

# A SELLERS GUIDE

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THINGS TO CONSIDER WHEN SELLING FOR TOP DOLLAR THIS FALL



Fall Edition  
2019

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# Why This Fall is the Time to Sell

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## #1 Demand ↑

Now is the time to make the most of the buyer activity currently in the market. The latest Buyer Traffic Report from the National Association of Realtors (NAR) shows that buyer demand remains strong throughout the vast majority of the country.

## #2 Competition ↓

The amount of homes for sale does not equate to the number of buyers in the market. Demand for your house will be strong at a time when there is less competition.

## #3 Quicker Process

The selling process is faster now in this competitive market. It's unavoidable - buyers must stand out, such as getting pre-approved for their mortgage financing. This makes the entire selling process much faster and much simpler as buyers are able to know exactly what they can afford before home shopping.

## #4 Now is the Time to Upgrade

Looking to upgrade to a premium or luxury home? Now is the time to move up! If your house is considered a starter home, it will sell quickly and you'll be able to find a premium home to call your own. According to CoreLogic, prices are projected to appreciate by 4.8% over the next year. If you are moving to a higher-priced home, you will pay more in raw dollars if you wait.

## #5 Your "Why"

What's your "why"? In other words, what's the real reason you are selling? Look at the reason you decided to sell and determine whether it is worth waiting.

# What's Happening in the Market and Is a Recession Coming Our Way?

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The Yield curve has inverted. Over the last 50 years when the yield curve inverts it is one of the most consistent recession indicators. That, coupled with the stock market dropping 800 points in August and bouncing up and down since, has caused a lot of talk about a recession being closer than we thought. So what does that mean for the U.S. Housing market? Interestingly enough, homeowners in the U.S. have over 6.3 Billion dollars in equity in their homes. Only 4.1% of homeowners have negative equity.

**Tappable Equity of U.S. Mortgage Holders**  
*in billions*



  
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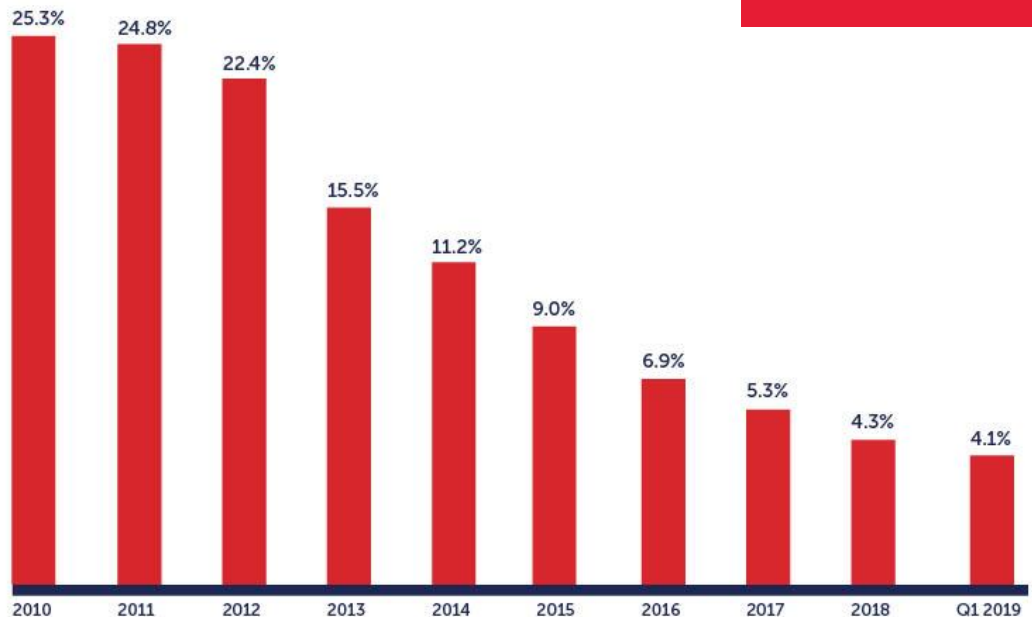
  
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# What's Happening in the Market and Is a Recession Coming Our Way? Continued...

