd., FH 39 Timber Ct., FH 124 Woodland Dr., FH 60 Tyson Dr., FH 7 North St., Rum 42 Wardell Ave., Rum 4 Post Rd., Rum

CLOSED PRICE

\$491.077 \$660,000 \$759,000 \$950.000 \$750,000 \$1,100,000 \$1.175.000 \$1,550,000 **Under Contract Under Contract**

ACTIVE LISTINGS

90 Lewis Point Rd, FH
61 Lake Ave., FH
123 Grange Ave., FH
33 1st St., Rum
14 Ridge Rd., Rum
7 Brookside Dr., Rum
86 Buena Vista Dr., Rum
27 Shrewsbury Dr., Rum
60 Navesink Ave., Rum
18 Sheraton Ln., Rum

LIST PRICE

\$899,000 \$899,000 \$2,699,000 \$949,000 \$1,350,000 \$1,399,000 \$2,250,000 \$2,499,000 \$3,200,000 \$3,499,000

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