

love where you live



SELLING YOUR HOME by LEWIS BARTON, Real Estate Broker

SELLING YOUR HOME

LOVE WHERE YOU LIVE

MISSION

I am committed to helping you succeed at selling your home with the fewest inconveniences and in the shortest time frame possible.

I will listen to your needs and together we will figure out the best way to meet them. I will oversee the entire home selling process; staging, pricing, marketing, negotiations, escrow and closing. I will utilize my professional networks, tools, education and experience to help you successfully sale your home. My reputation and livelihood depend on it.



LEWIS BARTON
REAL ESTATE BROKER
268 W 1000 S, Lehi UT 84043
email@LewisBarton.com
LewisBarton.com
801-427-1333

PROFESSIONALISM IN REAL ESTATE



PROPER EDUCATION

I have been a licensed Realtor since 2000. In 2004 I met all professional requirements and completed additional schooling to become a Real Estate Broker. Since then I have always continued learning and stays abreast of current market trends, conditions and statistics.

REAL EXPERIENCE

As a Realtor, I have helped hundreds of clients buy and sell homes. I average \$10 million dollars of Real Estate sales per year. This ranks me in the top 1% of Real Estate agents locally and nationally. Having guided this number of clients through the home buying and selling process there are few problems that arise that I do not know a sensible solution for. This benefits you by a smoother, on time and happy closing!

TRUE CLIENT COMMITMENT

Client Commitment is difficult to quantify but most professionals agree it is the most important ingredient to a successful transaction and Real Estate career. I adhere to the Realtor Code of Ethics and always put my client's best interest first. By putting my client's needs first, I exemplify that true client commitment.

I believe that CLIENT LOYALTY is the highest achievement obtainable in Real Estate sales. For this reason I am pleased to report that 100% of my business comes from repeat clients, friends, family and referrals.

**EDUCATION + EXPERIENCE + COMMITMENT
= CLIENT LOYALTY**

TESTIMONIALS



LOVE WHERE YOU LIVE

"When we decided to buy our first house year, we knew we needed help. Lewis helped us find the perfect house for our family, and he made the whole process so easy! We are thrilled with our new home and love where we live! Thanks again!"

-Chris & Sarah Rogers, Mapleton

"Wow – Lewis felt like an instant best friend. We want to be next door neighbors we like him so much. He is very good at explaining, had great suggestions and was very supportive. We feel very fortunate to have him as our realtor and friend. Thank you for taking care of us!"

-Eric & Amy Hunter, Bluffdale

"We first worked with Lewis when my wife and I were buying our first home as newlyweds. Neither of us had any experience in purchasing a home and had no idea where to start. Working with Lewis through the process was very comfortable for us. We knew he had our best interest in mind and worked so hard to not only find us a great home, but negotiate a great price. Since then we have worked with Lewis on 3 other transactions and have referred him to other family members who have had the same experience. I would highly recommend Lewis to anyone who is looking to buy or sell a home!" - Clay & Ashley Gerstner, Provo

"Lewis sat down with us and explained basically how to buy a house. We really liked that. Lewis went above and beyond our expectations."

-Brice and Trisha Leishman, Eagle Mtn

"Lewis recommended improvements and staging to help sell our home. He kept us informed on progress. We are extremely satisfied. Wish we would have gone with him to begin with.. Lewis exceeded our expectations!"

-Dwayne and Billee Benson, Draper

"Lewis, we want to express our thanks to you for all you have done for us over these past several months. Selling and building a home is a really big deal. Your expertise and advice has helped us make good decisions and accomplish just what we desired. You have been a great support the entire way through. Thank you for being so attentive and responsive to our wants and needs. You are an excellent professional and friend!"

-Gary & Tiffany Tremayne, Riverton

Read more Testimonials on my Website
LewisBarton.com

WHY I WORK BY REFERRAL



RELATIONSHIPS ARE MOST IMPORTANT

My business is built on relationships. I work to provide my clients with outstanding service and care during and after the purchase or sale of their home. My clients are my friends and I care about each one. I have served many clients and their families for over 20 years.

