

LET'S GO MOVE

P R O G R A M

Selling your Home in Today's Market: Real Estate Panel & Information Session

Frequently Asked Questions

The following information is a sampling of questions that the event speakers have found to be most prevalent and relevant to home sales, as well as questions received from future residents at The Village at Rockville.

All content was provided directly from the panel and information session speakers. Should you have additional questions, please reach out directly.

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Questions provided by our Panelists

What is the value difference per school district locally?

Montgomery County schools are ranked among the best in the nation. Locally, if your house is located within the school clusters of Thomas S. Wootton, Walter Johnson, Winston Churchill, and Walt Whitman high schools, the value is generally \$25-40,000 higher than homes located in surrounding areas. Richard Montgomery High School adds \$20,000.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

How many homes are on the market in Rockville and Potomac this year compared to last year?

There were 2,150 homes on the market in Rockville in 2019 compared to 2,091 in 2018.

There were 1,031 homes on the market in Potomac in 2019 compared to 832 in 2018.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What are the average days a home is on the market?

The average number of days a home was on the market in Rockville in 2019 was 21.9 compared to 18.3 in 2018.

The average number for Potomac was 34.6 in 2019 compared to 34.5 in 2018.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What do you believe prices will do this year?

The home acceleration coupled with diminishing supply implies a 5% to 5.5% increase in pricing locally.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What are the top 3 improvements you can make to improve the market value to get two dollars back for each dollar you put in?

When it comes to selling your home, we all would like to get top dollar without having to spend copious amounts of money to do so. Good news! There are many things you can do to help the value of your home without putting in tons of money. If you do need to invest a bit, there are areas where putting in money will generally achieve a home sale price that you'll get more value back, than you put in. The three areas I suggest putting most time and/or investment into are:

- **Decluttering:** A buyer wants to see the home as **THEIRS**, not yours. Though it can be hard to remove personal affects and things you are used to having at your disposal, when it comes to selling – less is more. Clean up and clear out excess items so a buyer can really see themselves in the space.
- **Painting:** A fresh coat of paint makes everything feel fresh and new. Choose neutral tones. Though you may love color, letting the buyer see the home with a neutral palette allows them to envision the space without hindrance of specific tastes. The color that Glenmere apartments will be painted (Sherwin Williams: SW7012 Creamy) is a good example of a neutral tone. If you are working with a stager or move manager, they will also have paint recommendations.
- **Flooring:** This is the area you may decide to put a little money in, but if you do it well, you will receive two dollars for every one you put in. Already have wood floors? Refinish them so they look fresh and new. Carpets? A deep clean does wonders. Each home is different, so before you invest in flooring, please reach out to your Realtor, move manager or stager for recommendations.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What is home staging?

Staging is what you do after you've cleaned, decluttered, painted, and made minor repairs and the last thing you do prior to professional photography. Staging is creating a property that is appealing to the most number of potential buyers.

Provided by: Holly West, Town & Country Stagers

Why should I stage?

(Reference Komparit)

- Ninety five percent of homes staged by Accredited Staging Professionals (ASP) sell in an average of 11 days and for 17 percent more than non-staged homes.
- By comparison, non-staged homes spend an average of 90 days on the market, according to ASP. We all know that the longer a home stays on the market, the lower the selling price is likely to be.
- According to a 2009 Home Gain survey of more than 2,000 Realtors, the average staging project produces an 8-10% percent return on investment (you'll actually make money in the long run).
- According to the National Association of Realtors, more than 90 percent of buyers search online for homes before visiting them. If the pictures are not appealing, chances are they'll never walk through the door.

Provided by: Holly West, Town & Country Stagers

How much does staging cost and what are the financial benefits?

(Reference Komparit)

According to the National Association of Realtors, the average investment in staging is 1 to 3 percent of the home's asking price. That works out to \$1,500 to \$4,500 for a \$150,000 home; \$3,000 to \$9,000 for a \$300,000 home; and \$6,000 to \$18,000 for a \$600,000 home.

However, NAR data also shows that the average return on investment is between 8 and 10 percent of the asking price. Let's say you spend 3 percent, or \$9,000, staging your \$300,000 home but the staging produces a return on investment of 9 percent, or \$27,000: That's a net profit of \$18,000.

Provided by: Holly West, Town & Country Stagers

Will Staging Benefit an Older Property?

Absolutely –

- Stagers can highlight the beauty of older architecture, original mantles and original hardwood flooring.
- Create brighter spaces by switching light bulbs, removing heavy window treatments and adding secondary lighting.
- Transitional or modern furniture that highlight the size of the rooms, either big or small.
- Creating focal points for each room, ones that highlight the original structure of the house.

