

*Inside This Special Report...*

# How To Sell Your Home Fast, And Avoid 9 Common Mistakes That Cost Sellers Thousands!

*Get Cash For Your Home Quickly, Without Hassles Or Headaches!*

Dear Home Seller,

Like thousands of other homeowners, you want to sell your home. Except maybe you don't have time to wait around for months for it to sell and close.

Perhaps you have a job transfer or divorce. Or financial issues like a pending foreclosure or underwater on your mortgage. Or maybe for your own reasons you just simply want to sell quickly and move on without a long process and headaches.

The good news is that it is possible to sell your home fast, at a fair price, *without the usual hassles, stress, and drama.* However, there are some simple things to know, and costly mistakes to avoid.



We are Mark McKee and Eric Jones, and in our 30+ years of combined experience buying and selling houses we have just about seen it all! And one thing is for sure... if you are not prepared, you can make mistakes that cost you thousands of dollars – or even worse - get you in a legal mess. The key to achieving your goals and getting your home sold in the time frame you need is knowledge and a plan.

**THIS REPORT WILL HELP ARM YOU WITH BOTH.**

Here are some important items you must be aware of when you want to sell quickly, and critical mistakes to avoid.

### **Mistake #1: Accepting A Contract With Contingencies**

A contingency is a clause in the purchase agreement that allows the buyer to back out and cancel the purchase. Examples of contingencies are "subject to inspection", "subject to buyer obtaining financing", "subject to due diligence", and numerous others. These are often referred to as "escape clauses" and *many buyers have them hidden in the contract so they can walk away from the deal at the last minute* - which could really put you in a bad position.

Our offers contain no such contingencies!

### **Mistake #2: Not Checking Out The Buyer**

Yes, there are other honest, ethical, and professional home buyers out there. But there are also a whole flock of people who watched a late night TV infomercial on "getting rich in real estate" and now call themselves investors. **BEWARE.** Most of them do not have the knowledge, experience, or money to get transactions done, and can end up getting you into a big mess! There are also lots of *scams and con artists* out there that will try to take advantage of you.

For your added protection and as a courtesy to you, we've put together the following list of questions to help you screen potential homebuyers to help you sift through the ones that you probably shouldn't deal with.

### **Questions To Ask Potential Buyers:**

- *How long have you been in town?*
- *How long have you been buying houses?*
- *How many houses have you purchased with your own money in the past year/ 5 years/ 10 years? May I see a list of the addresses?*
- *Do you have testimonials from sellers you have dealt with?*
- *What is your website address?*
- *If I search the Internet about you, what will I find?*

**Note from Mark:** *I have been in the real estate business for over 30 years, and have done thousands of successful transactions. My wife and I have 5 kids. Eric is the oldest boy. He is*

*my stepson, and I raised him since he was 5 years old. He has always been a hard worker with good communication skills and a desire to help others.*

**Note from Eric:** *I started in real estate working with a national company, handling over 50 projects per year. I learned a lot, but realized the corporate world wasn't for me. So I talked to my stepdad Mark and we decided start a family business, Tramway Properties, based in Albuquerque. I live in the Northeast Heights, and enjoy working with people and improving the community.*



### **Mistake #3: Not Getting Every Detail In Writing**

Like most States, New Mexico requires that any agreement to purchase real estate must be in writing to be enforceable. While many buyers will have a basic written contract, they can “forget” to put key items in writing.

When a disagreement or misunderstanding arises later, this can

leave the seller to rely on things the buyer said verbally – which are very difficult to prove and usually unenforceable. This can wind up costing you time, money and aggravation... and possibly all three! *Don't fall for empty promises.*

When we purchase a property, the written purchase agreement covers all the details. Everything is clear and simple, with no loose ends or surprises.

### **Mistake #4: Being Held Responsible For Repairs**

Some buyers will put clauses in the contract that obligate the seller to pay for repair issues that come up on an appraisal or home inspection report. Most home inspectors are known for being very thorough and “nit picky”, and they often spend hours looking for every little defect with the house they can find. *This could potentially end up costing you thousands of dollars for repairs.*

We purchase properties fully “As Is”, with no inspection or repair liability. The seller is not responsible for any repairs, and doesn't even need to do any cleaning.