EDUCATION

Before each transaction I take the time to educate my clients regarding the current real estate market and the home buying or selling process so they know what to expect. This knowledge helps my clients know what's normal and what's not, it also gives them confidence in negotiations and throughout the entire transaction.

YOU CONTROL MY BUSINESS

Your referrals are the foundation of my business so I aim to exceed your expectation every step of the way. Working by referral allows me to spend my time focused on my client's transactions and not drumming up business. It's a win-win relationship!

SERVICE CONTINUES AFTER THE SALE

I am devoted to serving your needs even after the sale is complete. If you need a professional referral, helpful advice or a great agent for your out of state friends or family, I am here to help.

I have great clients who refer me to their friends and family who are wonderful people too! I Love Working By Referral.

HOME SELLING PROCESS

1. Prepare a Market Analysis for your home comparing it to homes currently for sale and homes that have recently sold to determine an accurate list price.
2. Explain and sign listing agreement and all paperwork.
3. Help you prepare your home through “staging”.
4. Professionally photograph your home. This is a very important day!
5. Professionally market your home to both the public and Realtors.
6. Order a Title Insurance Commitment from the Title Company.
7. Order a Home Warranty for your home, if applicable.
8. Answer questions and solicit offers.
9. Negotiate on your behalf to get you the best terms and price.



love where
you live

LewisBarton.com

801.427.1333

LOVE WHERE YOU LIVE

HOME SELLING PROCESS

10. Obtain a pre-approval letter from the Buyer's lender.
11. Ensure the contract and all paperwork are completed correctly and copies are given to all parties.
12. Coordinate buyer's home inspection and negotiate on your behalf how to handle any issues found.
13. Coordinate with you and the buyer's lender to make sure the appraisal is completed and comes in at value.
14. Follow up with buyer's lender to ensure loan conditions are met.
15. Schedule and prepare for settlement.
16. Attend settlement at the Title Company with you to ensure the contract is upheld.
17. Notify you when the loan is funded and transaction recorded.
18. Coordinate transfer of utilities and moving day.





MARKETING

LOVE WHERE YOU LIVE



PUBLIC

- Professional Photos
- Yard Sign
- Online
- Direct Mail
- Word of Mouth
- Directional Signs
- Social Media

REALTORS

- UtahRealEstate.com
- Feedback
- Follow-up
- Realtor Tour
- Word of Mouth
- Direct email
- Professional Relationships

I am a full time Real Estate Broker. Through proper staging, accurate pricing and effective marketing, I will sell your home!

YOUR TEAM



LEWIS BARTON - REAL ESTATE BROKER
801-427-1333 EMAIL@LEWISBARTON.COM
268 W 1000 S LEHI UT 84043
WWW.LEWISBARTON.COM

- RESIDENTIAL & INVESTMENT REAL ESTATE SALES
- REALTOR SINCE 2000, ASSOCIATE BROKER SINCE 2003, PRINCIPLE BROKER SINCE 2012
- DEDICATED PROFESSIONAL WHO IS CARING, KNOWLEDGEABLE AND EXPERIENCED



KIM PETERSON - LICENSED ASSISTANT
801-647-1877 KIM@LEWISBARTON.COM
268 W 1000 S LEHI UT 84043
WWW.LEWISBARTON.COM

- OFFICE MANAGER
- TRANSACTION COORDINATOR
- LICENSED REAL ESTATE SALES AGENT
- MARKETING, ESCROW AND CLOSING



JON CHAMBERLAIN - LOAN OFFICER
801-764-0111 JONC@SHMCORP.COM
576 S STATE STREET, OREM UT 84058
WWW.SECURITYHOMEMORTGAGE.COM

