

# The Mission of CJR

CJR strives to innovate the home buying process to be the simplest and most effective experience for our agents and clients.



# The Value and Focus of CJR is YOU

*To our customers and clients we promise to deliver*

- Honesty
- Professionalism
- Compassion
- Loyalty
- Accountability
- Market Knowledge

Success **Creates** Success



# Working with a REALTOR

## IT PAYS TO CONSULT A REALTOR

REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84% of home buyers would use the same REALTOR® again.

All real estate licensees are not the same. Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS are properly called REALTORS. They proudly display the REALTOR logo on their business cards or other marketing and sales literature.

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime.

Transactions today usually exceed \$100,000. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without a REALTOR.





# You'll have an **EXPERT**

Buying or selling a home usually requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds and multi-page settlement statements. A knowledgeable expert will help you prepare the best deal and avoid or costly mistakes.

**1**

#### **Real estate has its own language**

If you don't know a CMA from a PUD, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.

**2**

#### **REALTORS have done it before**

Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. And even if you've done it before, laws and regulations change. REALTORS, on the other hand, handle hundreds of transactions over the course of their career. Having an expert on your side is critical.

**3**

#### **Buying and selling a home is emotional**

A home often symbolizes family, rest and security - it is not just four walls and a roof. Because of this, home buying and selling can be an emotional undertaking. Having a concerned, but objective, third party helps you stay focused on both the emotional and financial issues most important to you.

**4**

#### **Closing**

Between the initial sales agreement and closing, questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork can be overwhelming. Your REALTOR is the best person to objectively help you resolve these issues and move the transaction to closing.

#### **Ethical Treatment**

Every member of the National Association of REALTORS makes a commitment to adhere to a strict Code of Ethics, which is based on professionalism and protection of the public. As a customer of a REALTOR, you can expect honest and ethical treatment in all transaction related matters.





## How REALTORS are **PAID**

After a successful sale of your property, the real estate commission is shared among all who assisted in the transaction. Generally, the commission is divided four ways: to the listing broker, the listing agent, the selling broker and the selling agent.

### Did you know?

- REALTORS are self-employed and receive no salary or benefits
- REALTORS are only paid for results - if and when they successfully close a property transaction
- CJR REALTORS are paid the same whether a buyer purchases a home listed by CJR or another broker
- As independent contractors, REALTORS have ongoing out-of-pocket expenses similar to those of any small business

## REALTOR EXPENSES

- Automotive Expenses
- Gas
- Property Advertising
- Marketing of Services
- Marketing Materials
- Direct Mail
- For Sale Signs
- Lock Boxes
- MLS Fees
- Hardware and Software
- Cellular Phone
- Business Cards
- Business Insurance
- Taxes
- Continuing Education
- Office and Technology Fees





## RESOURCES

Sometimes the property you want is available, but not advertised. Your REALTOR has the resources to investigate the market and find all available properties.

## BUYING POWER

Your REALTOR can help you determine what you can buy.

## NEGOTIATION SKILLS

Having a concerned, but objective, third party helps you stay focused.