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## % Negative Equity Share



CORELOGIC

Back in 2010 homeowners had 25.3% negative equity. So as we think about a recession and how it relates to the housing market we need to look at factors like this. With 6.3 billion dollars of equity in homes, homeowners aren't going to bail out. Also, according to the Urban Institute over 37% of homes don't even have a mortgage on them. During the last cash, people were taking equity out of their homes and buying boats and cars. They were using their homes as an ATM machine, before. But now, they are keeping their money in their homes that's why we are 37% of homes are mortgage free and we have 6.3 billion in equity. CoreLogic breaks down their anticipated increase in appreciation. All states with the exception of Texas are seeing an increase in appreciation. According to the Home Price Expectations Survey, all the analysts are saying that we are going to see appreciation between the next two and four years depending on how far each organization makes their predictions.

# What's Happening in the Market and Is a Recession Coming Our Way? Continued...

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The reason I feel it's important to talk about this is because with all the hype of a Recession, we need to truly know what that means about the housing market and not let the fear of what happened in the last recession control our thoughts and emotions about what we should or shouldn't do. As Ali Wolf the Director of Economic Research says,

**"As people having PTSD from the last time, they're still afraid of buying at the wrong time."**

But we need to know the differences between 2008 and now. As Jeff Tucker, Zillow Economist states,

**"The housing crash during the Great Recession left a lasting impression...But as we look ahead to the next recession, it's important to recognize how unusual the conditions were that caused the last one, and what's different about the housing market today. Rather than an abundant homes, we have a shortage of new home supply. Rather than risky borrowers taking on adjustable rate mortgages, we have buyers with sterling credit scores taking out predictable 30-year fixed-rate mortgages. The housing market is simply much less risky than it was 15 years ago."**

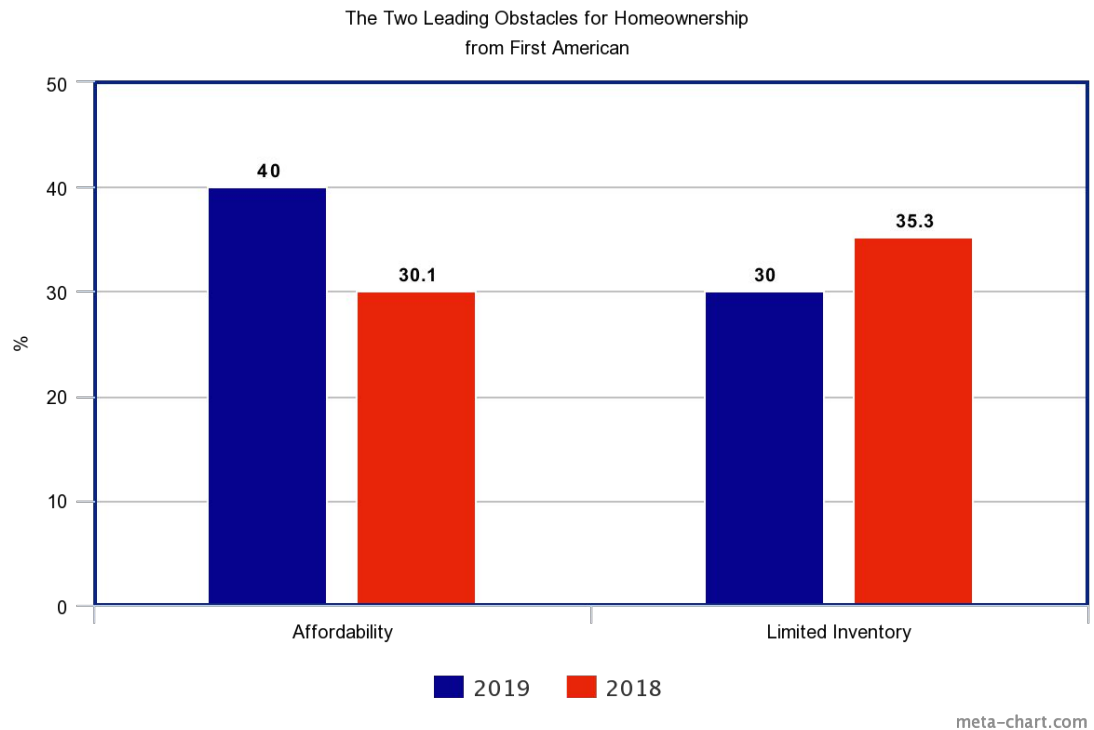
## The Main Point

We are in a totally different time and many of the economic indicators as well as how easy it was to get a loan and the types of loans that were available back then, are totally different. So let's not make this something that it isn't. In fact, I just purchased a home myself in the past 90 days, and obviously I would not have if I thought the housing market was going to crash beneath me. I feel it's important we know the facts as many times the media is NOT telling us everything and they love to get those negative headlines out there because they sell more! Please reach out to us here at Ace Real Estate as we want to help be your knowledge base.

