

## Transcript "log" for Room "Scheduled\_Chat"

Ginger joined.

Ginger Am I in the right place

Ginger left.

Ginger joined.

Bill joined.

Jason joined.

Denyse joined.

Denyse I want every word of this one. lol

Howard joined.

Bill Am I in the right place?

Denyse you are

Jenny\_J joined.

BillM joined.

Glenn joined.

Howard Hi All, we'll get started in about five minutes

Bill Hi Howard

emeacham joined.

bobguy joined.

phyllis joined.

Ginger waiting

Howard Last week, we had a great chat, but it was a little disorganized for my tastes.

Howard We'll do it a little more controlled this week.

Vee joined.

Howard First of all, Hello to everyone and welcome. We hope you leave tonight having your questions addressed. You don't need to respond to my Hello. :)

RodI joined.

Steven joined.

Howard Tonight, we will start with a question from one of our guests. I'll do my best to give an answer. Then I will invite others to chime in one at a time with their views.

Howard Once we have given the best answers we can, we will invite another question.

Howard So here we go. Who wants to ask the first question? Let her rip.

Ginger It is a tough market out there now. Does anyone have an edge they can share?  
jrhaman joined.  
tastiger joined.

Howard Ginger, I think you just asked the question most of the attendees will ask. :)

RodI When you need to sell the house to get the bigger RV do you sell first or use a bridge loan?

Howard It is a very tough market out there. I never like telling anyone that they might have to wait awhile, but we are almost in that situation.

Howard RodI, save that thought. We'll get back to that one. :)  
tastiger left.

Howard Unfortunately, our media makes everyone panic. Credit is not as scarce as they make it seem.  
lucy joined.

Howard But everyone is scared about the economy and the volatility of the stock market isn't helping.

Howard Ginger, how long has your house been on the market so far?

Ginger 6 months next week

jrhaman And we have only had 2 showings

Ginger We are changing realtors next week

Howard You are changing from someone in Colorado Springs to someone local?  
Dee joined.  
Audrey\_Baker joined.

Ginger Yes that is correct  
Paul\_H joined.  
Steven left.

Audrey\_Baker Hi everyone.  
Rick joined.

Howard Good. I know that is a common dilemma. Do you go with the big city realtor with the big budget and exposure or with the local person.

Audrey\_Baker So is everyone on this chat selling their home now, in progress or trying to decide?  
emeacham left.  
Jenny\_J left.  
Hi Audrey, welcome. There is a mixture here. We're are trying to

answer questions one at a time about specific situations so that we can cover as many as possible.

bobguy left.

- Howard I always recommend that folks that are comfortable selling their house give that a shot. That is a much tougher thing to do in a tight market.
- jrhaman We tried on our own to start with but had dismal results
- Howard So many HAVE to list. I recommend going with a local realtor that lives in the area when listing. They can answer questions better and all realtors have the same access to the Multiple Listing System.
- Howard The biggest problem in tight markets and listing with a realtor is the net you will receive from the sale. We all want to make the most we can from the sale, but quick sales often mean sacrificing lots of cash.
- Audrey\_Baker In todays market, do you recommend signing on with a realtor 3 months or 6 months?
- Howard Audrey, I always recommend signing the shortest listing contract you can get. However, most realtors will rightly tell you that they can't really get the property marketed well in less than three months. It takes time to coordinate advertising.
- Glenn proper pricing seems to be needed....Or waite for next year
- Howard Yes Glenn. We had a few years of artificial appreciaton.
- Ginger WE just hope to come out even at this point. We will not make money on this sale.
- Howard I don't know if the market is going to loosen up again before next year's election.
- Bill Have we hit bottom yet? Seems like buyers are waiting to see how low prices will go.
- Howard Ginger, for background, you have not been in your house long. So breaking even or a loss wouldn't be a surprise unfortunately.
- bobguy joined.
- Howard Bill, I think there is just a tremendous wait and see attitured right now. I don't know if we are at the bottom of the demand just yet.
- Ginger We will be OK with braking even or loosing a little. We have only been in the for 15 months.
- Glenn The forclosure mess has many afraid to borrow.
- Howard As I had mentioned in the Forum, our dollar is as low as it has ever been against both the Euro and the Pound. So targeting European buyers is not a bad idea right now.
- Howard I've heard they will open over 100 real estate offices catering to Europeans in Florida in the next year or so.

Bill Tell me more Howard!

jrhaman The only bright spot in our area is the Army is relocating 10k troops to

Howard Many realtors will not have European connections or knowledge of how to approach that market. You might have to bring up the option.

jrhaman fthat was troops to

jrhaman never mind

Howard Uh oh. We've got a little storm moving in here, so I might lose connection. Hope not, but just be aware I might disappear.