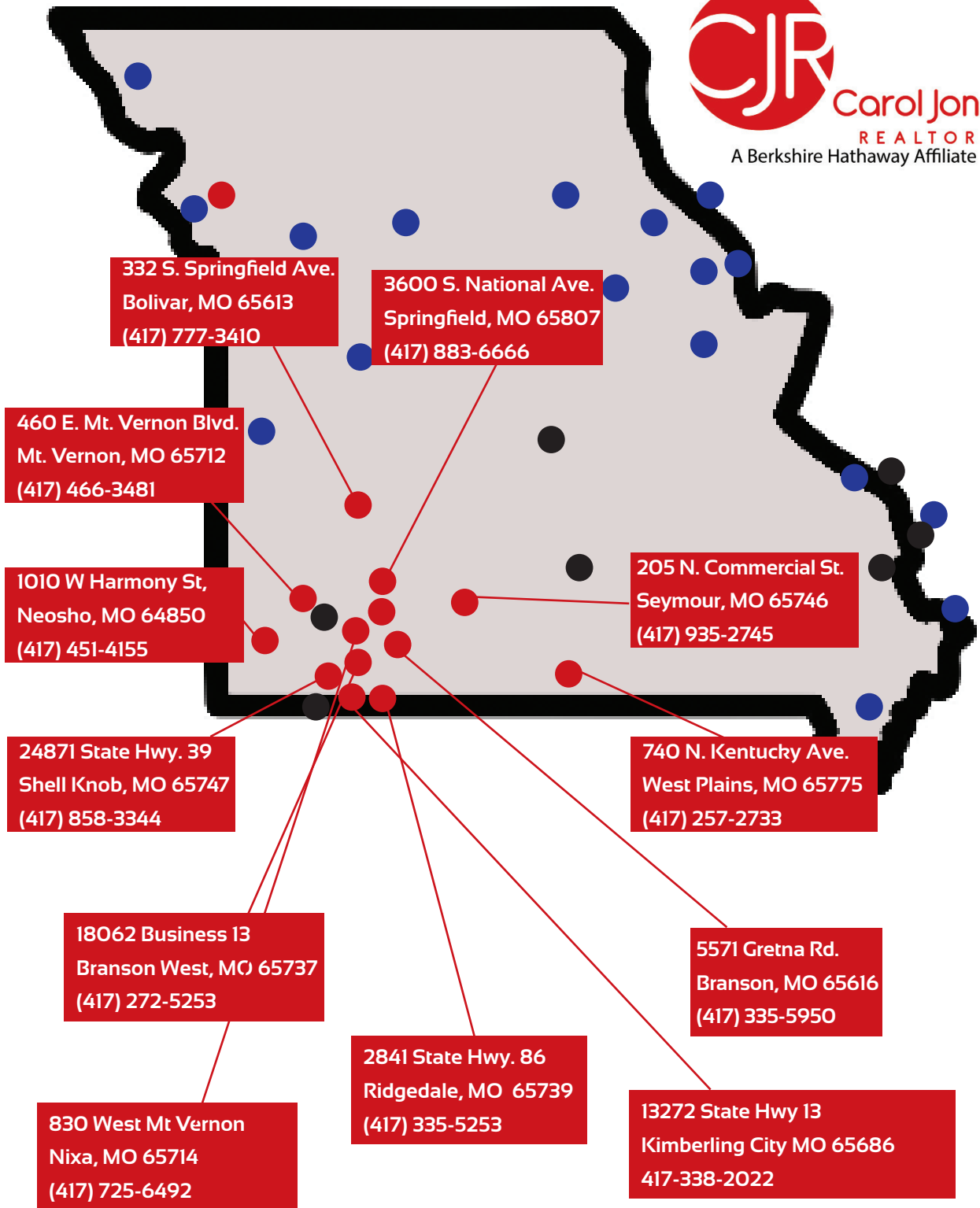
**REALTORS** are trained in all aspects of the real estate transaction, from pricing and marketing, to closing and legal documents. Working with a REALTOR can save you time and frustration throughout the buying and selling process, ensuring a smooth transaction.







# MORE COVERAGE



- HomeServices Companies
- Prudential Affiliates
- Real Living Affiliates

## OUR FAMILY OF COMPANIES

**HomeServices of America, INC.**  
A Berkshire Hathaway Affiliate



Southern Missouri: Springfield and Branson  
[www.caroljones.com](http://www.caroljones.com)



Greater Omaha, Neb., and Council Bluffs, Iowa  
[www.cbshome.com](http://www.cbshome.com)



Maryland's Chesapeake Bay Region,  
Annapolis Region and the Eastern Shore  
[www.championrealty.com](http://www.championrealty.com)



Minnesota, Western Wisconsin  
[www.edinarealty.com](http://www.edinarealty.com)



Southern Florida: Miami Dade, Broward and Palm Beach  
[www.ewm.com](http://www.ewm.com)



Fresno and central California communities of Clovis,  
Prather, Shaver Lake, Reedley, Kingsburg and Visalia  
[www.guarantee.com](http://www.guarantee.com)



