

THE BASIC SPEED LIMIT

- YES NO N/A 1. I will keep my front lawn neat and tidy, watering the lawn, keeping it trimmed, with no weeds and no brown grass. I realize that the first impression is the most important. I will keep bushes/hedges trimmed as needed. COST: SWEAT
- YES NO N/A 2. I will plant some extra flowers for color and/or put some pots with flowers beside the front door and in front of the house. COST: \$20.00
- YES NO N/A 3. I will spruce up my landscaping with some fresh plantings. If there are mature shrubs in the back, I will consider moving them up front. I understand that the house is sold or not sold long before the buyer enters the house. Curb appeal is very important. COST: SWEAT
- YES NO N/A 4. I will remove all dead limbs from trees and debris from the lawn. I will keep the sidewalk and driveway nice and clean (swept). I will patch any holes and clean up any spots on the driveway. COST: \$20.00 + SWEAT
- YES NO N/A 5. I will check the block wall/fence and repair any broken areas. I will paint or stain spots in poor condition. COST: \$20.00 + SWEAT
- YES NO N/A 6. I will put all lawn equipment away after use and arrange lawn furniture neatly. I will stack firewood neatly. I realize that houses which are the cleanest sell the fastest. COST: SWEAT
- YES NO N/A 7. I will look at my front door. I realize that the buyer will get his first impression as he enters. The door will be one of the first things that the buyer will examine. If my door is faded or shows signs of needing repair, I will clean it, repair it, stain or paint it. I will do the same thing with the garage door. COST: \$30.00 + SWEAT
- YES NO N/A 8. I realize that repainting the exterior of the house may be costly and really unnecessary unless there is blistering, peeling, or missing stucco. I will consider painting if positively necessary. COST: \$200.00 + LOTS OF SWEAT
- YES NO N/A 9. I will replace faded numbers on the house with bright ones or repaint the numbers with a bright and cheerful color. COST: APPROXIMATELY \$5.00
- YES NO N/A 10. If necessary, I will replace or repaint the mailbox and/or newspaper box. COST: APPROXIMATELY \$5.00
- YES NO N/A 11. I will clean debris from the roof and clean leaves from the gutters, if any. I will realign gutters if crooked. COST: SWEAT
- YES NO N/A 12. I will check the roof for shingles, tiles or flashing that needs replacing and I will do it if is really necessary. COST: APPROXIMATELY A FEW HUNDRED DOLLARS
- YES NO N/A 13. I will fix all broken windows, all broken screens and I will wash them for

bright and sparkling appearance. COST: SWEAT

- YES NO N/A 14. I will make sure the entry light works and has a 100 watt bulb. I will also Be sure doorbell works. COST: SWEAT
- YES NO N/A 15. I will clean out the garage. I will get rid of all clutter. I understand the goal is to make everything look more spacious, organized, brighter, warm and homey. COST: SWEAT
- YES NO N/A 16. I will do my Spring Cleaning as soon as I list with ERA Top Guns Realty, no matter what time of year it is. COST: SWEAT
- YES NO N/A 17. The cheapest way to make rooms look larger and brighter is by putting 100 watt bulbs in every lamp and light fixture in the house. I know that buyers will react positively to this. COST: APPROXIMATELY \$10 for THE BULBS AND \$10 FOR ADDITIONAL POWER
- YES NO N/A 18. I know that painting inside and patching holes doesn't cost that much. I know that fresh paint either white, or off-white, will make rooms look larger, brighter, and lighter. I understand that clean, freshly painted houses sell much faster than others. COST: APPROXIMATELY \$20 + SWEAT
- YES NO N/A 19. If there is wallpaper up already, I will have to decide if it is in good shape. If it needs only soap and water, I will clean it. If it has holes or rips or faded spots, I will consider taking the paper down and painting the room white. I know that putting up new wallpaper isn't necessary. COST: \$20 + SWEAT
- YES NO N/A 20. Too much clutter or too much furniture can and will make the house "feel Wrong." I will move out or store excess furniture so rooms look larger. If I don't have enough furniture, and have empty rooms, I will borrow, rent or buy a few pieces to fill up the rooms. COST: VARIABLE
- YES NO N/A 21. I will clean out all closets and I will keep them that way until I sell the house. I will store out-of-season clothes and get rid of clutter in closets. COST: SWEAT
- YES NO N/A 22. I will have a huge garage sale to get rid of unwanted items. This will also ease my move, cost me less to move, and it will pay for some expenses outlined here. COST: SWEAT
- YES NO N/A 23. I will clean all windows and mirrors so they sparkle. I will keep them clean. COST: SWEAT
- YES NO N/A 24. I will rearrange furniture if that will make rooms show better. I will make each room look spacious. COST: SWEAT
- YES NO N/A 25. If the carpeting looks dirty, I will have the carpet cleaned. I am fully aware that, if the carpet is faded, torn or looks worn out, I have a problem. I understand I am not going to get full price for the house, and, if I replace the carpet, most likely, I am not going to be able to recover the full cost. In the