Provided by: Holly West, Town & Country Stagers

Can I use my own furniture?

If budget is an issue and you would like to use your own furniture, a seasoned stager can help you de-clutter and edit your property. However, please know that they will typically suggest you remove furniture and pack personal items for storage or donation.

Provided by: Holly West, Town & Country Stagers

What types of furniture do stagers use? What rooms need staging?

Most stagers use a neutral palette for staging and pieces that dictate the space will be used and are the right scale for the rooms.

Examples-

- Logically, where would the TV be mounted in the family room?
 - The stager will create this family space around a central focal point.
- Can the master bedroom fit a king or a queen bed?
- Adding a dresser if limited closet space
- Adding extra lighting to dark spaces and rooms with little natural light

- Will potential buyers like to see a nursery or an office in additional rooms?
- What rooms offer the best-selling points?
 - Most homes only require staging for the main level & master bedroom
- What spaces are problem areas for selling the property?
 - Bedrooms that are very small
 - Odd spaces off main rooms
 - Basements that need defining
 - Covering of unsightly electrical panels or old cable plugs
 - Older architecture that needs more modern furnishings creating focal points that distract from problem areas
- Stagers will use the furniture that best applies to each room and creates a story for the property.

Provided by: Holly West, Town & Country Stagers

How do I hire a professional stager?

(Reference Komparit)

Staging services are offered by interior design companies, professional organizers and even some real estate agents. And, of course, there are companies that focus solely on home staging. Here are some tips for finding the right professional for the job:

- Ask for referrals. Talk to real estate agents or friends and neighbors. Who have they used and what did they think of the service?
- For any company you're considering, ask to see before and after photos of previous jobs. Find out the selling price of each home and how long it stayed on the market. This will tell you a lot about the stager's abilities.
- Set up a face-to-face meeting. This will tell you a lot about whether you and stager are on the same page. Do you get along? Is it easy to communicate with him or her? Do you like his or her initial ideas?
- Check credentials. Find out if the stager is certified by a professional organization such as the International Association of Home Staging Professionals or the Real Estate Staging Association.
- Be clear on budget. Work with the stager to set a maximum amount, and be sure to talk about what that includes.
- Get a written proposal before agreeing to any work. Make sure it is itemized, detailing every expense.
- Seek quotes from multiple stagers. Typically, it's a good idea to disregard those that are unusually high or low and choose from those in the middle.

Provided by: Holly West, Town & Country Stagers

Can I stage my house myself?

It is often very difficult for any homeowner to transition into the idea of “my home” into “a property for sale”. Outside sets of eyes can view your property through a completely different lens.

Provided by: Holly West, Town & Country Stagers

Why are online photos so important?

According to a joint study between the National Association of Realtors and Google, 90% of home buyers searched online during their home search process.

Provided by: Holly West, Town & Country Stagers

Will my Realtor help me find a stager?

Most realtors work with many different stagers and can often have at least 2-3 staging companies offer a quote for staging.

Provided by: Holly West, Town & Country Stagers

What can I do in lieu of home staging?

De-clutter the entire property. Deep clean ALL surfaces, especially windows, floors, carpets. Deep clean of all bathrooms. Remove all personal, religious and political items. Remove all window treatments, except for privacy blinds as needed. Fresh linens and bedding. Clear out closets and pantries, removing all items from the floor.

Provided by: Holly West, Town & Country Stagers

Will a home stager help with other decisions, paint colors, remodeling, lighting, flooring, etc.?

Some home stagers will work your realtor or independently to help you with design services beyond home staging.

Provided by: Holly West, Town & Country Stagers

What if I DO want to Stage but can't implement?

If you've already had a consultation with a stager, but are overwhelmed and/or don't feel you can take on their recommendations, this is a great time to reach out to a move manager for help. The stager should have provided either written or verbal recommendations – share those with your move manager and form a plan. Where do you start? What can you handle? Take it one step at a time. If you are feeling overwhelmed and you thought you really didn't need a move manager, it may be time to re-evaluate. Move managers do not need to do many things, and they do not need to be expensive. If you only need help with a specific task, they can help with that. If you need more assistance, they can assist with the entire move – each family has different needs; they are here for you. If you still wish to go it alone, reach out to friends and family for guidance and collaboration. Of course, your Realtor is always a resource. Don't feel like you are alone in this. Staging is fantastic, but not for everyone, due to budget, time constraints or other situations. It is proven that staging helps achieve a better home price than not doing it, so it is certainly worth investing the time to see if you can pursue any/all of the staging recommendations.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

Should I do improvements or updates prior to selling?