Howard Jessie, do you know who handles the military sales and purchases for your area?

bobguy left.

jrhaman not really

Ginger I guess we can ask our new realtor

Jason left.

Howard Ask around. If they are relocating troops, they probably recommend a company that they send them to.

Audrey\_Baker I was told by the four real estate agents I interviewed to not look for the market to change until 2009.

Jason joined.

jrhaman Remax has had some meetings with the military housing people but the influx of troops from ft hood is not supposed to start until fall of 08

Howard Audrey, that is probably correct. But that's why we are here tonight. We want to see what we can come up with for our fine readers. :)

Bill What about companies like For Sale By Owner or Help U Sell?

phyllis left.

Audrey\_Baker What is your opinion about listing your house over the holidays?

Howard, I'm just stating what was told, I think it is all about how our houses are marketed, not necessarily the market. ::blush

Howard Bill, those companies have graduated fee rates. They work best when the market is hot and buyers are searching on their own. But "full service" realtors don't like them, and may avoid the listings.

Audrey\_Baker Howard, what do you mean by graduated fee rates?

Vee left.

Bill Howard do you have any contacts for the European connections?

jrhaman Btw Howard, sympathies on your loss

Bill Did the storm hit?

Donna162 joined.

Audrey\_Baker This could be us! ::biggrin  
Rick left.

RodI H must be gone.

Denyse storm  
bobguy joined.  
BillM left.

Jason ginger we are in the same boat our house has been on the market for 7 months and we are meeting with a new realtor friday  
Howard left.

Audrey\_Baker Jason, what state are you in?

Ginger Where are you?

Paul\_H Hi everyone I will list my house here in southeast Florida and hope for the best.

Jason Louisville TN

Audrey\_Baker Northern California

Dee New England

Paul\_H Hollywood FL

Bill We're in Southwest Florida, Naples, and will list by Jan. 1 hopefully.

RodI But the relocation market should still be ther.

jrhaman It's just a matter of waiting out the storm. there are still people buying and eventually someone will buy ours  
Vee joined.

Audrey\_Baker Do any of you already own an RV

Ginger We do

Vee I do

Bill There's just a lot of competition out there right now.

RodI WE have one

Dee Yes, just winterizing the RV now

Audrey\_Baker Are all of you going to Full time?

Denyse has anyone here already sold their place?

Bill We had a MH and sold it. Need to sell the condo to go fulltime in 5th wheel.

jrhaman we just winterizes ours and I am going thru withdrawl

Glenn Dee where in New England? we are in Chicopee, Ma

Ginger WE are going fultime  
lucy left.

Denyse left.

Dee We are in Rhode Island and our house has been on the market almost one year

Paul\_H Fifth wheel and have hitch itch. Will retire 12/31 30 working days but who's counting

Donna162 Bill, I was interested in the internet sales web sites also. Do you know of anyone who has actually sold a house that way?

Glenn 6 months

Bill No I don't.

Howard joined.

Denyse joined.

Audrey\_Baker Welcome back howard!

Howard Ooops. Sorry about that.

Denyse np

Glenn Our agent lists via internet

bobguy Audrey, has your question about a bridge loan been answered?

Howard Did anyone solve the selling problem while I was gone?

Donna162 We first listed out house in November 2006. We took it off the market (wasn't happy with realtor) in June 2007. We have a For Sale by Owner in the yard and have had as many look that way as with the

Ginger Oh I wish

Glenn We wish

Audrey\_Baker That didn't come from me! What was the question?

Howard Let's get Rodl's question in here.

Bill You can put your own listing on Zillow.com and it's free.

lucy joined.

bobguy Sorry, Rodi

Donna162 There are too many houses on the market in our area....not enough buyers.

Bill Same here Donna

Audrey\_Baker The problem with For sale by Owner and I think Zillow, is that it does not get into MLS.

jrhaman Ditto

Bill But Zillow is out there for the whole world to see on the internet.

Audrey\_Baker Good point!

Howard MLS, multiple listing system is key to get realtor attention. Some For Sale By Owner type outfits and other discount brokers can get you on

MLS

Donna162

I think the web site "For Sale By Owner" does get it into MLS. But it does cost.

bobguy left.

Howard

Rodl, what was that early question you had again?

Paul\_H

Sold mother in law's condo here in Pembroke Pines FL was on the market over 1 year and was with 2 different brokers-be prepared to negotiate.we finally got only !/2 asking \$.

Donna162

I have a question about staging the house when it's my turn.

RodI

If you get a bridge and go RVing any way are you asking for trouble Jason left.

Ginger

reading

Howard

Rodl, define "bridge" for our audience.

Donna162

I don't know about everyone else, but, if I still have the house (it's not paid for), I would have to work while traveling.

Donna162

Guess, I just don't want to do that.