### **Mistake #5: Not Asking For Proof Of Funds**

As previously mentioned, there are many would be home buyers that really have no money... including many investors. They will tie you up in a contract, and then go searching for the funds. If they can't manage to find the money somewhere, they will usually cancel at the last minute – potentially leaving you hanging in a bad situation. Make certain that the buyer has the funds to close the purchase. *Ask for a recent bank statement or valid proof of funds.*

Rest assured that we have ample funds at our disposal to complete all purchases. Our agreements are always solid, no fooling around.

### **Mistake #6: Paying Needless Fees And Commissions**

First off, nothing against Realtors. Many are hard working professionals that provide good service. And if you are in no rush and have plenty of time to sell, your house is in great condition, and you don't mind strangers coming through your home, you may want to list the home for sale with a Realtor.

However, *there are other alternatives* that allow you to sell fast, at a fair price, and avoid paying Realtor commissions, typical closing costs, transaction fees, etc.

We buy homes with no commissions, fees, or hidden costs. We pay all cash, can close within days if necessary.



### **Mistake #7: Failure To Understand Market Conditions**

Many sellers simply do not truly understand their local real estate market... and where it is headed. They hear comments and gossip from friends and neighbors, or rely on large national real estate websites – *all of which may be very inaccurate in regards to current local market conditions and home values.* Values can be rising in some areas of the country, but declining in others. Real estate markets are all local and are influenced by numerous different factors.

We prepare an analysis for each home and discuss with the seller values and trends in the area, as well as the specific neighborhood. The seller then has a firm grasp of market conditions and prices – and can make informed decisions.

### **Mistake #8: Failure To Understand Net Proceeds**

Most home sellers underestimate typical selling and closing costs. Never confuse the sales price with the net proceeds amount that you will actually put in your pocket. In a traditional sale, there are commissions and a long list of fees and costs that are deducted from the sales price. *Quite often, the net proceeds are considerably less than expected.*

We purchase direct from the seller without all the usual commissions, costs, and fees.

### **Mistake #9: Failure To Explore All Options**

This is the last mistake on the list, but it is probably the most important one to avoid. Many home sellers blindly follow a single path, without exploring all the avenues available to them. While it may seem obvious, there are *4 main options you have as a homeowner at any given time*:

- 1) Keep the house and live in it.
- 2) Keep the house and rent it out.
- 3) List the house for sale with a Realtor.
- 4) Sell the house to a private home buyer.

There are advantages and drawbacks to be analyzed for each. It is prudent to meet with a knowledgeable expert to review your options. Then you can create a strategy and plan that best suits your situation.

We offer a free, no-obligation review of each seller's individual situation. There is no substitute for many years of experience, keen market knowledge, insight, and a caring attitude. Our motto is to always help people and find solutions.

## **SO WHERE DO YOU GO FROM HERE?**

The only way to properly create your plan is to examine your situation and options. The next step is entirely up to you, but if you are serious about selling your home fast and avoiding mistakes, here's what we recommend:

Let's get together either in person or on the phone. *In just a few minutes, you'll have all of the facts and information you need to make smart decisions.*

**There Will Be No Obligation, No Pressure, And No Tricks...**

***Just solid, helpful, useful information!***

As mentioned before, regardless of your current situation, we can help. Even if you are behind in payments, facing foreclosure, or underwater on your mortgage – don't worry. We eliminate all the uncertainty. You sell your house on YOUR TERMS - for the cash price you choose, closing on the date you pick. All with:

- ✓ No Realtor Commissions Or Fees
- ✓ No Listing Or Showings
- ✓ No Typical Closing Costs
- ✓ No Contingencies
- ✓ No Repairs Or Cleaning

*Pick up the phone and call us now while you are thinking about it.* I know that you may be a little skeptical, but one phone call isn't much to risk, especially when you could save yourself lots of aggravation and thousands of dollars!

There is absolutely no cost, obligation, or pressure in any way. We are friendly, respectful, and promise to always give you the straight truth.

Reach out to us at **(505) 933-9191**, or by email at **Eric@TramwayProperties.com**.

We are real people who have helped hundreds of home sellers avoid the costs, time, and stress of the traditional selling process, and we can help you too.

***MARK & Eric***

Mark McKee & Eric Jones

Professional Direct Homebuyers

P.S. You could have your home SOLD and cash in your hands. We can make it simple and easy for you.