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Th Unknowns When Selling Your Ann Arbor Area Home

By Tony Dulgeroff and the Help-U-Sell Team

**Th Unknowns When Selling Your Ann Arbor Area Home by Tony Dulgeroff and the
Help-U-Sell Team**

When you chose us to market your home, we began marketing efforts immediately to locate prospective buyers using our "Performance Campaign" marketing plan. Working along with our company, we have now implemented various methods of attracting the right buyer for you.

As partners in the selling process, we are likely to encounter a number of unknowns, which in turn prompt questions. The most often asked by our sellers is, "How long will it take to sell my home?" Another might be, "What else can we do to attract the right buyer?" Obviously, the unknowns center around the uncertainty associated with selling any real estate. And, until the right prospective purchaser has seen your home, it is impossible to answer those questions.

What we can do in the meantime is strive to change and improve our marketing efforts until we have a buyer. That may include changes in advertising strategies and other methods of exposing your home to the greatest number of potential buyers. It also means offering the right price and terms on the home, making necessary improvements to the condition of the home and maintaining open communications.

Please call us at your earliest convenience so we can set an appointment to get together and discuss any revisions or modifications to our marketing plan that might be made to enhance the salability of your home.

Sincerely,

"The Help-U-Sell team"

Jeff Kermath, Tony Dulgeroff, and Kandace Fredrick.

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6 MISTAKES TO AVOID WHEN TRADING UP TO A LARGER ANN ARBOR AREA HOME

By Tony Dulgeroff

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Unlike the experience of buying a first home, when you're looking to move up, and already own a home, there are many factors that can complicate your situation.

It's very important for you to consider these issues before you list your Ann Arbor area home for sale.

Not only is there the issue of financing to consider, but you also have to sell your present home at the right time in order to avoid either the financial burden of owning two homes or, just as bad, the dilemma of having no place to live during the gap between closings.

In this article, I outline the six most common mistakes other Ann Arbor area homeowners have made when moving to a larger home. Knowledge of these six mistakes, and the strategies to overcome them, will help you make informed choices before you put your existing home on the market.

Keep these six points in mind. The Ann Arbor area has a very active home buying market. Ann Arbor area home sellers are getting acceptable offers every day, during any part of the year. Proper pricing is always the key to selling any home.

Help-U-Sell Spectrum Realty in Saline Michigan offers a wonderful menu of services to their clients.

Since Help-U-Sell charges thousands less than the traditional 6-7% that most of the other Ann Arbor area real estate agents are charging, you'll have more pricing flexibility and greater negotiating power.

Avoid these common mistakes-

1. Looking through rose-colored glasses.

Most of us dream of improving our lifestyle and moving to a larger home. The problem is that there's sometimes a discrepancy

between our hearts and our wallets. You drive by a home that you fall in love with only to find that it's already sold or that it's more than what you are willing to pay. Most homeowners get caught in this hit or miss strategy of home searching when

there's a much easier way of going about it. For example, all Help-U-Sell full service, full time Realtors offer a Home Buyer System that will put you in the home that fits your needs and wants. This program cross-matches your criteria with ALL available homes that are on the market. A program like this helps homeowners take off their rose-colored glasses and, affordably, move into the perfect home.

2. Failing to make necessary repairs and improvements.

If you want to get the best price for the Ann Arbor area home you're selling, there will certainly be things you can do to enhance it and make it more desirable. These repairs and improvements do not necessarily have to be expensive. But even if you do have to make a minor investment, it will often come back to you ten-fold in the price you are able to get when you sell. It's very important that these improvements be made before you put your home on the market. If cash is tight, investigate an equity loan that you can repay on closing.

3. Not selling your existing home first.

I always recommend selling before you buy your next home. This way you will not find yourself at a disadvantage at the negotiating table, feeling pressured to accept an offer that is below-market value because you have to meet a purchase deadline. If you've already sold your home, you can buy your next one with no strings attached. If you do get a tempting offer on your home but haven't made significant headway on finding your next home, you might want to put in a contingency clause in the sale contract which gives you a reasonable time to find a home to buy. If the market is slow and you find your home is not selling as quickly as you anticipated, another option could be renting your home and putting it up on the market later – particularly if you are selling a smaller, starter home. You'll have to investigate the tax rules if you choose this latter option. But, if your Ann Arbor area home is priced right, you should have no problem selling it regardless of the level of market activity.

4. Failing to get a mortgage pre-approval.

Pre-approval is a very simple process that many homeowners fail to do first. While it doesn't cost or obligate you to anything, pre-approval gives you a significant advantage when you put an offer on the home you want to purchase because you know

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exactly how much house you can afford, and it's saves time when you're ready to make your move. With a pre-approved mortgage, your offer will be viewed far more favorably by a seller – sometimes even if it's a little lower than another offer that's contingent on financing. Don't fail to take this important step. Help-U-Sell Spectrum in Saline has a great in house lender with guaranteed low rates. Call (734) 883-9597 for more details.

5. You already found your ideal home, what to do now?

Your biggest dilemma when buying and selling is deciding which to

do first. You don't want to end up with the terrible situation of owning two houses, or worse, owning none! Point number 3 above advises you to sell first, but what if you found the ideal home before your house has sold and you want to write an offer NOW? Simply, write the offer contingent upon the sale of your existing home. This is very common in an area like Ann Arbor.

6. Failing to coordinate closings.

With two major transactions to coordinate --- together with all the people involved such as mortgage experts, appraisers, lawyers, loan officers, title company representatives, home inspectors or pest inspectors --- the chances of mix-ups and miscommunication increase dramatically. To avoid a logistical nightmare, ensure you work closely with your agent.

Keep these six points in mind when you start looking for a new home. They'll make your life easier, and will save you a lot of money.

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Expert Reveals Home Selling Secrets

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