# What's Happened This Year for Sellers

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The two leading obstacles for buyers are **affordability** and **limited inventory**, according to *First American*. Therefore, over the last few years, sellers have been hesitant to put their houses on the market for fear of not being able to find another home to buy.

Inventory shortages have been a constant concern for potential buyers throughout recent years, and new research shows that the same concern is still apparent, but is starting to **decrease** among potential buyers.

At the same time, over the past 12 months, we've seen over 4-months inventory coming to market for purchase. In the past, the lack of listings and available inventory slowed down the real estate market.

This recent increase in current inventory means it's time for buyers and sellers to make their move now.

# What's Happened This Year for Sellers Continued...

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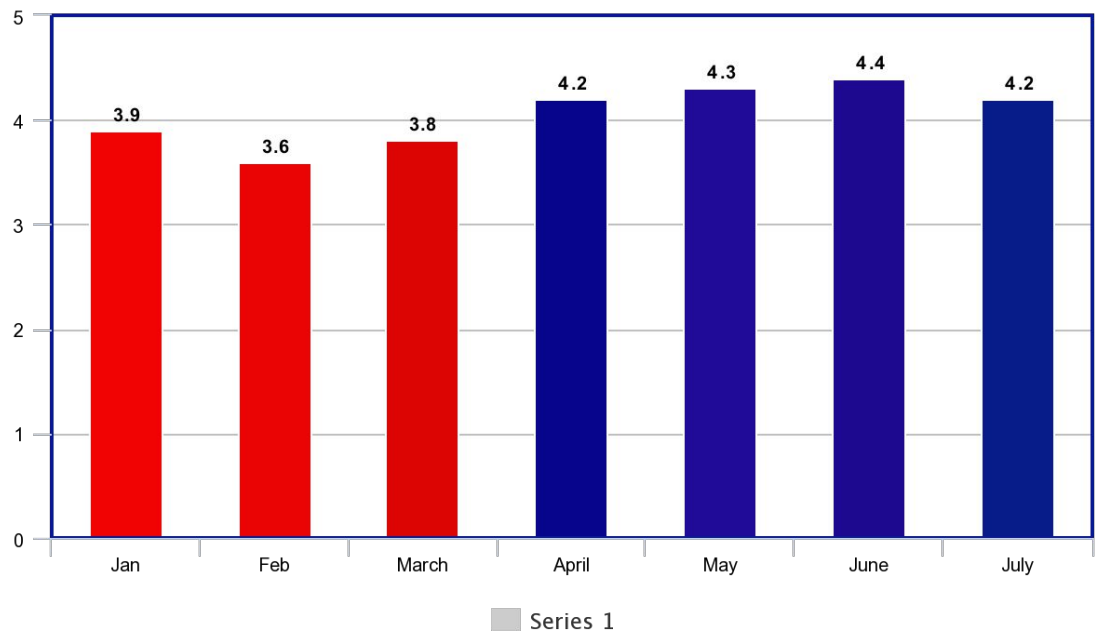
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To further support the idea of an improving real estate market, Sam Khater, the Chief Economist at *Freddie Mac* says,

“...In the near-term, we expect the housing market to continue to improve from both a sales and price perspective.”

Many experts, like Sam, believe the latter portion of 2019 will drive a stronger market than we saw at the beginning of the year, which is excellent news for homeowners who have waited to put their houses on the market.

Months Inventory of HOMES FOR SALE  
from NAR



meta-chart.com

## The Main Point

The course of this year has made a huge difference for homeowners. If you're thinking of selling, now is the time to make your move.



# Real Estate Ranked as the Best Investment 6 Years in a Row

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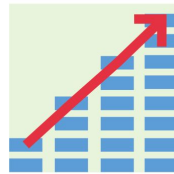
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**35%**  
**Real  
Estate**



**27%**  
**Stock  
Market**



**15%**  
**Savings  
Account**



**14%**  
**Gold**



## The Main Point

If you're serious about growing your assets and making the most powerful investment in your family's future, call us today and know that homeownership is ranked as the best investment by Americans for 6 years in a row.