Metro Atlanta, North Georgia, South  
Georgia, Highlands North Carolina  
[www.harrynorman.com](http://www.harrynorman.com)



Lincoln, Neb., and Surrounding Areas  
[www.homerealestate.com](http://www.homerealestate.com)



Southern Ohio, Northern Kentucky  
and Southeastern Indiana  
[www.huff.com](http://www.huff.com)



Des Moines, Cedar Rapids and Iowa City  
[www.iowarealty.com](http://www.iowarealty.com)



Chicagoland Area and Southern Wisconsin  
[www.koenigstrey.com](http://www.koenigstrey.com)



Southern Arizona, Tucson, Sierra Vista and Green Valley  
[www.longrealty.com](http://www.longrealty.com)



Southern California and the Central Coast  
[www.prudentialcal.com](http://www.prudentialcal.com)



North Carolina and upstate South Carolina  
[www.prucarolinas.com](http://www.prucarolinas.com)



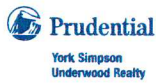
Des Moines, Iowa, and Surrounding Areas  
[www.firstrealtyhomes.com](http://www.firstrealtyhomes.com)



Portland metropolitan area, Southwest Washington  
[www.prunw.com](http://www.prunw.com)



Greater Seattle Metro Area, King, Pierce and  
Snohomish Counties  
[www.pnwrealty.com](http://www.pnwrealty.com)



Triangle Region of North Carolina:  
Raleigh, Durham and Chapel Hill  
[www.pruysu.com](http://www.pruysu.com)



Greensboro and High Point, North Carolina  
[www.pruyostandlittle.com](http://www.pruyostandlittle.com)



State of Connecticut  
[www.prudentialct.com](http://www.prudentialct.com)



Westerly and Watch Hill  
[www.prudentialri.com](http://www.prudentialri.com)



Alabama and Florida Panhandle  
[www.realtysouth.com](http://www.realtysouth.com)



Lexington and Central Kentucky Regions  
[www.rhr.com](http://www.rhr.com)



Kansas and Missouri  
[www.receandnichols.com](http://www.receandnichols.com)



South Alabama: Mobile Bay and  
Gulf Coast areas, Mobile County  
[www.robertsbros.com](http://www.robertsbros.com)



Greater Louisville, Elizabethtown/Fort Knox,  
Ky., and Southern Indiana  
[www.semonin.com](http://www.semonin.com)



Lincoln, Southeast and Central Nebraska  
[www.woodsbro.com](http://www.woodsbro.com)



# HOW QUICKLY WILL YOUR PROPERTY SELL?

## FACTORS WE CAN CONTROL

- Listing price is the single most important factor in the sale of your property. The best way to ensure the timely sale of your property is to price it competitively.
- A property in good condition will sell more quickly and for a higher price.
- By exposing your property to the broadest possible audience through a coordinated marketing plan, you'll have a better chance of attracting a higher quality buyer.
- Your flexibility in negotiating the terms of your agreement (closing date, appliances, etc.) can also enhance your ability to sell your property.

## FACTORS WE CANNOT CONTROL

- If there are a large number of comparable properties for sale, there is more competition for buyers. In a supply and demand market like real estate, a large inventory of similar properties makes our job more challenging.
- The location is another key factor in the sale of your property.
- The appraisal is very important. A buyer can only get a loan for the appraised value of the property. If it doesn't appraise, it doesn't sell.
- The economy will also affect the sale of your property, particularly through interest rates and consumer confidence.

