

The Secret to Selling Your Home Fast

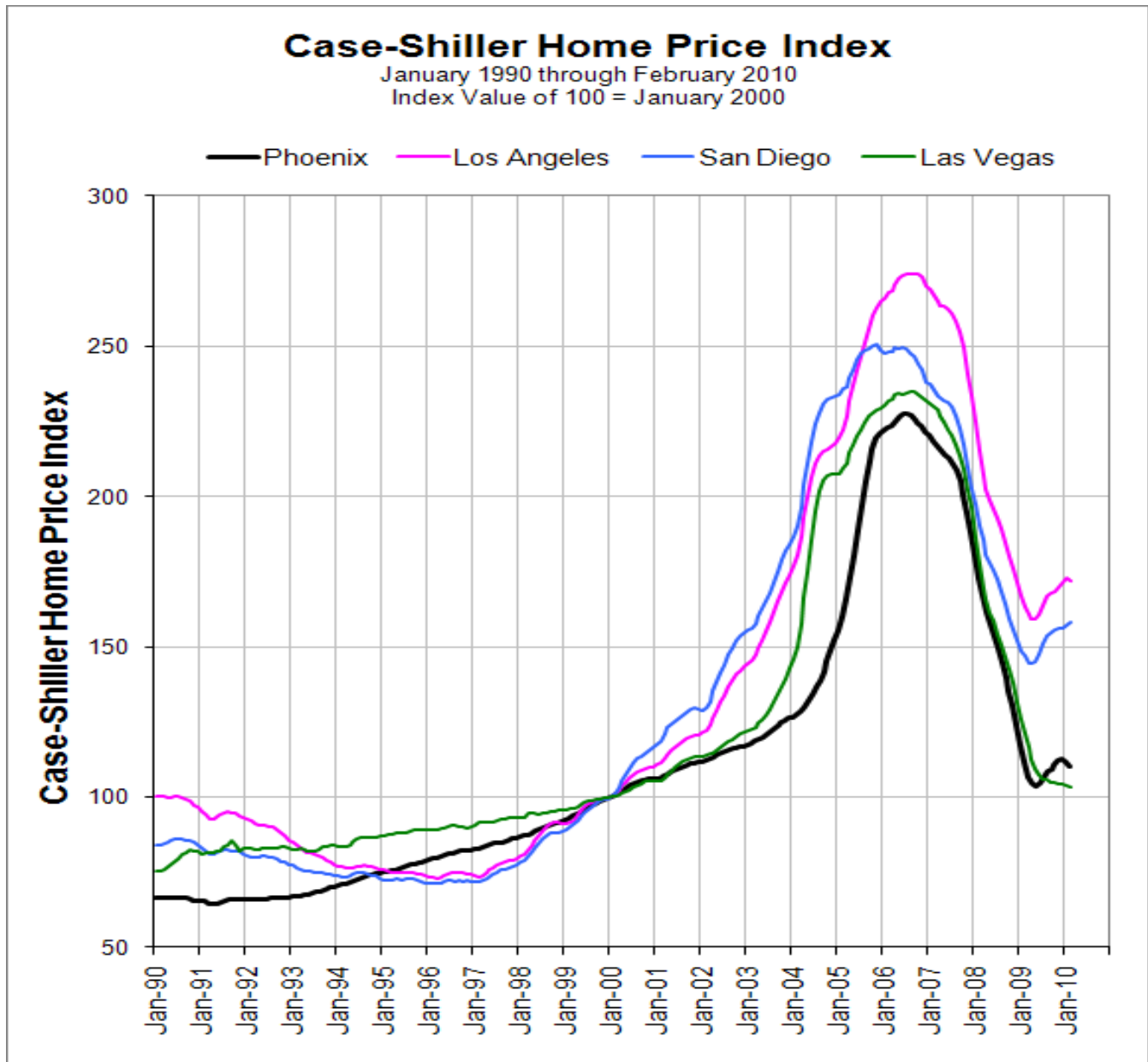
How to Sell Your House Fast for Top Dollar with the Least Hassle