# Home Buyer Demand is Strong Now & Will Be in the Future

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Getting married, having kids, and buying a home. It's the American dream. Millennials may take longer to achieve this dream, but that doesn't mean they won't get there. In fact, this generation will continue to drive housing demand for years to come.

History shows that people tend to buy their first home around age 30. According to an article from *realtor.com*, nearly 5 million millennials will turn 30 in the next two years. This will continue to fuel demand for housing. This is also one of the many reasons why the millennial homeownership rate has continued to grow over the past few years. 48.4% of Americans between the ages of 30-34 now own a home.

# What's Going on with Interest Rates?

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Mortgage rates have fallen by over a full percentage point since Q4 of 2018, settling at near-historic lows. This is big news for buyers looking to get more for their money in the current housing market.

According to Freddie Mac's Primary Mortgage Market Survey,

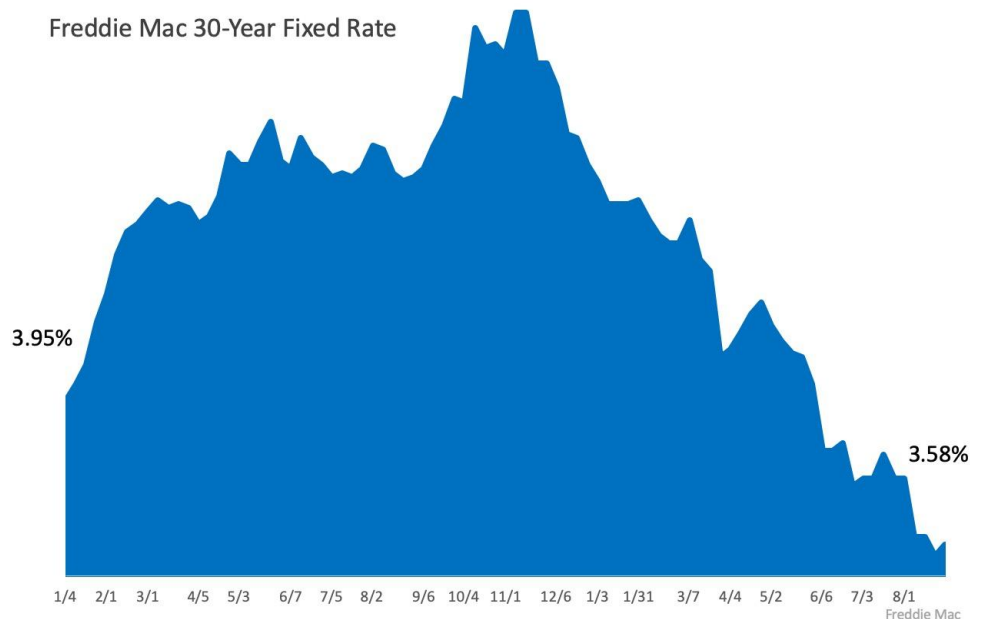
**“the 30-year fixed-rate mortgage (FRM) rate averaged 3.60 percent, the lowest it has been since November 2016.”**

Sam Khater, Chief Economist at Freddie Mac, notes that this is great news for homebuyers. He states,

**“...consumer sentiment remains buoyed by a strong labor market and low rates that will continue to drive home sales into the fall.”**

## Mortgage Rates

Freddie Mac 30-Year Fixed Rate



## The Main Point

As a potential buyer, the best thing you can do is work with a trusted advisor who can help you keep a close eye on how the market is changing. Relying on current expert advice is more important than ever when it comes to making a confident and informed decision for you and your family. If you are planning on buying a home in the near future, contact us so we can develop a game plan to fit your needs.

# Why Hire a Realtor

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Can you buy or sell a home in Fayetteville and surrounding areas without losing thousands of dollars to your bottom line? That's a great question, especially with all this talk about working with companies to buy or sell a home without an experienced Realtor, and discount brokers who will sell your home for next to nothing because they lack the experience, negotiations, and sales. Now I don't pronounce to be a Doctor, but buying or selling a home is most likely one of your largest assets right next to your body. And you wouldn't operate on yourself, right? When choosing a doctor, wouldn't you want to choose one that specializes in fixing whatever body part you had trouble with? For example, if you broke your hip, you wouldn't go to a foot doctor. You'd go with an experienced doctor who specializes in hips. So do the same with your Real Estate and Mortgage Professional, hire one who has a lot of experience, it truly can make the difference between you losing out on a lot of money and potential interest.



