

Al Farkas

Sellers Guide

Realtor

Platzke Real Estate Group
Coldwell Banker Realty



COLDWELL BANKER

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Al Farkas

ABOUT ME!

My name is Al Farkas and I've been in real estate for almost 8 years now.

I spent the first half of my working career in the restaurant business. I was a high volume bartender in many of the busiest restaurants in Minnesota for almost 30 years. In 2015, I decided to pivot my life into real estate and get my appraisal license. Well that didn't excite me and in 2016, I decided to try my hand in selling residential real estate, and I've been doing it ever since.

The average agent sells about 5-6 homes a year. I sell 15-40 homes per year. And I use that experience and knowledge to navigate potential pitfalls during the transaction. **Remember your friends and family are likely buying or selling less than 7-8 homes in their lifetime...**

I am a full service agent. I have opinions about all aspects of your transaction. And in my vast experience in real estate, I've seen people make many mistakes. So don't hesitate to ask any question. From lending to inspections. I'll be with you for every step of the way.

Why

SHOULD YOU USE ME?

The selling process can be the most difficult decision you will ever make. I'm here to take all of that stress from you. Making sure you have all the right knowledge to sell your home for top dollar.

- I will update you on comps that match your home
 - I will take professional photographs, and market your home correctly to get top dollar
 - I will provide you with stats so you know where to price your investment
 - I will teach you the risks associated with all offers
 - I will guide you through the appraisal and inspection process
 - We will make the correct adjustments to your listing based on feedback from showings
 - I will do a Comparative Market Analysis so you know how your home lines up with the competition
-

Let's MEET!!!

At the beginning of this process, I will meet with you live, or a 30-minute zoom presentation discussing all aspects of your transactions.

- We will go over your investment
- Show you stats about the current market and location
- Market conditions (are homes selling over or under list price?)
- Strategize about how we can best capitalize in the current real estate landscape



About

ME AND MY TEAM

Al Farkas - Realtor

- 8 years in real estate
- Over 160 lifetime transactions
- Over 50 Million dollars in Real Estate
- Zillow Premier Agent
- 50 Reviews on Zillow with a 5 star rating

Platzke Real Estate Group

- 2+ Billion - in Total Sales
- 30k Total Email Subscribers
- \$287 Million - total Sales in 2021
- 548 - Transactions in 2021
- Minnesota's #1 Home Selling Team For Coldwell Banker since 2015
- 38 licensed agents on the team



Where the buyers come from

HOW BUYERS SEARCH FOR HOMES

1. Real Estate Agent	87%
2. Mobile or Tablet Device	76%
3. Open House	53%
4. Yard Sign	41%
5. Online Video Site	41%
6. Home Builder	18%
7. Print Newspaper Ad	10%

***Note: 92% of all homes sold in America involve a real estate agent!**

**according to NAR (National Association of Realtors)*

Comparative Market Analysis

A comparative market analysis (CMA) is a process real estate professionals use to determine the market value of a property by comparing it to similar properties that have recently sold, as well as to those currently listed for sale. A CMA is a crucial tool that helps determine a price for new homes for purchase. It's also a tool for buyer's agents who are advising their clients to make competitive offers.

I will walk you through this process. I'll also teach you how I see your property and why. We will compare your home with known values of recently sold properties (facts) vs homes that are pending that are currently on the market (the final price won't be known at that time). Through this process, we will both come up with the most competitive price for your home so you will be able to maximize profits, and sell your home quickly.

Selling YOUR HOME



Market Positioning

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips below for preparing your home for market and staging it for showings. Remember that **the market sells the home**. But the agent is there to guide you through this so your home sells quicker and for top dollar.

Exterior

- Repaint or touch up Trim
- Make needed repairs
- Wash windows and screens
- Trim Trees, hedges, shrubs
- Weed and feed lawn and maintain mowing/snow removal
- Mulch areas with new mulch so your lawn will sparkle

Entrance

- Check doorbell and replace lights and bulbs
- Invest in a new welcome mat
- Clean, repair, or paint front door
- Sweep and maintain walkways in front of home

Rooms

- Touch up or repair walls, trim, and/or ceilings
- Clean or replace Carpets and Floors
- Clean and replace curtains, shutters, and blinds
- Pick up room to make sure it appears clean