Dear Friend & Neighbor,

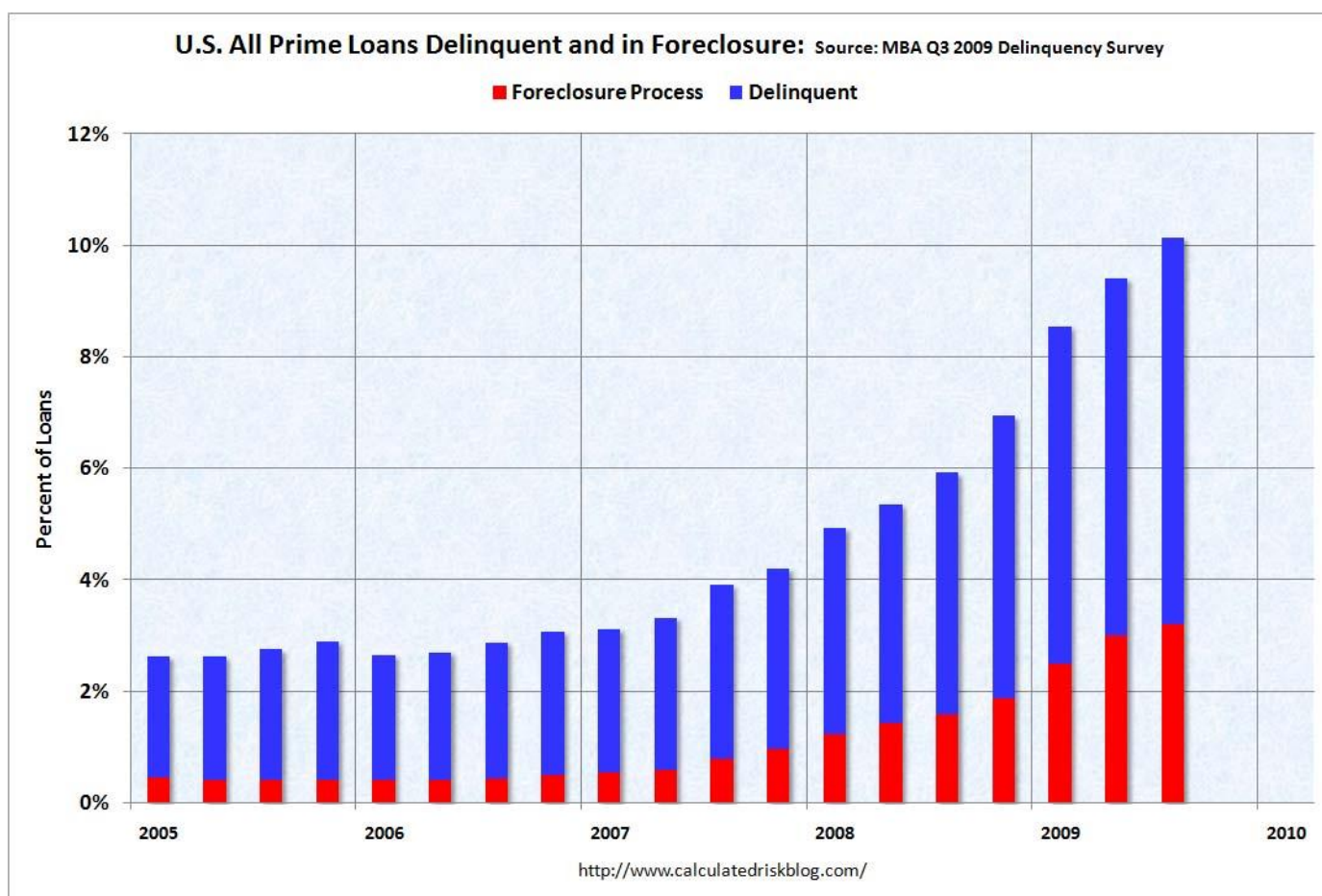
As you are well aware we have faced the worst real estate downturn in our country's history.

The real estate market has been the hardest hit when it comes to home values & foreclosures. From the real estate market highs of July 2005, some parts of the country are now down nearly 50% - 80% from those values. As you can see from the chart below, home values have dropped dramatically during that period of time.



Many people know that **New Jersey** has been hit hard with respect to home values, but most people are not aware of how much. When people are asked what they believe their homes are worth, some say “a couple years ago my home was worth \$200,000” As you can see from the chart above, that \$200,000 house is now likely worth \$100,000 -- or less if there are a lot of bank-owned sales or short sales occurring in your neighborhood.

So what's the future hold, you ask? Well, Elliott Pollack, an Arizona housing specialist and market forecaster, recently said that the “balance between supply and demand will not be fully achieved until about 2014”. This means we may not see any significant increase in values until after this point. One of the main reasons is the number of pending foreclosures that continue to hit the market and bring down home values. The chart below shows that there are over 10% of the US households is in foreclosures that could be hitting the market in 2011 & 2012. Fortunately we have seen more buyer activity in 2013 and 2014, which subsequently has stabilized and have even increased values in some markets, but value in many markets is still nowhere near what they were before the crisis.



So what does this mean for us? Well it means that for values to increase significantly we have to find a solution for these pending foreclosures and available inventory, which could take time, experts say.