final analysis, it's better to replace all the carpet and expect to get the maximum price for the house than discount the selling price because of the carpet. COST: CLEANING \$300/NEW CARPET UP TO \$2000

- YES NO N/A 26. I will wash/dry clean all the draperies and curtains even if they do not remain with the house. COST: \$20 to \$150
- YES NO N/A 27. I will keep the kitchen counters as free of clutter as possible. I will make them look as expansive as possible by keeping dish draining racks and some small appliances off the counter and in a cabinet. COST: SWEAT
- YES NO N/A 28. I will clean the outside of the kitchen cabinets and I will keep them clean and organized inside. If they need stain or paint, I'll do it. COST: SWEAT
- YES NO N/A 29. I will clean the inside of the oven. All appliances will be clean and sparkling bright. I will wash grease splatters around the stove. I will polish all chrome parts of the sink and appliances. COST: SWEAT
- YES NO N/A 30. I will try very hard to put some fresh flowers or plant(s) on the kitchen Counter, a small vase with flowers in the living room and/or bedroom. I Want the buyer to feel like he's at home. COST: \$10
- YES NO N/A 31. I will keep all bathrooms spotless. Tubs, sinks, and toilets will be clean and polished. I realize that bathrooms are very important to the buyer. COST: SWEAT
- YES NO N/A 32. I will clean all the tiles and re-grout if necessary. I will caulk the bathtubs if needed. The chrome fixtures will be polished. COST: SWEAT
- YES NO N/A 33. If the shower curtain looks worn, I will buy a new one. It will not be a loss for me because I will take it with me when I move. COST: SWEAT
- YES NO N/A 34. I will have fresh towels out, neatly arranged. I will put out a fresh bar of soap when the house is shown. COST: SWEAT
- YES NO N/A 35. I will clean the furnace, the fireplace and the fireplace equipment. PLEASE buy new air conditioner filters. Don't let the buyer see dirty filters. If the buyer sees dirty filters, he will think that the air conditioner is not working properly. The less doubts there are in the buyer's mind the easier it is to sell the house. COST: \$2
- YES NO N/A 36. I will get my tool box out and fix all the little things I haven't done like squeaky doors, and loose screws. I realize the buyer will catch these immediately, however I am so use to it, it doesn't bother me any longer. COST: SWEAT
- YES NO N/A 37. I will tighten loose doorknobs, drawer pulls, cabinet handles, towel racks, switch plates, and outlet covers. Only I know what I have neglected over the years.
- YES NO N/A 38. I will tack down any loose molding, glue down any lifted wallpaper, and replace any cracked switchplates. COST: SWEAT