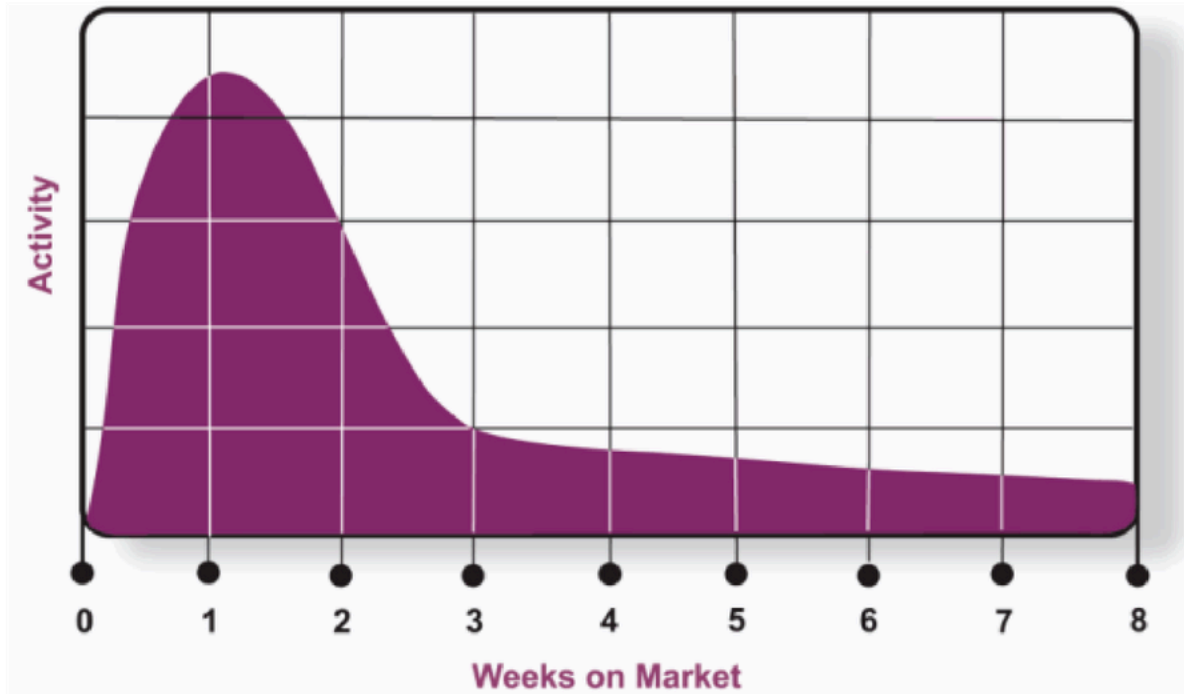
Kitchens and Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers, and pantry
- Clean, repair, or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs, and showers
- Make sure it smells inviting!!!

Pricing

PRICING TOO HIGH CAN BE DETRIMENTAL

Timing vs Activity



As mentioned above, the market dictates the result, and will lead to what your home will sell for. There are many factors in and out of our control that lead to the price achieved.

Factors that Impact your home's value

- Market conditions - The current supply of homes for sale, buyer demand, interest rates and availability of financing, prices of like minded homes nearby, economic factors and seasonality.
- Your homes condition - Location, age, size of the home and lot, floor plan, and architectural style.
- The competition - The number of similar homes that are for sale and their prices, condition, location and financing terms.

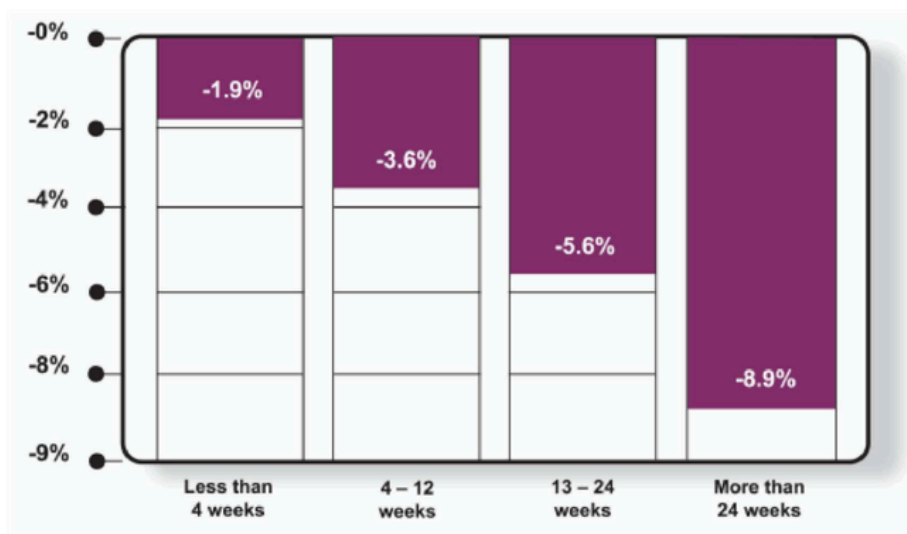
Factors **that don't** Impact your home's value

- Original Price - What you paid for the home.
- Needed Proceeds - What you need to get out of your home won't affect what it may sell for
- Opinions - If your friend was so good, why aren't they selling your home for you?