This is a case-by-case scenario, but the answer is you should first work with a realtor to evaluate your home and get a sense of what an expert thinks. You don't have to put a dime into your home technically, but if you don't, understand the scenario you are choosing (i.e. staged/updated homes will generally fetch a better price). Price it right and you WILL sell without updating. If you DO choose to update, make sure to do the research early with a good agent to advise so time/energy/money are not spent needlessly on wrong things/wrong styles/colors. Specific to our team, we send the stager to help with this along with the agent. Our stager goes for free and, without having a listing agreement signed, because of our relationship with The Village at Rockville. Our goal is to maximize your investment, so the general idea is to put in \$1 and get back \$1.50. Also specific to our team, we have a program where people can do the improvements and not pay until the home is sold/at closing.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

What if I want to sell my home “as-is”?

Generally, it is not our general recommendation to sell as-is. We find that an as-is sale telegraphs to buyers that there may be significant issues with the property and the seller is not willing to fix them. It is usually not a good way to market a property. You can do as you wish as, at the right price any property will sell. Though this option sounds easiest, it may not be.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

Should I have a home inspection prior to selling?

Factually, if you do get a home inspection before you sell, you are the one who pays for it. If you do not, the buyer pays for it during the contract process. Once you have done it, you can get busy fixing all the items, but you must disclose what was found if you choose not to fix it. The buyer still has their own inspector come and that person’s job is going to be finding even more things. If you wait to have it done (done and paid for by the buyer), you only have to endure one round of finding/fixing/negotiating the items by one inspector. As seller, part of the value of your agent is their ability to negotiate what you will/won’t fix and what you will contribute financially to the fixes. Be aware that the buyer can walk during this part; it is a balancing act.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

How is my home’s price determined?

The worst practice is an agent walking into your home, taking a look around and telling you your sale price. A best practice is an agent preparing a market analysis for your home, which means presenting printed data to review together. This includes going back in time three months (or more if the home is unusual for the area or homes have not sold recently) and a mile in area to truly examine what has sold, further refining it to show homes that are as close as possible to yours. Even more important is for the agent to provide the seller with not just their home’s probable sale price, but to do the arithmetic subtracting all costs of selling, potential updates, remaining mortgage, etc. so that the seller can see their seller net - the profit they will actually be left with once everything is complete.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

Do I need a Power of Attorney (POA) when selling my home?

In short, yes. If you are unaware a POA is a Power of Attorney, which gives a designated person the authority to act for another person in specified or all legal or financial matters. For most people, a real estate transaction is the largest financial deal they will ever conduct. If one or both parties in the transaction falls ill, is incapacitated or even passes away, why would you expose yourself to the possibility of the deal falling apart or not being able to be successfully concluded because of your lack of a POA? An agent only has so much authority in the transaction. If you don't have a POA, you risk that the agent will not be able to get your transaction across the finish line. I would rather risk turning people off by talking about this than have a devastated seller or their family come back to me and say "Why did you not tell us?" Some sellers don't understand what a POA is, and some have a myth that they don't need one if they own their home jointly with their spouse. That is just a form of real estate ownership and does not allow a person to do legal things for the other person. Both parties have to have capacity and be able to sign. As a real estate agent, I think it's important to not only help you sell your home, but empower you to protect yourself in the process.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

Time of year for selling my home -

Spring and fall are most popular, but this means there are more homes on the market competing with yours. If your timing is such that you are selling during the winter, the holidays, understand that there are fewer homes on the market which means your home has less competition. People who are shopping to buy at these times are not tire-kickers or Lookie-Lous, they are shopping because they need to buy a home, and sometimes there can be a shorter number of days on the market for homes selling at non-peak times of year! Take heart and remember we sell homes 365 days a year.

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

Home Equity Loan/Home Equity Line of Credit (HELOC) - Does it smooth my path to moving to my new community?

A home equity loan or line of credit can be a great tool for sellers who wish to move FIRST and THEN sell. Using the existing equity in your home as a means to pay your entrance fee or closing costs at your new community allows you to potentially take possession of your new home, stage or completely empty your property as you exit, ready it for your buyers, and actively sell it, vacant. You will not have to experience the selling process (keeping the house spotless, vacating the premises when buyers come to call). You will have had the advantage of “best practice” regarding your investment accounts, such NOT dipping into them and incurring those penalties and stressful timelines for repayment. My coaching is to keep your reasons for obtaining the HELOC to yourself; please do not share with your lender that you are planning to sell your home. It is none of their business and until your home is sold, your equity is YOUR equity to do with as you like. Best practice is to research and obtain the HELOC and THEN prepare to list your home for sale. Some clients get the HELOC and then don't even use it; it's a great option to have in place because you hold all the cards. Having these funds at your disposal allows you to do as you like, and to pivot on short notice if for any reason you wish to move first or move at any point prior to your home sale's closing. As soon as your home is sold, you can repay the HELOC. I want all my clients to “have their cake and eat it too” in all aspects of this process!