- LOAN PREQUALIFICATION
- RESIDENTIAL HOME LOANS & REFINANCES
- CONVENTIONAL, FHA, VA, USDA RURAL HOUSING, UTAH HOUSING & RENOVATION LOANS
- IN-HOUSE PROCESSING, UNDERWRITING & FUNDING



RYAN OSTLER - TITLE & ESCROW
385-248-5670 RyanOstler@SkylineTitleUT.com
1291 N STATE STREET, OREM UT 84057
WWW.SKYLINETITLEUT.COM

- TITLE SEARCHES
- TITLE REPORTS
- TITLE INSURANCE
- ESCROW & CLOSING WHICH INCLUDES: SETTLEMENT, FUNDING AND RECORDING



**MARK NANCE
HOME INSPECTOR**
WWW.NANCEINSPECTIONS.COM
NANCEINSPECTIONS@AOL.COM
801-380-5304

- PROFESSIONAL HOME INSPECTIONS
- OVER 40 PG Inspection REPORT W/ PHOTOS
- ABOUT \$400 DEPENDING ON SIZE OF HOME
- METH AND MOLD TESTING
- CARBON MONOXIDE TESTING
- RADON TESTING



WWW.ELEVATEHW.COM
801-804-5132

- ONE YEAR HOME WARRANTY
- FURNACE & AIR CONDITIONING
- PLUMBING SYSTEMS & WATER HEATERS
- ELECTRICAL SYSTEM & APPLIANCES
- ABOUT \$400 DEPENDING ON PLAN
- \$60 SERVICE CALL FEE

UTAH COUNTY REAL ESTATE STATISTICS



Year	Average # of LISTINGS per month	Average # of SALES per month	Listing to Sales RATIO	Total # of homes SOLD	Average SALES PRICE
2005	3,587	552	15%	6628	\$205,000
2006	3,229	619	19%	7429	\$241,000
2007	4,579	468	10%	5619	\$263,000
2008	4,776	366	8%	4,394	\$252,000
2009	4,221	429	10%	5,149	\$240,000
2010	4,146	393	9%	4,721	\$222,000
2011	3,544	458	13%	5,499	\$206,000
2012	2,399	498	20%	5,975	\$211,000
2013	2,339	555	22%	6,666	\$235,000
2014	2,627	603	23%	7,239	\$249,000
2015	1,984	702	35%	8,427	\$266,000
2016	1,794	739	41%	8,867	\$284,000
2017	1,701	769	45%	9,228	\$306,000
2018	1,924	783	41%	9,398	\$338,000
2019	2,128	888	42%	10,654	\$361,000

FOR ADDITIONAL STATISTICS VISIT MY WEBSITE:

WWW.LEWISBARTON.COM

CLICK ON BUYERS > THEN STATISTICS

NO HYPE HERE, JUST THE FACTS

STAGING YOUR HOME



LOVE WHERE YOU LIVE

A great first impression is essential to selling your home in a timely manner and for **full market value**. The effort is well worth your time. The Real Estate Staging Association studied 174 homes that had been on the market for an average of 156 days before homeowners hired a professional home stager. After staging, they sold in an average of 42 days after re-listing.

To get top dollar for your home we need buyers to FALL IN LOVE WITH YOUR HOME!

Most buyers today do not have the experience nor imagination to see a home's "potential". If the home is not move-in ready, they see "problems". Most buyers do not have the money, time, tools nor skills to fix up a house. Staging your home is extremely important. Staging will help your home **sell faster and for thousands of dollars more**. If your home is not move in ready, it quickly becomes overwhelming to most buyers and they will not consider buying your home. By properly staging your home you can create an ambiance that is clean, stylish and welcoming. A home that buyers will like and want to live in.



BEFORE



AFTER!

INTERIOR STAGING



LOVE WHERE YOU LIVE

1. CLEAN

Mop, vacuum, and wash down every surface, including blinds, baseboards, doors, light switches and fixtures. Buyers will open your pantry and closets so don't stuff your clutter away. Leave no dust bunny un-turned, we need your home to look and smell bright, fresh and clean!

