

Uptown Brokers

Real Estate
Specializing in Residential & Commercial Real Estate Sales

Our team is your solution

The Most Commonly Asked Questions and the Answers

Q. What do you do to sell property?

A. There are a number of things we do to sale property. Please request a copy of our Marketing Plan of Action and our Definition of service. This outlines the 26 steps that are taken to get your property sold.

Q. How can I sale my property for more money?

A. *The most effective way is to ask a few thousands less than the comparable sales in your area. This will create more value in the eyes of the buyer; therefore you will have multiple buyers bidding on your property over and above the asking price. There are other very expensive ways that have been tried in the past to get more money but they have been proven over and over again that they are not cost effective to the property owner. (Such as: adding on, expensive repairs, major remodeling and upgrades etc.)*

Q. Why do some properties never sale?

A. *There could be several different reasons why a property does not sale. The most common reasons are price and the availability to show the property. If its price right but no one can get in to see it, it will not sale. If it's priced to high no one would be interested in seeing it.*

Q. Can I have a list of References?

A. *Yes, we have a long list of satisfied customers. Please ask for a list of references, it's updated regularly.*

Q. What are the standard costs to a seller when selling a property?

A. *The standard cost to sellers are: Title Insurance, Tax Stamps, City Transfer Tax, Escrow Fee, Sub Escrow fee, demand fee and real estate commission. Please request Sellers Net Sheet.*

Q. Can you tell me how much money I will get after escrow closes?

A. *Yes, please request a seller's estimated net sheet. We only need to know your current loan balances if any, if the property taxes are current and if there are any liens or judgments against the property.*

Q. Who is Uptown Brokers?

A. *We are a **team** of Real Estate Professionals. I have helped people buy and sell real estate for over 20 years - with over 1025 successful transactions.*

Q. Is it ok to list my property higher than the comparable sales in my area?

A. *We understand some people want to list high to leave room for negotiating, but they don't know the problems that this can create. In which markets or industries will any buyer seriously look at anything that is over-priced? Most people will not bother looking at properties that are priced too high.*

Wouldn't you rather have us negotiate ten offers to get your price? If we never have buyers seriously looking, we will not receive any good offers to have an opportunity to negotiate.

Q. Is it true that one agent could sale my property for more money than another?

A. *There is a big difference in the way we operate and the way most agents operate. There are basically two types of agents' passive agents and active agents. Passive agents will just wait for*

the business to come to them in order to sale your property. I'm an active broker and have been for a long time now please review my Marketing Plan of Action.

Q. Have you sold any properties in this area?

A. Yes, we have sold properties all over this community and the obvious reason you will choose us to sell your property is that we have properties for sale all over the community. The more properties we have for sale the more calls come into our office meaning, the more calls that come into our office the more we will expose your property to potential buyers from all over the area. Our buyers can come from anywhere in the community, not just one specific area. This is one way we get maximum exposure.

Q. Will you hold open house and advertise in the newspaper?

A. Yes, we also advertise to the top agents and companies here in town. That's where the qualified buyers are. You will find what we do to sale property in our Marketing Plan of Action. Passive marketing is basically sitting around waiting for a buyer to show up and buy your property. Anyone can sit at an open house or put an ad in the paper. Active marketing on the other hand, is much more aggressive and very predictable. This is the type of marketing Uptown Brokers does. We are on the phone prospecting for buyers daily, going out talking to people about the properties we're selling. This active and aggressive marketing is proven to get properties sold!

Q. Can you sale my property in less than 30 days?

A. Yes, this is done often within our company we may have a buyer looking to buy a property like yours before yours ever hit the market. We have a very large data base of qualified buyers and past clients that we are in communication with on a regular basis and keep us informed of what they are looking for.

Q. Why is the standard listing period six months with most companies?

A. Yes, it is industry standard here's why. In order for you to receive the maximum benefit from our marketing efforts, it can take approximately three to six months to get the most money possible. If you are selling your property as a "short sale" the standard listing period is 1 year. This way, we can guarantee your property sells.

Q. Can I have a longer or shorter escrow period?

A. Yes, 30 days is the standard escrow period. However it can be negotiated between the buyer & seller for a longer or shorter time period. (Most real estate loans take 30 days or longer to fund) Cash buyers can close escrow in 15 days or less.

Q. What is the difference between a real estate agent and a real estate broker?

A. A Real Estate Broker on average has more real estate sales experience. It's the law a real estate agent has to be employed by a real estate broker.

Q. Do I need a lock box on my property?

A. It is best to have a lock box because this makes it more available to show to qualified buyers.

Q. When will my property be shown to buyers?

A. Its best to make your property available to show at any time a qualified buyer wants to view your property. Showing your property at all reasonable times can ensure your property sales. Placing a lock box on your property is recommended.

Q. Once our property is on the market how often will I hear from my broker?

A. Your will hear from us on a bi-weekly bases, with any update on the sale of your property. However you are welcome to call at any time to get an update on our progress.