So what do you do if you want or need to sell right now? There are many different options you have. We'll explain the conventional more traditional approaches; then explain in detail the more creative options so you can make an informed decision to maximize your proceeds.

Traditional Options for Selling a Home



Option #1: Selling with a Realtor

Realtors are great if you have plenty of time to sell and your house is in excellent condition and of course your local market is lacking inventory. There are thousands of realtors in New Jersey, and let's say you were to pick one that has successfully closed some deals and is experienced. The realtors will likely walk through your property and give you advice on what should be fixed, cleaned up or removed.

Then you'll sign a 6-month to 1-year listing contract and they'll put it on MLS (Multi Listing Service). Most listing agents will charge 6% or more depending on the situation for this service. They will handle all the calls, lots of paperwork, qualifying the potential buyers, and presenting you offers. Typically 3% goes to the agent that finds the buyer and 3% goes to the agent that listed the property.

Once the property hits the MLS the fun begins! You'll have lots of people coming into your home, looking around and checking every nook and cranny, 7 days a week, and quite possibly at all different times of the day, as everyone has different work schedules and time commitments. This means your house has to be spotless ALL the time. This can be very intrusive for most people.

Once a buyer is found, which takes on average 3 to 6 months depending on how your property is priced, your agent will open escrow and the buyer's "inspection period" will begin. During this period, several inspectors will come to your house and check EVERYTHING! This typically includes a home inspector, who will check almost everything that you could think of, and more, plus often a roof inspector, pool inspector, termite inspector, etc... After all of these inspections are completed, most buyers will give you a list (and we've seen some really long lists!) of items that expect you to fix, or instead they may ask for a large price reduction. If you don't agree to do it (or negotiate something they will accept), the buyer can walk away and you're back to square one.

Once you get past the inspection period, the buyer's lender will order an appraisal to ensure that the value and condition of the property is acceptable to the lender. This appraisal process, which used to be fairly routine, has been a "hope for the best" process and in certain cases can prevent traditional real estate transactions from going through. We recently had a property that we renovated and had several buyers wanting it for \$140,000. That means \$140,000 is the 'market' price, right? Wrong! Even though we had multiple offers at or around \$140,000, which indicated that the buyers and their realtors thought it was worth that price, the appraisal came in at only \$117,000. The appraiser decided to use bank-owned and distressed sales as comparables when calculating his value, rather than comparing it to other non-distressed remodeled properties nearby. This low ball appraisal will be attached to the property for 6 months. So what do we do? We are forced to wait the 6 months or turn it into a rental property, taking the risk that the tenants won't mess up the recent renovations we just spent lots of money on.

Now, let's say the appraisal comes in fine than you can go to closing. Usually the buyer and seller split closing costs, which can cost you roughly 2-4% of the sales price, and are taken out of your proceeds at the closing. Success...Sold!

Realtors are great if you have if you have the luxury of time, they are competent with regard to local market value, your house is in excellent condition, and you don't mind people coming to your house continuously. The MLS will likely allow you to get the highest gross price for your house (before commissions, repairs, closing costs, time on market), and you will probably be represented professionally, as most realtors are usually pretty good at what they do.



Option #2: For Sale by Owner (FSBO)

Selling your home "By Owner" is very similar to Option #1; the only difference is YOU have to do all the work. Market the property, find the buyer, show the house, negotiate the sale, write the contract and disclosures, and so on. Most buyers will need to get financing so there will be a risk of appraisal. There will still be closing costs and fees that need to be paid. This is a great solution again if you have time and are comfortable in handling the sales process.

The process will take longer as you won't have lots of Realtors seeing and potentially showing your house to buyers. Most FSBO sell at 86% of asking price. The process can be frustrating as you are responsible for the whole transaction. FSBO's work fairly well for sellers when it is a seller's market (more people buying properties than trying to sell them, characterized by a low number of average days on market).

So What are the more Creative Methods?



Option #3 Lease Option Your Property to a Tenant/Buyer or Offer Terms To Your Buyers

If dropping your sales price is not what you are looking to do or you're not getting the buyer interest as anticipated, try structuring a lease with an option to buy or lease purchase. In other words, by offering terms to your prospective buyers such as on a lease option or offer seller financing it opens up another avenue of potential buyers. As you may be aware, it is becoming increasingly harder to get a mortgage in this market which is limiting the amount of prequalified buyers in the market. If you begin to offer terms, you then expand your pool of buyers. This WILL differentiate yourself and increase your chances of getting your house sold. Offering terms has its advantages and can be a viable option when the subject home is vacant and the sellers have time on their side for the eventual sale of the property. If what you are after is the quick sale, then this may not be the best option for you.