# Price it **RIGHT**

Right from the start

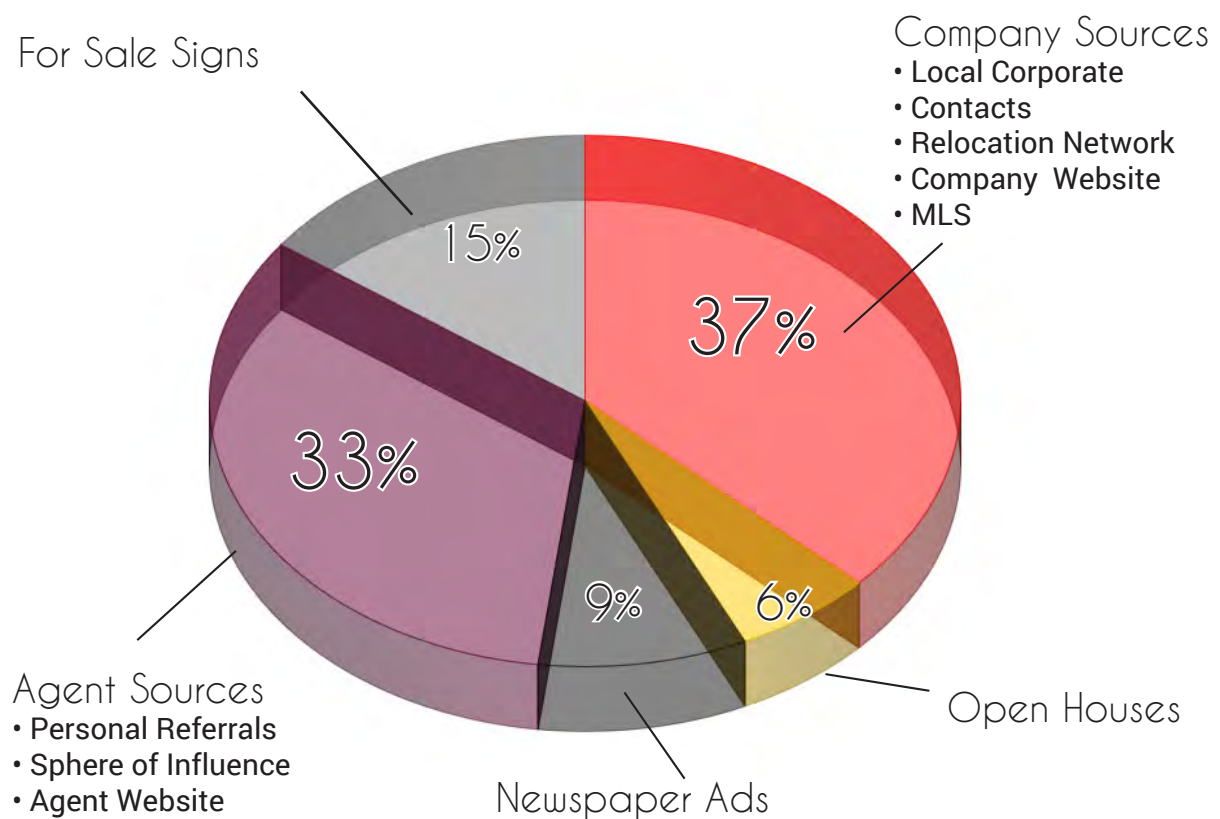


Your property will generate the most attention and showings in the first week on the market. For best results, you should list it at a realistic price right from the beginning. If the price is too high relative to the competition, the right buyers will not even look at an otherwise attractive property - particularly during the critical state of initial market exposure.

Don't start with a high price and the assumption that you can reduce it later. By the time you decide to lower the price, it may be too late, as interest will have already waned. Once the price has been reduced, potential buyers become wary and wonder why the property hasn't sold. In the end, you will probably have to settle for a listing price below market value - and you will have wasted precious time in the process.



# HOW WILL WE FIND A BUYER?



Buyers come from a variety of sources. Rest assured that we will leave no stone unturned when it comes to finding a buyer who will pay the maximum market value for your home.

An individual may post a for sale sign, run an ad or have an open house; but the seller's chances for selling are a dismal 30%. A CJR REALTOR® can greatly improve your chances for success!



# NEGOTIATING WITH BUYERS

Sellers today have to do more to attract buyers and offers than ever before. When offers come in, sometimes they are low or have conditions that have to be negotiated. As a seller, you can be proactive before the offers come in to make sure negotiations are kept to a minimum and in your favor. Buyers respond well to fair pricing and a “model home” appearance. Your buyer has less to negotiate, and will more likely make an offer closer to asking price.

## **Negotiate by planning ahead**

Before you begin negotiations with any buyer, make sure you have the upper hand by removing any sticking points in advance.