Affects OF OVERPRICING

There is a fine line between the perfect price, or coming in too high. Would a home perform better by underpricing and getting more showings, offers, and get a bidding war going? Potentially. Or is it better to come in higher and take list price, and getting less showings? **(there is no answer to this question)**

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market.



YOUR HOMEWORK GUIDE TO SELL YOUR HOME FOR TOP DOLLAR

- Pick up toys and clutter. Make sure counters and tables are clear.
- Turn on lights and install bright light bulbs.
- Make beds and be sure your home is clean.
- Make sure home smells inviting and is at a reasonable temperature.
- Accept all showings.
- Read and acknowledge feedback from buyers agent.
- The more work you do, the higher the home will sell for.
- Communication is key. Answer your phone!!!
- The market dictates the price and likely the END RESULT!

Why

Use the Platzke Real Estate Team

The Platzke Real Estate Team has close to 40 successful real estate agents there to handle your needs. With agents all over the Twin Cities, the chance is good that we may already have your buyer already in our database. How can these potential buyers benefit you the seller? You may be able to get your ideal price, without improving your home. And all without showings, time, strangers in your home, and aggravation. Possibly making this the easiest transaction you can ever have.

Our team spends over \$50,000 a month in advertising. And that money is there to benefit both of our buyers and sellers. We carry the biggest stick in the area. With having more buyers it benefits our sellers. And by having more sellers, it benefits our buyers. With over 450 transactions per year, there are many examples of very happy clients that have benefitted by the way that we do our business.

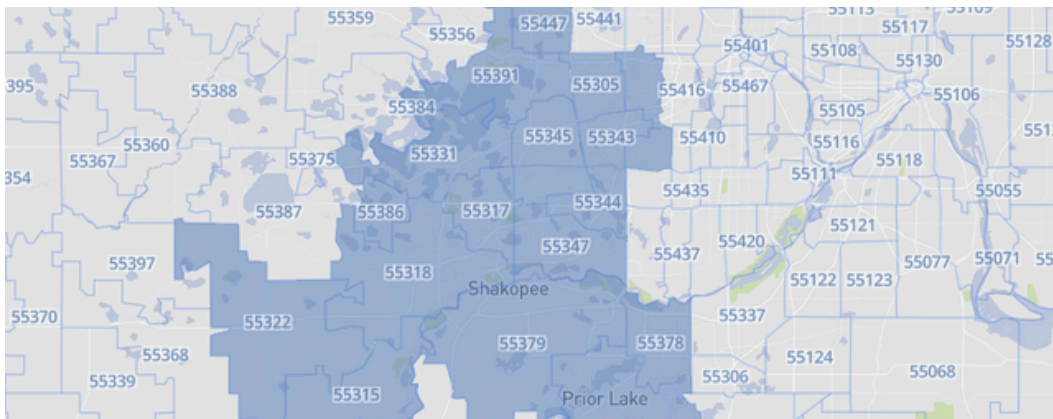


Zillow

Many buyers look at online sites to get pricing for their home and to find out what's available. Sites like Zillow and Homes.com are fantastic tools when you're casually looking up random information. However Zillow does have liabilities, especially when pricing your home.

Their analytics cannot take every factor into consideration when pricing a property. They can't adjust for noisy or messy neighbors, or the care/general upkeep of the home. Remember when you paid \$25,000 to replace your kitchen, or \$10,000 on the new roof? Your first call wasn't to Zillow so they could update the valuation software for your home. The neighbors didn't call Zillow when they did it either.

OUR ZILLOW ZIP CODES



55347 Eden Prairie
55346 Eden Prairie
55344 Eden Prairie
55345 Minnetonka
55317 Chanhassen

55305 Hopkins/Mtka
55343 Hopkins/Mtka
55331 Minnetrista
55372 Prior Lake
55447 Plymouth

55391 Wayzata
55331 Excelsior
55379 Shakopee
55426 St. Louis Park
55318 Chaska

55436 Edina
55379 Shakopee
55378 Savage
55386 Victoria
55446 Plymouth

Inspections



It's not done till we reach the finish line

Just because we have an accepted offer, doesn't mean this process is all done. We still need to get past the inspection contingency process. Because this is such a big investment, the buyer has an opportunity to look at all aspects of the home, and decide if they want to move forward or not. Technically speaking, this really isn't another spot to "re-negotiate" the purchase price. But many times you do see a change in terms at this point.