RodI

Well just finance to RV and truck even thou you don't have the house money

jrhaman

we are considering that

Bill

We want to use proceeds to buy truck and 5th wheel and be debt free.

Howard

Rodl, although I don't like new debt, if you have a sufficient fixed income stream, it is certainly an option.

Bill

But we need enough cushion left just in case!

RodI

If need to make payments on house and RV would seriously test your staying power.

Howard

Absolutely. If your income stream is tight, I wouldn't recommend it at all.

RodI

House needs to go PERIOD b4 RV

Vee left.

Bill

Same here!

Audrey\_Baker Ditto!

Donna162

Us too. Income stream is more than adequate after we're debt free (house is sold).

Howard

We have a wide range of situations here. For those that have their homes paid off, they have many more options. Some still owe on mortgages but have great equity. Some have almost no equity.

Howard

So I'm trying not to paint with too broad a brush. :)

Howard But for those that have mortgage payments, you have to balance the mortgage payments over several months and the interest you are giving up against taking a lower sale price.

Audrey\_Baker If my house was paid off or I had lot's of equity, I would do the bridge loan. Unfortunately, I fall into the almost no equity.

Howard Some folks spend a year's worth of mortgages waiting for just a few thousand more in sale price.

Donna162 I don't think that lowering the price to what is owed would help in my case. There are just too many NEW houses waiting for a buyer right now.

phyllis joined.

Margo joined.

phyllis left.

Howard I understand Donna. Lots of folks are in that situation. So you have to market aggressively or wait.

Paul\_H What about the folks out there who will not retire for a few years buying RV and have it mostly paid for by time they retire.

Donna162 I personally have not tried to market the house.

Howard Know that 20% of the realtors sell 80% of the properties. Find the 20% in your community. Stay away from the part-time friend or member of your church.

Bill You have a point Howard. We have to re-think our pricing before we list.

Donna162 I relied on a realtor who only showed it twice in 7 months.

Howard Paul, there are lots of answers to that question. :)

Donna162 I think the plan is to go with a different realtor in Feb or Mar and see what happens.

Bill From what I know it must be priced right or it just won't attract many buyers.

RodI A good realtor will help you price to match market

Audrey\_Baker Everyone, I have to go paint my bathroom. Signing with the realtor who is in the 20% so I'll let you know how it works out Howard!

alfie joined.

Margo I heard that a good thing to do is to offer a sum of money to anyone that brings you a buyer. \$1,000.00 was the amount they offered

jrhaman tried that but no luck

Donna162 Is \$1000 the right amount?

Howard Paul, I think those that can use working income to purchase an RV and have it paid off or nearly paid off will be in decent shape. You just run

the risk of having an RV that turns out not to be suitable for full-timing.

- Bill Has anyone had success with some kind of incentive?
- Donna162 If my next realtor doesn't come through, I think I might try that.
- Paul\_H Here in South Fl people are offering new cars and big screen tvs to help sell house.
- Howard Incentives can work. But I would check the custom for the particular market.  
BillM joined.
- Donna162 They offer them to the buy or the realtors?
- Bill Maybe I'll throw in my 2000 Accord!
- RodI Use cash
- Donna162 What dollar amount catches the attention of the realtors?  
Audrey\_Baker left.
- Howard Donna, it depends. Good lawyer answer there. :)  
Denyse left.  
Ginger left.  
Margo left.
- Donna162 Is against any realtor rules to offer the incentive at the same time you have it listed with a realtor?
- Howard It depends on the market, the base commissions, the amount the realtor splits with their broker, the house price, etc.  
alfie left.
- Bill What is the going commission?
- RodI And state laws  
jrhaman left.
- Howard Laws vary by state, but there should be no problem offering an incentive to a realtor that brings a buyer. The listing agent wants the sale, too.
- Donna162 Give me an example and I'll try to make it fit my situation.
- Dee Our agent offered a \$5K bonus to other agents if they could bring in a contract that month
- Paul\_H In South Florida you offer \$ as bonus to broker who sells your house.
- Howard Going commission is probably 6% in most places, Bill. Some brokers are trying to get 7%. Typically, the listing agent (seller's agent) will split the listing commission 50/50 with a selling agent (buyer's agent).  
Glenn left.

Howard So your listing agent may only get 3%. Then they have to split that with their broker.

Bill Thanks Howard, got some good info. Sorry we didn't stick to your plan!

Donna162 6% is what I had mine listed for.

RodI What are typical agent broker splits?

Howard Agents, depending on their success and negotiating prowess will have to give up 20% to 50% of their commission to their broker.  
Bill left.

RodI So look into splits b4 you list?

Howard Re/Max offices work a little differently. Often their agents get 100% of the commission, but they pay healthy monthly marketing and admin fees to the Re/Max office owner.

