



## Is Your House Move In Ready?

## What will a Home Inspection reveal?

## THIS is the time to find out!

### ENHANCED MARKETING IMPACT

Prospective buyers are likely to find a Pre-Sale Inspected home more attractive because the "what if" factor is not as great. Their comfort level is increased. Therefore, mentioning the completion of a Pre-Sale Inspection when marketing a home can boost interest levels of both buyers and real estate agents with qualified prospects. It can even tip the scales in your favor if buyers are looking at similar homes and the competing properties do not have the benefit of a Pre-Sale Inspection report.

One of the main reasons real estate transactions fall apart is concerns after an inspection. The impact of an unexpected "bad" report can destroy the buyer's excitement and enhance their fear to the point they want to walk away from the property.

### LESS RE-NEGOTIATIONS

If a buyer is not aware of a defect prior to making the offer, quite naturally the tendency is to re-negotiate the price once the defect becomes known. With the knowledge from a Pre-Sale Inspection, the buyer should have already taken the defect into consideration.

Your strongest point of leverage is at the time the buyer first presents an offer. Be prepared.

### FEWER SURPRISES

If a buyer knows most or all defects up front, the defects take on their proper perspective. If the buyer is the one who discovers the defects during an inspection, that defect may create excessive fear. Give them what they want, PEACE OF MIND.

### MORE ACCURATE DISCLOSURE

You are required to disclose the true condition of your home. Having a professional home inspection puts you in a better position to do that. Also, having an inspection report from an unbiased third party can help protect you, should any post-sale legal issues surface from buyers who claim that an adverse condition was not disclosed. While the inspection is no guarantee that the dispute will be settled in your favor, the fact that it was done demonstrates a good faith effort on your part to determine the real property condition at the time of the sale. Problems disclosed up front defuse future litigation.

### HIGHER SALES PRICE

Yes, you read that right. Prior knowledge of defects leads to a higher, not lower, sales price. When buyers know about defects, they feel more comfortable. They know what they are buying and do not "hold back" for unexpected expenses.

### SHORT LIST ELIMINATION

Prospective buyers will narrow the search down to a few houses with the most potential before really getting serious about making a purchase. The buyer's next step is to invest in the cost of a home inspection with hopes that a report will show the house is in good working order. At that moment, the stress level begins to rise for both sides involved in the process. What will be found during the inspection? If you had a Pre-Sale inspection, you would have less to worry about and so would your hopeful buyer.

### WHAT CONDITION IS YOUR HOUSE IN?

Are there any potential red flags or defects that you are unaware of? Would you rather have an opportunity to repair issues before showing the house? You also get to price around for the least expensive solution instead of having the buyer make over-inflated demands. First impressions still mean everything.

### BUYERS MARKET

The market is flooded with houses and many are short sale and foreclosures. Therefore prices have fallen to record lows and banks are raising the requirements for people who are otherwise ready to buy. Your house needs to be ready for the first person that shows interest. Is it?