A Negotiation here is like saying "I will not buy this home unless". Because you have a valid agreed upon 2 way contract to purchase the home. If a buyer tries to change that, the terms must be agreed upon by both parties or the deal is dead. So tread carefully. We may not want to go back on the market as sometimes future buyers may feel that there is something wrong if the home does go back on market.

Terms

THAT MAKE AN IMPRESSIVE OFFER

What price are they offering? **Enough to take notice!**

Asking for closing costs back? **It's better to say NONE!**

Are they contingent on home selling? **Risky. We hope not!**

How much cash can they put down? **The more the better!**

When do you want to close? **Could make things easier for us!**

How much is the earnest money? **Enough to make a statement!**

What if it doesn't appraise? **Arguably the most important topic!**

Who is their lender? **Trusted and Local!**

What financing are they using? **Cash is king. Then Conventional!**

Appraisals

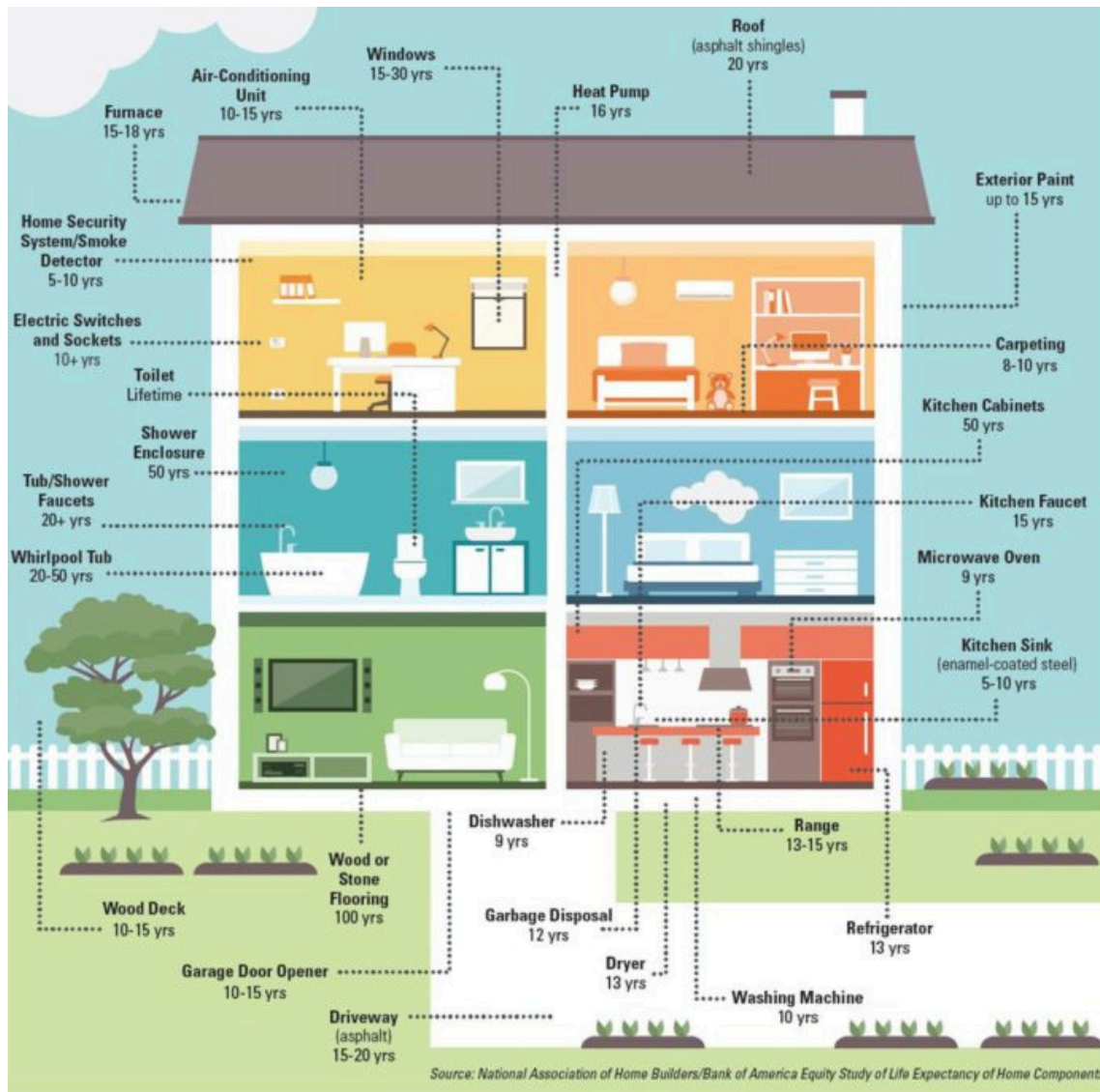
WHAT TO KNOW

Appraisals are arguably the most important part of this process. Especially in a market such as we have now. When sellers are sometimes getting 5 or 10 or 20 offers at a time, their mission is to achieve the highest and best guaranteed net offer, for the least amount of risk. Again the appraisal is there for the protection of the bank or lender. And if an appraisal number isn't met, it could mean that the deal is dead. Which is the last thing we would want 2 weeks before closing.

To achieve this, it's also important to contact the lender, and try and find to the best of our ability, a buyers financial position. Now there are many privacy laws out there. So we won't be able to know everything. But there may be some clues. And a good realtor will be able to spot those.

For instance, if a buyer is going to ask over list, it's our goal to make sure that the home appraises so you can get this amount. Meaning someone who has 20% down will look to be a more stable offer than 3% down payment. And if an offer is over list, and the buyer only has enough to cover a list offer, then we may be in trouble. As the home will have to drop the price, or go back on the market as the buyer will need to find another place to buy.

