



The Relo-Report

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Relocation & Real Estate Services

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AVOID MISTAKES THAT COULD COST YOU THOUSANDS

Selling your home can be an exhausting experience. Last minute walk throughs, inconvenient calls, price adjustments and the possibility of being stuck with two mortgages are real concerns. If you are not completely prepared you could end up losing hundreds, even thousands, of dollars in profit.

The difference between a profitable smooth transaction and a break even, miserable experience is often a fine line. In the majority of cases it comes down to the subtle know how of your professional. By utilizing the knowledge of a well-trained real estate investor, you'll ensure the quick, profitable sale of your home. This report is designed to arm you with the knowledge to avoid 11 common mistakes that cost sellers serious money.

1. Refusing to Make Profit Inducing Repairs.

It always costs you more money to sell 'as is' than to make repairs that will increase the value of your home. Even minor improvements will often yield as much as three to five times the repair cost at the time of sale. Your agent will be able to point out what repairs will significantly increase the value of your home. Seemingly small fix up jobs can have quite an impact.

2. Not Considering Other Financing Terms.

Cash is not always the most advantageous transaction. Income level, tax benefits and current legislation are all critical factors when considering purchase terms. Professional real

estate investors are experts at home transactions and can lead you down the path that will give you the highest yield.

3. Provide Easy Access For Showings

Accessibility is a major key to profitability. Appointment-only showings are the most restrictive, while a lockbox is the least. However there are certain considerations to take into account: your lifestyle, time frame for the desired sale and the relationship with the person representing your interests. The more ac-

cessible your home is, the better the odds of finding a person willing to pay your asking price. You never know if the one that couldn't get a viewing was the one that got away.

By developing a trusting relationship with an investor, he or she will show the home with your best interests in mind.

4. Priced Too Low/Priced Too High.

One critical reason to find an experienced real estate investment pro-



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Relo-America
Your Full Service
Relocation Source

Our mission is threefold:

(1) Eliminate the stress and headaches associated with relocation,

(2) Provide excellent assistance, including finding one of the best, most highly qualified hand selected real estate agents for the individual or family who is relocating, through our Certified Professional Agent Network. (CPAN)™

(3) Reduce the costs associated with relocation by providing Free Relocation Services and discounts through our Business Alliance Advantage™ program.



On the Inside

• The First Week After Moving

• Real Estate Tidbits

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Referrals are Truly Appreciated



professional is to make sure the property is priced appropriately for a timely and profitable sale. If the property is priced too high it will sit and develop the identity of a problem property. If it's priced too low it could cost you considerable profits. The real estate market has subtle nuances and market changes that should be re-evaluated by your representative every 10-14 days to help maximize your return.

5. Relying Solely On Traditional Methods To Sell Your Home.

The real estate professional who is innovative and willing to offer new strategies of attracting home buyers will always outperform those who rely on traditional methods. Demand around the clock advertising exposure, innovative lead generation methods and lead accountability. These services exist and should be offered on your home sale.

6. Market Timing/Seasonal Selling.

Just as a broker who continually follows the trends of a stock, your real estate professional continually follows trends of your home market. They will know if the market cycle is poised to net you the most money. Avoid believing that property sales are seasonal, property is always selling.

7. Refusing To Make Cosmetic Changes.

The prospective home buyer's first impression is the most important. Hundreds of thousands of home sales have been lost to unkempt lawns, cluttered rooms, bad stains, unpleasant odors... all the seemingly little things. Imagine you were the home buyer and clean your place from top to bottom... military style.

8. Wasting Time With An Unqualified Prospect.

Your representative's responsibility is to screen a prospect's qualifications before valuable time is lost. Be sure to align yourself with the right professional and eliminate negotiating with unqualified prospects.

Name that Movie!

The Wilke's plantation was the name of this southern property in this famous classical movie.

“Gone With The Wind”



What? You wanted to see something in the \$150,000 range didn't you?

Life Lesson of the Month: "And in the end, it's not the years in your life that count. It's the life in your years." — Abraham Lincoln

tidbits

The Most Fun Cities in America!

The research company Sperling's Best Places has ranked 50 cities for their fun factor. This was determined by the city's number of sports teams, restaurants, dance performances, toy stores, and the amount of the city's budget that is spent on recreation, among other factors. Here are the top 10.

