



LAKE SHERWOOD ACRES SELLER'S GUIDE

SELECTING A REAL ESTATE PROFESSIONAL

A good real estate professional will help you set the right price, market your home professionally, help qualify the buyers, and expertly negotiate and finalize the deal.

Select your real estate professional carefully. Your home is usually one of your largest investments and you should consider hiring a quality real estate professional to market it. Now is not the time to give this job to someone because he or she is a relative.

SUGGESTED PROCESS

- Look in the neighborhood to see which realtors are active
- Get references from friends, neighbors, and associates
- Look for a full-time realtor, and
- Interview your prospective realtors and ask about their marketing plan, their commissions, and their references.

Lake Sherwood is unique in many ways, and our home prices should not be determined by the comparables in neighboring subdivisions. However, because Lake Sherwood is a mature subdivision, the conditions of homes vary considerably. Therefore, comparing prices of recent home sales within the subdivision may not be the best way to determine your sales price. First, there is a "premium" associated with lake lots. Second, homes that are updated and well maintained should receive a "premium" over those that are not. Select a real estate professional who understands how these variables apply to the homes that are included in your "comparables", so that they can properly guide you in setting the asking price for your home.