- Price your home to sell at or below current market comparables and you’ll more likely receive serious offers close to your asking price.
- Put your home in spotless move-in condition, with no visible repairs needed. De-clutter your home, deep clean it, paint it and repair it, and keep it “show-ready” every day it’s on the market.
- Get your home inspected so you know where issues are and can correct them before they become negotiating points that cost you money.

## **When the offer comes in**

- Buyers sometimes test sellers with low offers, but don’t get upset or discouraged. If the offer is too low, simply have your agent return the offer with a copy of recent comparables to show that your home is priced fairly at current market value. They will get the message, and either come back with a reasonable offer, or move on to another home.
- If the offer is low, but close to what you want, study the terms carefully, adding up possible expenses such as paying the buyer’s closing costs.
- Ask for the buyer’s reasoning behind the offer to give you insight into the buyer’s mindset. Could the buyer be trying to buy more house than he or she can afford? Could a change of financing help get closer to your price? Can you afford to help with the buyer’s closing costs if he or she will raise the offer price?
- Before you agree, make sure the buyer is preapproved with a lender and working with a real estate professional. Serious buyers have access to the same comparables as you do, so a buyer working with a REALTOR® is more likely to be preapproved by a lender and informed of current market conditions.
- A full price offer doesn’t mean negotiations are over. It could signal that the buyer intends to negotiate a lot of repairs or refurbishing costs during the inspection period.
- Stay calm and reasonable. If you’ve done your homework – priced and prepared your home for the highest, best offer, your home will sell at a fair price.





# THE VALUE OF YOUR HOME

In a neighborhood of similar homes, why is one worth more than another? That's the question that's teased buyers and sellers for ages, but the answer is simple. Every home is different. When a home is sold, a willing seller and a willing buyer have just announced to the world the value of that home. From there, other similar homes are benchmarked, but other factors come into play.

When two homes are identical in the same neighborhood, a higher price may come down to something as simple as views, or paint colors, or the overall taste of the homeowner. Valuing a home will never be an exact science, but if you buy wisely, keep your home updated and in good repair, you should recoup most if not all of your investment.

- 1 Location** - The closer a home is to jobs, parks, transportation, schools, and community services, the more desirable it is.
- 2 Size** - Square footage impacts home values because they're built using more materials. Larger lot sizes mean more privacy.
- 3 Number of bedrooms and baths** - Over time, median homes have grown larger. Decades ago, household members shared bedrooms and baths without complaint, but today, families want more privacy. The median home purchased today is a three-bedroom, two-bath home.
- 4 Features and finishes** - Features such as outdoor kitchens and spa baths make a home more luxurious. A home finished with hardwood floors and granite countertops is going to cost more than a home with carpet and laminate countertops.
- 5 Condition** - The closer a home is to new construction, the more it will retain its value. It's perceived as more modern, up to date, and perhaps safer. Homes that are not updated or in poor repair sell for less. It's a good idea for homeowners to keep their homes updated and in top repair.
- 6 Curb appeal** - From the street, the home looks clean, fresh, and inviting. Fresh landscaping and flowers won't change the size or location, but they certainly add charm.



# ONLINE HOME VALUES & YOUR HOME

Most sellers are pleased when the values appear higher than they expected, but many online valuations come in far lower.

Estimating a home's market value is far from an exact science. What these sites attempt to do is provide greater transparency to homebuyers and sellers by making data derived from public records, more...public. They publish what you paid for your home and how much you pay in taxes. Many have satellite views so accurate they can spot your cat laying on the front porch.

How do they do it? Home valuation sites contract with major title companies such as First American to obtain county tax roll data. All property is registered with the county for property taxing purposes.

They also find ways to become members of local multiple listing services, which are either subsidiaries of real estate associations or owned by local real estate brokers. That way, they have access to listing data.

Between tax roll data and listing data, home valuation sites apply their own secret sauce, or algorithm to come up with "zestimates" or approximate values of what homes are worth.

Sometimes the results are spot on, but they can also be terribly inaccurate. First, transaction data has to be recorded with the county, which could take weeks. But, what alters the algorithm most is that properties not currently on the market are included in the data. The algorithms can't possibly show whether or not a home has been updated, how well it's maintained, or esoteric values such as curb appeal and views.