Provided by: Victoria Hathaway,
The Bob Lucido Team of Keller Williams Integrity

Questions Provided by Fellow Residents

We have been receiving promotion letters from a real estate investment company offering to buy our house and move our household without any commission and closing cost and moving fees. It sounds too good to be true. Is this a legitimate real estate practice and is there any string attached to this kind of business?

As a real estate agent I'm not allowed to speak unfairly of other brokerages and real estate investment companies. All I can say is, do your research, read reviews, if it sounds too good to be true, it probably is. I will tell you, I have sold homes that other companies like this, could not.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

Although such services do save commissions and hassles of the home selling process, we have found the seller gives up an additional 15% of the home equity on average and sometimes a lot more.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Is there a list, in order of priority, of the things that are necessary to get a house ready for sale that are not major investments?

Curb appeal is always the first thing that will attract buyers to your home. Make sure that trees are trimmed, shrubs are neat and tidy and the lawn is short and void of weeds. Flowers are always a colorful addition. If you are not interested in updating your bathrooms, a fresh coat of paint, a new neutral shower curtain and white fluffy towels will help.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

Refreshing a property is the most important goal to accomplish. We always recommend painting the interior, replacing carpet, refinish floors, and do some yard work especially at the beginning of the spring season.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Is it necessary to have a house staged? (I have been told that it would affect how long it would take me to sell but no difference in price to sell it “as is”?)

Consider staging as critical to your visual marketing for all mediums - online, print and in person. By staging you will:

- Successfully create the first and best impression for your property
- Create a warm mood, a brighter space, a bigger and inviting space

The most important aspect of staging is marketing to the most potential buyers. A stager will create situations to address these buyer questions:

- How will I live in this house?
- Will this property work for my lifestyle?
- Is the space big enough for my family?

Provided by: Holly West, Town & Country Stagers

It is not necessary to stage, but you do want to de-clutter the home to make it look neat and welcoming. That means pre-packing photos, diplomas etc., anything personal to the homeowner. Clearing up papers, bills and magazines. Have clean carpets, no dishes in the sink for showings. Most buyers want to walk into a home and try to feel how their belongings will look in the space. There is a LOT that goes into prepping a home with OR without staging. However long it takes is totally up to the homeowner.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

Staging is optional but staged homes sell 17% faster.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Does an election year have an effect on the time of sale?

Research has shown that during election years, home sales dropped from two-tenths to three-tenths of a percent, depending upon the state. Another study shows home prices rose by as much as 6% before election years, and then dropped to 4.5% during election years. Then, in the year following an election, home sales would rebound by 5.3%.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

No, not really. This happened more in the past when the area was more compact.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

We would like to know about what kinds of loans are available to people selling their houses if they want to first move and then sell their house.

Buying a new home can be challenging if you don't have access to these funds. One potential solution can be to take out a Bridge Loan that provides you with down payment money in the short term, meaning, you already have a contract on your current home and you're waiting for it to close. Another option is to take out a HELOC, home equity line of credit, against your old home and use it for down payment money. However, you will have to do all of this PRIOR to listing your home.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

I recommend a loan against equities first since there is no cost up front or on the close for a loan like this. The next option is a home equity loan, but this typically has a \$3000 fee to close if you do so within 5 years of opening.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Is it necessary to remodel old kitchens and bathrooms before a sale? Many of the new buyers in our neighborhood seem to be tearing everything out to create an open floor plan and it seems uneconomical to remodel the kitchen that they may remove.

Every person has a different opinion on this. No, you do not have to remodel, but you also cannot also expect to sell your home for the same price as updated homes.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

Most kitchen remodels yield only 70% of the original investment and are not worthwhile. However, minor improvements can yield a 2 for 1 return.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Describe the selling process.

This is a larger conversation, but in short:

- Initially speak with seller(s) prior to home visit.
- Review home in person, including any extensions, updates, defects etc.
- Compare SOLD homes that are most like the seller/s home, location, lot, style and condition of home.
- Our stager will visit and give the best suggestions to make your home "Show Ready" so that buyers like what they see and are ready to make an offer!

