

The Truth about Selling As-Is

What Longtime Homeowners Need to Know

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Expert Panelists

- Chris Buckelew, CSHP, CSDC - Broker-Owner, Buckelew Realty Group
- Becky Seda, CSHP - Owner & Lead Agent, Seda Real Estate Group, Keller Williams Realty
- Shannon Stiger, CSHP, CSDC - Listing Specialist, Seda Real Estate Group, Keller Williams Realty

MYTH: The term “selling as-is” means the same thing to everyone.

TRUTH: When someone says or hears that a home is being sold in “as-is condition” they make assumptions based on their own personal point of reference.

MYTH: The only people interested in buying a home that is in need of repairs or cosmetic updating are investors.

TRUTH: There are prospective purchasers for every home. Multiple variables make it impossible to know in advance who the eventual purchaser will be.

MYTH: All real estate agents use the same strategy for selling a home regardless of condition.

TRUTH: Every real estate agent approaches the marketing and contract negotiation process differently -- even agents affiliated with the same brokerage or brand.

MYTH: Investors purchasing homes for cash are doing the seller a favor by saving them money and time.

TRUTH: When an investor offers to pay cash and give “fair market value” for a home, they are not using the same evaluation to establish a “fair price” as REALTORS® - or anyone else for that matter.



MY NOTES



Based on today's discussion, list three action steps you will take to prepare for the sale of your home?



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