For that reason, online valuations should be used only as one of many tools to estimate a home's value.

Ask your REALTOR for a comparative market analysis, or CMA. He or she can show you the most recent listings and sold comparables, accurate to within hours or a few days at most. Plenty of sellers have visited online home valuation sites such as Zillow, Trulia, eAppraisal, and others only to be shocked at the value of their homes.



# Why choose a QSC Professional?

## Trained & Certified

I have completed training and certification (QSC) related specifically to quality services and customer satisfaction. To maintain this certification, I am required to meet or exceed a set Customer Satisfaction Rating.

## You know what to expect

I will present you with a signed, written guarantee outlining the services steps I will be performing. Together, we will review these steps so you will know what services I provide and you will know what to expect throughout the transaction.

## Accountability

Following the closing, you will be emailed a survey on my service that becomes part of my record. It posted on public websites for all to see. The process is administered by an independent research company and not by CJR. I am among the elite 1-2% of real estate professionals who are willing to have their record publicly available.

## My Service Record is Public

You can see my independently validated record of service to past clients on the QSC consumer website [QualityService.com](http://QualityService.com).

## Watch your email for the survey!



If you select me as your service provider, a short survey will be e-mailed to you following our closing. The survey is sent from Leading Research Corporation, the email address is [info@e.leadingresearch.com](mailto:info@e.leadingresearch.com).

Your feedback, including any additional comments, is very important to me as it provides me with direction on improving my services



# QualityService.org

# *Quality Service Guarantee*

Quality Service Certified® For Home Seller

**The Quality Service Guarantee is your written commitment from your sales associate assuring the delivery of all of the services described below.**



## **As your representative I will:**

Present agency representation alternatives for you and the home buyers.

2. Deliver a Competitive or Comparative Market Analysis to assist in developing a pricing strategy.
3. Create and present a detailed, written marketing plan including specific strategies, programs and buyer targets.
4. Recommend property merchandising and enhancements to maximize marketability.
5. Provide a written estimate of seller expenses and proceeds.
6. Review your property history and disclosure statement and deliver it to each prospective buyer.
7. Commit to regular communication including prospect and market feedback.
8. Promote property through advertising, direct marketing, industry networking and the Internet.
9. Provide counsel and negotiating assistance on all offers to purchase.
10. Forward to you financial information as provided by the buyer, and will make every effort to have each pre-qualified or pre-approved with a lender.
11. Monitor and communicate the status and satisfaction of contract contingencies.
12. Offer home purchase assistance, referral services and access to community and property information.
13. Attend the closing or escrow (in those states where this is customary).
14. Contact you and follow-up after closing to assure the satisfactory completion of all service details.
15. Provide you with the opportunity to evaluate the service provided through the Quality Service Assurance Survey™.

X

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CJR Agent

X

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Home Seller



You may place your home and yourself at risk. Ads and "For Sale by Owner" signs tend to invite anyone to inspect your home.

You have very little time to screen potential buyers.

You may not know the market well enough to establish the best price for your home. If the price is too high, you may lose buyers. If you ask too little, you stand to lose a great deal of money.

Coordination of arrangements and the paperwork involved with a home sale may require many hours. If you are not well versed in real estate and the law, you stand a chance of making costly mistakes.

You have limited advertising resources. Along with the placement advantages we receive from our internet presence, CJR agents attract buyers through the MLS and numerous referral opportunities.

# FSBO

## For Sale By Owner

**Don't**  
take chances with your most  
valuable asset!

Unless you are skilled in the art of compromise, you may not be able to effectively close your sale. The "give and take" aspects of the sale of a home must be skillfully negotiated before a transaction is successfully completed.

Without good advertising and professional help, your home may be on the market for too long to get top dollar. That makes it harder to sell even if you do ultimately decide to list it with a CJR agent.

Buyers don't like to deal directly with home sellers. They aren't comfortable asking questions and pointing out discrepancies since insult or confrontation may result.

Buyers often need assistance with financing. This is a job best left to a trained professional.