Okay, but what is the FASTEST WAY?

Option #4: Selling to a Real Estate Investor For a Quick Sale

The key to selling to a real estate investor is to find someone you like and trust. Once you decide on that individual, a true professional will provide a solution to your unique situation. The benefit of a good real estate investor is that they can provide creative solutions that will help you sell your home fast, without paying realtor commissions and closing costs, sometimes even lawyer fees and moving expenses. This process will save you time and the headache as well as saving money with some traditional real estate expenses.

What are some of the Reasons People Sell to a Real Estate Investor?

Inherited Property	Vacant House
Divorce	Out of State Owner
Foreclosure	Behind on Payments
Lots of Repairs	Bankruptcy
Relocation	Probate
City Violations	Upside Down

So what will an Investor pay for my house?

We get this question a lot -- it's really quite simple. We determine the After Repair Value (ARV) by running a comparable market analysis of recently sold and active homes in your neighborhood. Then we evaluate the property to determine renovation costs; essentially what the house will need done to maximize its best and highest use (value). We then factor in the costs of carrying the property for the duration of the project which includes taxes, insurance, and utilities, possible HOA fees, as well as the costs associated with buying and selling a home which are closing costs and realtor commissions at time of sale. When it's all said and done, an investor will typically pay about 50%-65% of its After Repaired Value depending on the scope of work and market. An important thing to note is that the ARV is NOT the current market value. It is the value of the property when fixed up, so usually it will be significantly higher than current as-is market value.

So what if you owe more than the property is worth?

We can set you up with a competent short sale specialist which will guide you through the process of selling your home fast.

What if you're not upside down but have little equity or owe what your house is worth?

We have the ability to take over payments and if you have equity in some cases we can get you cash very quickly. We can give you instant stress relief; we'll take the burden of the monthly house payments off your hands and give you cash. This will allow you to move on stress free.

So what is the process and do I get started?

Give us a call at **908-547-0404**. You then can set up an appointment for one of us to come see your property, do a free evaluation, discuss with you what you're options are and if this route is the best fit then give you a no obligation cash offer. Once we agree on a price and terms, we will open escrow and begin the title process.

During the title process, our title company will put all of the paperwork together and schedule a closing. This process usually takes 30 days, however if the situation is urgent we can get it all done on a 'rush' basis in as little as 15 days.

So Who Are We?

Halo Homebuyers L.L.C is a New Jersey real estate consultant and redevelopment company owned and operated by Jonathan Faccone. We provide real estate solutions to individuals that need to sell their home fast without hassle. Please visit our website at www.halohomebuyers.com to learn more.

What to Watch Out For

Phonies who say anything to get the contract signed, over-promise and under-deliver. You have to be mindful of “middlemen” and investors who are not the end buyers or the individuals actually doing the renovation. These “middlemen” also called wholesalers are generally good, well intentioned folk and they can provide a valuable service. However, it is usually best to deal with an honest and transparent redevelopment company directly which will net you more money for your house as well as to ensure performance (a.k.a closing when you want to close). At Halo Homebuyers, we have a 100% seller satisfaction rating. The reason is because we deliver. We strive for a seamless transaction, and we will be guiding you every step of the way to ensure a successful transaction.

Give us a call right now at 908-547-0404 or visit us online at: www.halohomebuyers.com. We'd love to meet you and we'd be happy to give you a cash offer today.



Frequently Asked Questions

1. What type of properties do you buy?

A. We purchase all types of properties in Central New Jersey - houses, condos, land, multi-family, commercial projects, etc.

2. What condition does the property have to be in?

A. We will buy the property in any condition. We've seen everything so don't be embarrassed if your property is not in great (or even good) shape.

3. Who will pay the closing costs? Will it cost me any money?

A. Typically the seller pays closing costs, but we can arrange to pay for all closing costs associated with the transaction. Every transaction is different but many times we pay for everything.

4. What if I owe more than the property is worth?

A. We may still be able to help even if you owe more than it's worth. We have contacts that are competent with short sales transactions.

5. Are you realtors and do I have to pay a Commission?

No, we are private investors, and you will pay no fees or commissions. Our service is free.

6. How long will it take to close the transaction and get my cash?

A. It takes usually 30 days to close the transaction from the time the contract is signed. However, we understand that when there is a high degree of urgency, we can certainly accommodate and move quicker if it is necessary.

7. Why should I do business with you?

A. Because we conduct our business honestly and with integrity. Our goal is to create win/win transaction and will not deal if it's not right for everybody involved. All of our sellers are extremely satisfied with the process and our guidance every step of the way.

Contact:

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Or online at:

www.halohomebuyers.com

Thank you!