What Buyers Will be looking at



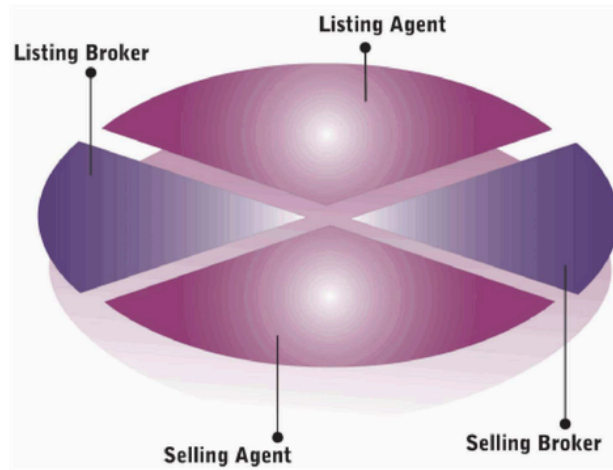
What stays With the home



All things fixed. Tv mounts, and bathroom mirrors. Also all window coverings, appliances (in the kitchen) and light fixtures attached to the home. Also any garage heaters, lawn systems, plants, bulbs, bushes, or anything pretty much seen in the yard at the time of showing. Please note that if you have questions regarding this, that it's very important that you ask before taking out of the property as this could delay or complicate the closing process. It's best to describe it in terms of a projection tv. The tv mount would stay. The projector and screen would go. All decoration and everything else would go with the home. And all things screwed in would stay.

Commissions

And the way it breaks down



On August 17, 2024 the National association of realtors settled a lawsuit changing the way we do business. The new fee structure includes the decoupling of both the buyers side commissions and the seller side commissions. Previously, these numbers were blended together into one price for the seller. Now your agent will handle these individually giving more preference to the consumer on how they would like to market their property.

My listing fee is 3.5%. If you choose to pay a buyers agent, we will discuss that at the onset. For 3.5%, this is what you receive.

- A CMA discussing your property and what I think it's worth
- Professional Photography
- 20 Just Listed postcards
- Free Staging Consultation
- Listing on MLS. Marketing
- Targeted Social Media Ad and Youtube
- Yard Sign
- Flyers
- Open House's
- Exclusive Look and Coming Soon advertising

Team/Trades I've worked with

Make sure you're do your own research of vendors.

Burnet Title - Eric Bensen

eric.bensen@burnetttitle.com 952-974-3462

American Home Shield - Home Warranties

www.ahs.com

Inspections - Heartland Home

www.heartlandinspections.com

Handyman - Jamie Good

jamie@thandyman.com 612-234-5837

Stucco Inspection - CMT

certifiedmoisturetesting.com 651-272-5552

Light Staging - Refresh. Stacy Thielen

refreshstylingstaging@gmail.com 612-205-1428

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Carpets - Eric Simmer

612-401-4808