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

This is something we'd love to talk about in person, or refer to the handouts from our presentation today. We have developed a system so that the process is clear and our team will walk you through each step of the way.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What steps do we need to take to improve the house? Is “staging” automatic?

Though not automatic, staging is an important tool to aid in selling a house. Here are some recommendations for clean up to improve the house, from a stager's point of view:

- Deep Clean (hardwood floors/carpets/bathrooms/windows)
- Declutter all visual spaces, including closets and pantries
- Consider storing/removing bulky furniture
- Stage fresh white linens in bathrooms and bedrooms
- Remove all personal/political/religious items inside and outside of the property
- Add a fresh coat of paint – a neutral, warm color. Consider both interior and exterior, if necessary.
- Landscape clean up

Provided by: Holly West, Town & Country Stagers

Prepping the house for sale is like putting a bow on the package. It is meant to highlight existing features. Three important things to do are:

- Decluttering
- Update floors
- Add a fresh coat of paint

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

How do we determine the timing of the sale? Is there a best time?

There are ALWAYS buyers looking for a home, anytime is good. However, people tend to love the “Spring Market”. More homes on the market, more for buyers to choose from.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

There are many good times to sell. Based on your needs, we have a plan for many scenarios to sell at your best time and still get top dollar. Please refer to the printed presentation notes, view the recorded session for a summary, or reach out for a personal discussion.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What is your philosophy of holding open houses?

Open houses are a great way to showcase your home, but serious buyers will already have a licensed agent. We leave the option for holding an open house entirely up to the home owner.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

Open houses were critical for selling homes before the internet, but now are responsible for less than 1% of home sales according to the National Association of Realtors. Open houses invite three groups: Neighbors, Suspects, and Prospects. We do open houses as a means of facilitating repeat visits by prospects, possibly catching the soccer mom or dad driving nearby who likes the neighborhood and introducing your home to neighbors who may tell their friends about your home.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Can you predict how fast a house will sell (approximately)?

This can only be determined after an in-person meeting, but as a general rule, the main factors that affect a sale are: location, condition and price.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

At the Eric Stewart Group, we sell the majority of our listing in 10 days or less for 100% of the listing price. Please refer to the handouts from today's presentation.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

How do you communicate progress related to the showing and selling the house?

I provide a personal call every week and email updates on advertising and showing feedback.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

We provide an in-depth update on a weekly basis.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What functions do you perform as an advocate for us, the sellers?

I'm always your main point of contact. I have a personal assistant that ensures that all paperwork is compliant, a marketing department to showcase your home on the web and paper editions, and of course, some fabulous award- winning brochures. I follow up personally with ALL showing agents if I do not receive feedback within 24 hours.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

As a seller agent, our fiduciary is to represent and protect your interests throughout the listing and sale. We never represent a buyer on your home.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

How do you determine the value of the property (sq. footage, size of land, house location, etc.) and then the price?

Firstly, with a CMA, Comparative Market Analysis. I look at what the appraiser will look at, which are homes like yours that have SOLD within 2 miles and in the same zip code. From there, we collectively agree on the price your home will be listed at.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

We look at these factors: Timing, condition, historical value, market trends.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What is your commission (percentage, flat rate, etc.)?

This is something discussed and determined privately. As a general rule of thumb, we listen to the seller and their needs to determine final commission rate, so at times, it can be a variable commission.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

This is negotiable figure we would come to together.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Can we rent from the buyer if Glenmere is not ready when we sell?

If the buyers are open to it and have time on their side. It's important to remember, the rent back will be at the new owners PITI (Principal, Interest, Tax & Insurance).

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

Yes, definitely.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Do we need to pay taxes on sale of house, even if we invest in Glenmere?

Yes, every homeowner has to pay taxes (about 3% of the sales price).

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

This depends on whether you have capital gains tax or not.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

Do you have experience with our particular neighborhood?

This question is specific to your home, but I am happy to visit with you and discuss regional experience and how that may affect selling your home.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

In short, yes. With over 30 years of experience and being licensed in MD, DC and VA I am well-versed in many spaces. I'd welcome a private conversation to discuss your particular neighborhood and my experience with it.

Provided by: Eric Stewart, Eric Stewart Group of Long & Foster

What kind of "fantastic" marketing plan do you have?

Always best to discuss in person, we'd be happy to discuss at an in-home consultation. In the interim, always feel free to reference today's session, recorded by The Village at Rockville, for a brief overview.

Provided by: Geri Anderson,
The Bob Lucido Team of Keller Williams Integrity

