

New Jersey Home Seller Guide

Attract More Home Buyers and
Save Thousands in Realty Commissions



Provided by:

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**EZ Flat Fee
Realty**

A Flat Fee MLS listing can save you money. Find out how: 1(800) 393-5283 x.2

Preparing Your Home for Sale

Below is a checklist that will assist you in preparing your home for sale. The exterior of the house is the most important feature to prepare because it is what everyone will see first. A positive first impression is what will attract buyers. Inside the home should always be kept clean and free of clutter. If there are odors, do everything you can to remove them. A foul scent will discourage buyers no matter how well your home shows.

Exterior

- Mow and rake lawn
- Remove weeds from yard and garden beds
- Prune all trees and bushes
- Always have a clean front entrance and entryway
- Repaint the front door
- Repair any broken windows, shutters, screens
- Purchase a new welcome mat
- Keep all windows and floors clean and streak free
- Clean all outdoor lawn furniture and grill
- Repair any damaged decking and patio cracks
- Store any items that clutter the back yard
- Make sure outside faucets are in working order

Interior

- Clean and organize all closets and cabinets
- Remove any excess furniture
- Remove excess artwork and photographs
- Clean out and organize garage and basement
- Keep all countertops and tables free of clutter
- Keep kitchen appliances clean at all times
- Scrub sinks, toilets, tubs and showers
- Shampoo carpets and remove carpet stains
- Check ceiling corners for cobwebs and remove
- Keep fireplace and surrounding area clean
- Clean or replace drapes and blinds
- Remove any trace of pet odors
- Add fresh and pleasant scents to the home

*First Impressions are
extremely important.*



*Do your best to always
keep the interior and
exterior of your property
clean and ready to show.*

Looking to Buy a Home?

Get paid up to 1% of the sales price by using one of our affiliate buyer brokers.

Terms and conditions apply. Details at:

www.EzHomeBuyerRebate.com

Questions? Speak to the Broker Directly: (201) 953-0513



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Pricing your Home

Even though we are currently in a “buyer’s market”, a home that is priced correctly will receive foot traffic and ultimately offers. This is the key factor in whether your home sells and how quickly it can happen. Unfortunately, many home owners fall into an emotional trap believing that their home is worth more for all different reasons. This common scenario costs many home sellers dearly by wasting valuable time in an already competitive marketplace. Ultimately, your home’s value will be based on the recent sales activity taking place in your town and neighborhood. The following checklist will assist you in determining an effective asking price.

- Check the prices of homes currently for sale in your neighborhood**
- Review sales prices of homes in your area that have sold in the last 3 months**
- Consider getting a professional appraisal which will provide you a price range**
- Attend neighborhood open houses to compare pricing and condition**

Marketing Your Home for Sale

One of the most important factors in a successful home sale is exposing your home where buyers are looking. Though there are many different ways to expose your home for sale, the most effective methods are **online advertising** and **MLS exposure** through a real estate agent. According to a 2009 study conducted by the National Association of Realtors, the following sources were used by the public to search for a home:



- 90% searched the internet
- 87% used a real estate agent
- 59% saw a yard sign
- 46% attended an open house

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Why the MLS is More Important than the Listing Agent

Most “By Owner” home sellers choose not to use a real estate agent because of the expensive commission that is usually charged to market a home for sale. However, the reality is that most homes are sold through real estate agents who use the most powerful tool in home sales today – **Their local MLS (Multiple Listing Service).**

Because of the marketing power of the MLS, most sales will take place when a Buyer's Agent not affiliated with the listing office brings you a buyer. **A successful sale generally has nothing to do with the listing agent or the office they work for.** The MLS is the true marketing force behind the sale, so there is no need to pay a high commission rate to list your home with a real estate agent.

Agents working with home buyers will check the MLS several times a day looking for homes in a particular area and price range. Nearly every local real estate office is a member of their local MLS, so an MLS listing puts thousands of agents to work for you.

EZ Flat Fee Realty has saved New Jersey home sellers thousands of dollars in real estate commissions with our Flat Fee MLS listing plans.

Just One of our Flat Fee MLS Success Stories:

“I had my home listed with a full service agent for 6 months, then decided that the best way to sell my house was to lower the price. I could not afford to do this and keep my agent's fee, so I contracted with Tom for his flat fee service. Tom walked me through the process and everything worked as he said it would, I was able to retain more from the sale of my home and the closing went very smoothly. I would recommend working directly with Tom if you are looking for a flat fee listing service.” **S.Rechia, Roxbury, NJ**

See more testimonials at Flat Fee MLS Success Stories.com

Turn the page to see how EZ Flat Fee Realty can help you attract more home buyers and save thousands of dollars in the process 

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The Advantages of Listing with EZ Flat Fee Realty

EZ Flat Fee Realty provides home sellers access to the most important tools they need to market their home professionally and effectively. Our Flat Fee MLS listing plan includes high-impact, online marketing, a local MLS and Reator.com® listing, a broker for sale sign and public open house submissions. Consider these additional benefits to using our service:

1. The most obvious reason is financial. For example, if you sell your home for \$400,000 with a traditional agent, you would pay \$20,000 based on a typical 5% commission. By using our Flat Fee MLS listing plan you can save roughly \$10,000.
2. Another advantage to selling your home with EZ Flat Fee Realty is the flexibility to lower the asking price with the money you are saving in the listing commission (2% - 3%). This can attract more home buyers and give you the ability to negotiate better.
3. You maintain total control over the sales process. Our Flat Fee MLS listing plan allows you to choose your asking price, decide the commission you want to pay and when to show your home. Best of all, you retain the right to sell your home on your own and pay no commission.

EZ FSBO Plan - \$199.00

- ✓ 3 month listing
- ✓ 1 photo posted on MLS
- ✓ Basic Realtor.com listing
- ✓ 1 photo posted on Realtor.com
- ✓ You choose buyer agent commission
- ✓ Buyer leads go to you
- ✓ Showings handled by you
- ✓ Right to sell "By Owner"

EZ Pro Plan - \$399.00

- ✓ 6 month listing
- ✓ 25 photos posted on MLS
- ✓ SHOWCASE Realtor.com listing
- ✓ 25 photos posted on Realtor.com
- ✓ You choose buyer agent commission
- ✓ Buyer leads go to you
- ✓ Showings handled by you
- ✓ Right to sell "By Owner"

BEST VALUE!

In New Jersey, Real Estate Commissions are Negotiable

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