- YES NO N/A 39. I will fix sticking doors, windows and wobbly banisters. COST: SWEAT
- YES NO N/A 40. I will spend a few cents for washers and fix all leaky faucets and stop all drips. I will also remove all water stains. COST: SWEAT
- YES NO N/A 41. If we are in “bug season,” I will start spraying for bugs. I know that the buyer isn’t going to get excited about seeing dead or live cockroaches or any other bugs. COST: \$5
- YES NO N/A 42. Before prospective buyers walk into my home, I will give the house an aroma of fresh baked rolls, or bread, or boil a cinnamon stick. Also, I will be aware of cooking odors, which stay in the house and are unpleasant such as cabbage, sauerkraut, broccoli, fish, burnt food, etc. COST: \$5
- YES NO N/A 43. Regarding children and pets: Children’s rooms should be neat, their toys neatly stored. Pet dishes and food should be invisible. Very often buyers react negatively to pets in the house because not all people take good care of their pets; and not all pets take good care of their owners: COST: SWEAT
- YES NO N/A 44. I will turn off the TV, stereo, or radio when prospective buyers walk in. I understand it can be distracting. COST: SWEAT
- YES NO N/A 45. When buyers come to the front of the house, I will put lights on throughout the house even if there is plenty of daylight. Even during the day I will put the entrance light on. COST: ADDITIONAL \$5 ON MONTHLY BILL
- YES NO N/A 46. I will use fresh, clean tablecloths and possibly put some flowers in a vase. I realize that if I plant some roses or other flowers in front of the house, I can use the same flowers to decorate inside the house. This is a good selling feature if the buyer knows he can have fresh flowers every day from his own garden. COST: SWEAT
- YES NO N/A 47. I will be very careful regarding money, jewelry, credit cards, or any other Valuables--I will put these away. There is no need to have valuables lying around when I have people coming into the house. However, I will make myself scarce so the buyers don’t feel like intruders and try to hurry away. My absence will put the buyer at ease and give them a better chance to look at the house. I know that sometimes a private conference between husband and wife can be very, very important. COST: SWEAT
- YES NO N/A 48. I will let the agent talk. He knows the buyer’s needs and most of the time has the professional skills necessary to show buyers how your home meets their needs. However, if you did everything I asked up to now you will hear the buyers complimenting the house. And guess what--they will be selling the house to each other. COST: SWEAT
- YES NO N/A 49. I will be polite, regardless what comments I hear from buyers. I will try not to get into lengthy conversations with buyers because we have to keep

their focus on one thing only BUYING THE HOUSE. I realize talking about sports or politics will take the buyers concentration in the wrong direction. COST: SWEAT

- YES NO N/A 50. If I mess up and the house is not in perfect shape, I will not apologize for it. I know there is no need to call attention to something the buyers could overlook. COST: SWEAT
- YES NO N/A 51. I will try to cooperate if the buyer likes the house but wants some items such as drapes, appliances, rugs, furniture which weren't part of the sale. Let's think about it. Would we let the sale of a \$100,000 house go down the drain for a \$300 microwave oven? Some people will kill the sale for less. I will not get excited, no matter what the buyer wants. There is always negotiation.
- YES NO N/A 52. I understand that if buyers just drop in without the agent, it is best not to show the house. There are many good reasons for this. Most of the time the agent knows customers he is bringing to the house--they were prescreened or he has worked with them before. Letting complete strangers walk in off the street is not in your best interest. However, get their names and phone numbers and give them one of MY cards (not the cards of agents who were showing your home yesterday).
- YES NO N/A 53. I understand that the keysafe, also known as a lockbox, is very important. I understand that by not allowing all marketing opportunities to work, I am actually keeping my house off the market many hours a day.
- YES NO N/A 54. I will paint and /or stain all woodwork inside and outside. COST: \$10
- YES NO N/A 55. This is very important since we are already at the regular speed limit of 55. I will keep my house in the best of shape when I'm not at home. I will have all beds made up, floors vacuumed, clutter picked up everything spotless and clean. The agent will always call in advance, but sometimes there is not enough time to get the house in 100% shape. I understand that when my house is on the market, it's like a red alert. I will do my best to keep the house clean & neat. COST: SWEAT
- YES NO N/A 56. I realize that pets could be a problem. A small cat is not bad as long as it's not the main odor in the house. I also realize that, if I have big dogs, and even if they are outside, there is no agent who will walk outside with buyers to try to get friendly with the dogs. And if the buyer cannot get in the backyard and examine it, see the roof from the back, and see the air conditioner, my chances of selling the house are nil. I am aware that dogs dig out holes in the lawn and that their urine often kills the grass. When they defecate, it should be picked up immediately so that buyers can walk in the yard. I will have to decide the importance of this which is a very tricky situation for all concerned. I positively will not let dogs stay inside the house when no one is home because I understand I could be liable for damages to buyers and agents. I would be in jeopardy of law suits.