# Why Hire a Realtor Continued...

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If you hire an inexperienced Real estate professional who has no clue about marketing strategies to capitalize on your investment or a lender who isn't experienced enough to know what programs are available for you to capitalize on, well that can cost you a lot of money and heartache, so hire someone experienced. Lastly, what about negotiations? If you were being sued, wouldn't you want to hire the very best attorney to keep you out of jail or to keep more money in your pocket in case you had to pay out? Of course you would! You know by hiring a good attorney who can negotiate on your behalf can mean the difference between ending up in the slammer or possibly being bankrupt. Well, your home is no different. Remember, it's most likely your largest investment, be careful not to hire an agent or lender whose only card they can pull out is to reduce their commission because they don't have the negotiations experience. Take my advice being a specialist, having lots of experience and knowing how to negotiate is the right choice when purchasing or selling your largest investment. And, as always, feel free to reach out to us here at Ace Real Estate as we're always here to help.

# The Top 5 Reasons Why You Shouldn't "For Sale by Owner (FSBO)"

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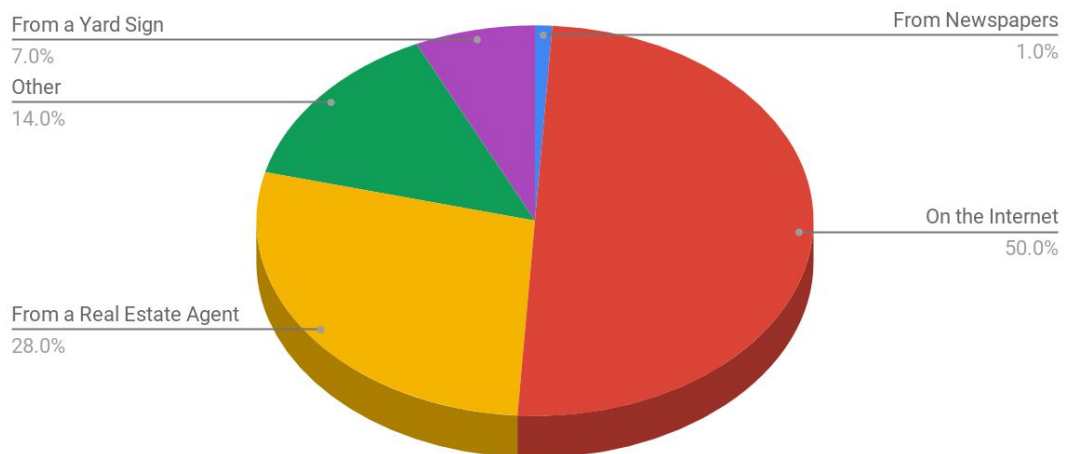
## #1 Online Strategy for Prospective Purchasers

Recent studies have shown that 95% of buyers search online for a home. Only 13% use newspaper ads. We have an expert digital marketing strategy that we use to promote the sale of your home.

## #2 Results Come from the Internet

Having a strong digital marketing strategy is crucial. Take a look at where the buyers found their home that they actually purchased:

Where did buyers find the home they actually purchased?



## #3 Negotiations

As a FSBO, you have to be prepared to negotiate with many people and companies:

- The buyer who wants the best deal possible.
- The buyer's agent who solely represents the best interest of the buyer.
- The buyer's attorney (in some parts of the country).
- The home inspection companies, which work for the buyer and will almost always find some problems with the house.
- The appraiser if there is a question of value.

# The Top 5 Reasons Why You Shouldn't "For Sale by Owner (FSBO)" Continued

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## #4 FSBO is Not an Easy Task

The paperwork involved in selling and buying a home has increased dramatically as industry disclosures and regulations have become mandatory. This is one of the reasons that the percentage of people choosing to FSBO has dropped from 19% to 7% over the last 20+ years.

## #5 You Net More Money When Using an Agent

Many homeowners believe that they will save the real estate commission by selling on their own. Realize that the main reason buyers look at FSBOs is because they also believe they can save the real estate agent's commission. The seller and buyer can't both save the commission.

A study by Collateral Analytics revealed that FSBOs don't actually save anything. In some cases, they may actually cost themselves more by not listing with an agent. One of the main reasons for the price difference at the time of sale is:

"Properties listed with a broker that is a member of the local MLS will be listed online with all other participating broker websites, marketing the home to a much larger buyer population. And those MLS properties generally offer compensation to agents who represent buyers, incentivizing them to show and sell the property and again potentially enlarging the buyer pool."