1. Minneapolis-St. Paul, Minnesota
2. Orange County, California
3. San Jose, California
4. Atlanta, Georgia
5. Chicago, Illinois
6. Raleigh-Durham-Chapel Hill, North Carolina
7. Washington, DC
8. Oakland, California
9. Salt Lake City-Ogden, Utah
10. Seattle-Bellevue-Everett, Washington

Source: www.bestplaces.net

real estate facts

Seven Smart Credit Moves

Your credit score is one of the most important numbers you'll carry through life -- like it or not. No one asks if you want one. No one tells you when you get one. No one tells you what it is unless you pay to find out. Yet this measure of your money management determines whether your application for a credit card, auto loan or mortgage is approved or rejected. Insurers use it to set premiums, and employers look at it when you apply for a job. There are no shortcuts to improve a less-than-stellar credit score. To improve your credit score, follow our 7 smart moves:

1. Correct any errors on your credit reports. -- Removing inaccurate information can give your credit score a bump in about 30 days and costs nothing but postage.
2. Pay all of your bills on time. -- All late payments are damaging to your credit score, so do everything on time: Pay utility bills, pay parking tickets and even return library books before their due date.
3. Use every credit card you have. -- Credit cards that never see the light of a cash register don't contribute to your payment history.
4. Pay down credit card balances.-- Try to keep your debt-to-available-credit ratio below 50% on every card.
5. Don't apply for credit on a whim. -- Lenders don't want to see your over extended your buying power.
6. Ask to have a repaid debt taken off your credit history. Ask the creditor to remove unflattering entries from your credit reports.
7. Become a cosigner on an established credit card. -- The account will appear on your credit history with the original opening date (not the date when you were added to the account) along with its entire history of on-time payments. That can add 30 to 45 points to a poor credit score.

AFTER YOU RELOCATE

During the first week after moving...

- ★ Locate police and fire stations as well as hospitals and gas stations near your home.
- ★ Scout your new neighborhood for shopping areas. You may need furniture tools or housewares unexpectedly.
- ★ Call the Department of Sanitation in your new town to find out which day the trash is collected. Also ask whether your new community has recycling programs.
- ★ Seek out new service providers such as a bank cleaners veterinarian.
- ★ Register to vote. Call your local board of elections for specific registration information. Ask them how to notify your previous voting district of your change of address.
- ★ If you have moved into a different state contact the Department of Motor Vehicles to exchange your driver's license.

Quote of the Month: "The main business is not to see what lies dimly at a distance but to do what lies clearly at hand." – Thomas Carlyle

- ★ Call your Chamber of Commerce for helpful information on: schools cable service cultural events and community activities Libraries and parks and availability of emergency calling services such as 911.
- ★ Provide your new doctor and dentist with your medical history. You may need to request your file from your previous doctor/dentist.
- ★ Transfer insurance policies to an agent in your new community. You may also wish to make a detailed list of your belongings their value and your coverage.
- ★ Give your new home a good cleaning.
- ★ Moving can be stressful. Watch for effects on family members and pets so you can give comfort and a helping hand.
- ★ Check all major appliances and electronics to ensure nothing was damaged during the move. Your insurance policy may have a limited time in which to make a claim. Since these are big ticket items, you should make sure they're all working.
- ★ Buy a subscription to the local newspaper or community magazine. This will quickly get you up to speed on what's happening in your neighborhood.

Things that make you go...

"Hmmm"

Weird Trivia

- ❖ During World War One, the future Pope John XXIII was a sergeant in the Italian Army.
- ❖ Only 1 child in 20 is born on the day predicted by the doctor.
- ❖ While at Harvard University, Edward Kennedy was suspended for cheating on a Spanish exam.
- ❖ Some Eskimos have been known to use refrigerators to keep their food from freezing.
- ❖ Sir Winston Churchill rationed himself to 15 cigars a day.

- ❖ More money is spent each year on alcohol and cigarettes than on Life insurance.
- ❖ The kerosene fungus can live in jet fuel tanks. If there is a minute amount of water in the tank, the fungus can use the fuel as food.
- ❖ There are about 3,000 hot dog vendors in metropolitan New York.
- ❖ Should there be a crash; Prince Charles and Prince William never travel on the same airplane as a precaution.
- ❖ Idi Amin, one of the most ruthless tyrants in the world, before coming to power, served in the British Army.
- ❖ Hippophobia is the fear of Horses.





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the nation....
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*One Family
At A Time*

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