YES NO N/A 57. If I did everything in the Speed Limit program, I deserve the highest possible price for my property. Because I have done everything asked of me, and I am doing everything I am supposed to, ERA Top Guns Realty will do their very best to get the full selling price for my home.

We have now approached areas and speed we don't normally travel.

OVER THE LIMIT

The next ideas suggested by ERA Top Guns Realty, Inc., will give me an opportunity to make Much more money than the house would sell for if sold "AS IS."

I realize I don't have much choice but to do most of the first 57 points. I don't have to do the next 8 suggestions. I only have to do them if I want to make extra money on the house without much effort and expense.

- YES NO N/A 58. I learned there is no secret ingredient. I can add value to my house by simply purchasing a home protection plan to protect major home systems. This plan usually covers the house for one year, and will cost approximately \$399 BUT WHAT A SELLING FEATURE IT IS! It will cost me nothing until the house closes. COST: \$399
- YES NO N/A 59. I will replace all switchplates. I will shop all home centers to find a variety of exciting plates. I will replace the \$0.29 cent builders specials. ERA Top Guns Realty told me that this is a good idea and they would do it in their own homes. At a cost of about \$110.00. It gives the house an extra lift. COST: \$110-\$130
- YES NO N/A 60. I will paint the block walls to match the colors of the home. I will paint the inside of the block walls as well. I will have to use a power painter because it cannot be done with a brush or roller. Estimated cost would be about \$700 just for paint. There is no cost for sweat. This could bring the value of the house up a few thousand dollars. COST: \$800
- YES NO N/A 61. Another good idea is to put flower planters on top of the block wall and firmly attach them to the wall. It will create an illusion of paradise for the buyer. The cost would really depend on how handy I am. This may cost \$300 but could increase the value of my house by much more. COST: \$300
- YES NO N/A 62. I understand there are other items which will increase the value of the house such as a pool, patio with cover, exciting courtyard, mature shrubs (especially palms). These items are not included in this handout, but I should consider some to add value to the house. Write in which ones could apply _____ and the estimated cost _____.

THE BASIC SPEED LIMIT OVER THE LIMIT FINANCING

The next three items are about financing. My agent will discuss with me individually how to find the best way to entice the buyer.

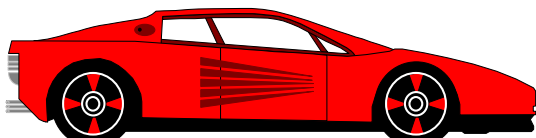
YES NO N/A 63. I will offer a lower interest rate to the buyer for the next 3 years. I just learned that I can do the same types of buy-downs that the builders do. I will be offered a 3-2-1 buy-down to make my assumable loan more exciting. I really don't lose money because the discount of the interest rate will increase the selling price. I didn't know that I am able to do what the builders do.

YES NO N/A 64. My agent will review with me what other financial magic I can offer to market my house better. All this depends on the individual situation, type of loan, type of financing, and the type of buyer. But my agent promised to offer the same exciting come-ons as the banks or mortgage companies use. I never realized I can do the same thing--offering special financing arrangements.

YES NO N/A 65. I will fully cooperate with all items from 1-65, with the exceptions of 58-65. I am fully aware that if I do my best and do all the necessary things, I will get the highest possible price for my house. I will do all the things in this manual which I circled "yes." My listing agent has promised to do everything in his/her power to market my house for the best possible price. I will not take my agent's suggestions personally. I realize I am paying for the expertise for the closing of the sale and increasing the value of my property. I realize the best agent in the world will not help me sell the house if I don't help myself.

OWNER: _____ SIGNATURE: _____

ADDRESS: _____ DATE: _____



***"65 MILE SPEED LIMIT" GETTING
YOUR HOME SOLD FAST***

Ideas from Speed Limit program, Road to Wealth, Inc.