RodI So an extra 1% could go a long way.

Howard RodI, the brokers have confidentiality agreements out there on splits. Very sensitive subject as they don't want all the various deals they have with the agents to be public knowledge.

Howard An extra 1% can be a big deal.

RodI Of Course

Howard We sold our house on our own and offered the agent that brought us a buyer 4% instead of the standard 3% on FSBO.  
BillM left.

Donna162 Is the 50/50 between seller's agent and buyer's agent pretty standard?

Howard Donna, better get your "staging" question in. :)

Donna162 I'm sorry, what is FSBO?  
lucy left.

RodI For Sale by OWNER

Howard Donna, it usually is standard. But I've seen some 4% / 2% splits and everything in between.

Donna162 Been watching too much HGTV. They recommend changing paint color to white or beige and taking away all personal items (family pictures).

Howard Thanks RodI. :)

Donna162 Is that really the best thing?

Donna162 What if I have to stay here for another 2 or 3 years?

Howard Donna, neutral colors are always better. Always keep in mind that people are buying a house and have to think about furnishing it as well. Neutral colors help them see their own furniture in the house better.

RodI Remember for every deal there is somebody!

Donna162 But the way I look at it is that paint is so easy to change.

Donna162 I can't imagine that someone couldn't see beyond the paint.

Howard I don't agree with removing personal items. People want to see a "home". And the trick of making bread or cookies just before a showing also works well too. :)

Howard You'd be surprised. People these days aren't really into the do-it-yourself thing. Move-in condition is a big selling point.

RodI Most folks don't have \$ to do a remodel.

alfie joined.

alfie left.

Donna162 What about if I offer to paint for the buyer after they buy?

Paul\_H left.

Howard You can always offer a "redecorating allowance". Never do anything cosmetic for the buyer AFTER the contract. That's inviting trouble.

Howard A redecorating allowance is a credit to the buyer on the closing statement.

Donna162 OK, that's a great idea.

Donna162 1 more question.

Donna162 What about offering a warranty on the house?

Howard ALWAYS offer a warranty! It's cheap and they keep a lot of folks out of lawsuits after the fact.

Donna162 That's what my last realtor said.

Donna162 Thanks.

RodI See ya folks gotta go

RodI left.

Donna162 Guess I ran everyone off with all my chatter.

Paul\_H joined.

Howard Not at all. Great questions, Donna.

Paul\_H Howard had a storm we just had a power surge.

Paul\_H HI everyone again I will list my home and have Hope

Howard Good luck, Paul. Every situation is different, so let me know if I can help you.

Dee Thanks for your time, Howard. Good night.

Donna162 One more question.

Howard Goodnight, Dee

Paul\_H Thank you you already have more than you know

Howard Transcripts will be available tomorrow. :)

Donna162 Is against some kind of realtor protocol as someone who is selling their house on their own to make up a flyer and send to all the realtors in the area?

Dee left.

Donna162 Last question and I'll go.

Donna162 Thanks for all your help.

Howard Donna, realtors just don't like For Sale By Owner. The good ones have really big egos and they just can't stand the thought that they aren't needed.

Howard If you send out flyers, be sure to specify the commission you will pay to a realtor that brings a buyer. And make it big and bold. :)

Donna162 That's what I was thinking. Surely they like to make money.

Paul\_H Howard isn't that what multi listing is for?

Howard Yes, Donna. But the ultimate goal of almost every realtor is to get listings. They want that contract! There are very few agents that concentrate on just buyers that can make it work.

Howard Paul, I'm not sure I follow your question.

Donna162 That's funny, I've only had one realtor call me to list my house. Steven joined.

Howard Donna, that is surprising.

Donna162 There are some who live real close who haven't even called.

Donna162 There are just too many new house to be sold I guess.

Paul\_H Meaning the listing post on the internet by the REALATOR group,

Howard Paul, yes the multiple listing system, MLS is where all realtors are notified of the house for sale and the commission offered. However, if you are For Sale By Owner, the house won't be listed on MLS.

Donna162 Maybe I should go with the one who called?

Howard Therefore, if marketing yourself, you need to make it clear that you will pay a commission and what it will be.

Howard Maybe Donna. But never sign with the first agent that presents a listing agreement to you. You should interview at least three realtors - they need to apply for the job and you need to get comfortable with them and what they will do for you.

Donna162 Something I didn't do the first time. I will the next time.

Paul\_H left.

Howard Steven, got any questions?

Donna162 Again, thanks for the information. Great topic! Bye.

Howard Bye Donna.

Donna162 left.

Howard Well, it wasn't quite as organized as I would have liked. And I wasn't at my best, but hopefully some of the information has helped. Nite all.

Howard left.

Steven left.