The more buyers that view a home, the greater the chance of a bidding war for the property. The study showed that the difference in price between comparable homes of size and location is currently at an average of 6%.

Why would you choose to list on your own and manage the entire transaction when you can hire an agent and not have to pay anything more?

## The Main Point

Before you decide to take on the challenges of selling your house on your own, contact us and we can discuss your needs.

# 4 Tips to Sell Your Home ***Faster***

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## #1 Curb Appeal

When you walk up to the home does it have curb appeal? Fresh landscaping, maybe a bit of black bark, fresh flowers, plants or trees, new trim and door paint, or possibly even a new paint job?

## #2 Make the Buyers Feel at Home

Remember the 3 D's: Declutter, Depersonalize, and Deep Clean.

## #3 Keep It Organized & Clean

After decluttering, depersonalizing, and deep cleaning, make sure you keep it that way. And don't forget the smell test!

## #4 Staging

Is your home fully staged with modern furniture to ensure it shows to the best of its ability?

Two more tips to keep in mind: **Pricing & Accessibility**. You have to make sure the price is right as well as make sure the house is available for buyers.

## The Main Point

Let's connect today so we can sell your home for the best price in the least amount of time.



# The NAR's *Annual Profile of Home Staging*

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The National Association of Realtors surveyed their members and released the findings of their *Annual Profile of Home Staging*. Here are their results:

## Top Findings From Seller's Agents



- 28%** said they staged all sellers' homes prior to listing them for sale
- 22%** reported an increase of 1-5% of the dollar value offered by buyers, compared to similar homes
- 25%** reported that staging a home greatly decreased the amount of time the home was on the market

## Top Findings From Buyer's Agents



- 83%** said staging a home made it easier for a buyer to visualize the property as a future home
- 38%** of buyers were more willing to walk through a home they saw online if it was staged
- 25%** said staging a home increased the dollar value offered between 1-5%, compared to other similar homes on the market that were not staged

# Pricing Your Home Appropriately

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In today's real estate market, with more houses coming to market every day and eager buyers searching for their dream home, pricing your home appropriately is one of the most important things you can do when selling.

According to CoreLogic's latest Home Price Index, home values have risen at over 6% a year over the past two years, but have started to slow to 3.7% over the last 12 months. By this time next year, CoreLogic predicts that home values will be 4.8% higher.

Instead of the seller trying to 'win' the negotiation with one buyer, they should price their house so that demand for the home is maximized. By doing so, the seller will not be negotiating with a buyer over the price, but will instead have multiple buyers competing with each other over the house.

The key to selling your house in 2019 is making sure your house is Priced To Sell Immediately (PTSI). That way, your home will be seen by the most buyers and will sell at a great price before more competition comes to market.

## The Main Point

Let's get together to discuss how to price your home appropriately for our area and maximize your exposure.

# 4 Elements to a Quality Listing & 5 Levels of Access

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#1 #2 #3 #4  
Access Condition Financing Price



- Level 1** **Lockbox on the Door/Home** gives the buyer the ability to see the home as soon as they are aware of the listing, or at their convenience.
- Level 2** **Providing a Key to the Home** may cause a delay in being able to show the home because the buyer's agent will need to pick up the key.
- Level 3** **Open Access with a Phone Call** allows the home to be shown with just a phone call's notice to the sellers.
- Level 4** **By Appointment Only (example: 24 hour notice)** works well for relocation or out-of-town/state buyers who may only have the weekend to view homes.
- Level 5** **Limited Access (example: the home is only available on Thursdays and Fridays after 3 pm)** is the most difficult way to show a house to potential buyers.

## The Main Point

In a competitive market, access can make or break your ability to get the price you are looking for, or even sell your house at all. Contact us and we will help you get your house sold.

# Why You DON'T Need a Realtor

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You don't need a realtor, but what you do need is a(n)



Negotiation Expert



Pricing Specialist



Advocate



Marketing Expert



# Contact Us to Talk More

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We would love to answer your questions and talk more about what you read in this article. We can lead you on the right path to selling your current home or buying the home of your dreams! Look forward to hearing from you :)

**Main Point:** Don't hesitate on selling your home or purchasing a new one. Prices are at a standstill right now and the inventory is still great! Call us and we can help give you an accurate value or find your dream home.



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