2. DE-CLUTTER

Instead of a potential buyer's eyes moving easily from one side of the room to another, clutter disrupts the flow and catches the buyer's gaze and is distracting. Buyers will focus on your mess or dust instead of your homes positive features.

4. ORGANIZE

Once you have removed the clutter and knick-knacks, its time to organize what is left behind. Built-in storage systems are an excellent way to get offices and closets in order. Store extra clothes or seasonal items in a few inexpensive plastic tubs and put them in the garage or better yet, a storage unit. This helps you organize and stage your home and you'll have to box it all up anyway.

3. PAINT

It's one of the most obvious and inexpensive upgrades. A fresh coat of paint on the walls and trim will give your home a lot of bang for the buck! You will be surprised what a bright accent wall can do for a room.

4. DECORATE

A lack of décor can make a home feel cold. Add framed artwork, photography or mirrors to the walls. You could add a nice plant or flower arrangement to empty tables or counter space. Some other simple suggestions are to buy some new rugs, throw pillows, shower curtains and towels. This helps brighten up a space and makes it feel new.



Before



AFTER!



Before



AFTER!

EXTERIOR STAGING



LOVE WHERE YOU LIVE

1. CLEAN

Pick up any garbage laying around the yard, reel in the hoses, place the garbage cans in the garage or on the side of the house. Wash the windows and spray off the exterior of the home, front porch, patio, deck and sidewalks to help make your property feel fresh and clean.

2. SPRUCE UP THE YARD

Make sure the lawn is cut, bushes and trees trimmed and flower beds weed free. Organize and stage your patio and decks.

3. POP OF COLOR

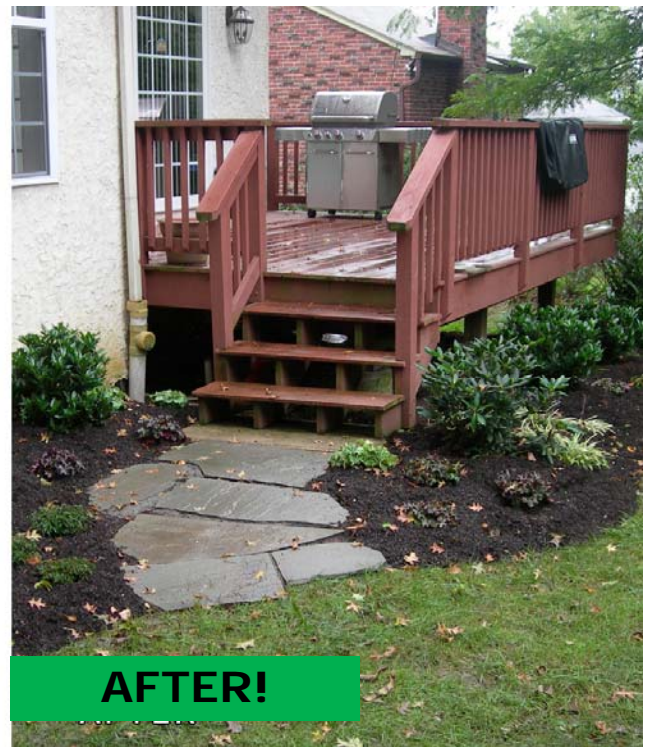
Plant bright flowers in your flower beds in both your front & back yard. For the front door, add a new welcome mat and wreath.

4. PAINT

Whether it's the front door, shutters, exterior door casings, deck or patio furniture, a fresh coat of paint is inexpensive and will really spruce up the exterior.



Before



AFTER!

ACCURATE PRICING BENEFITS



LOVE WHERE YOU LIVE

Faster Sale

More buyers and Realtors will view your home and become excited about it because it is priced right. This excitement generates interest and most importantly offers.

More Money To You

If a home is priced right, the excitement of the market produces a higher sales price. Buyers are less likely to make low offers out of fear of losing a good home at a fair price. Hopefully there will be multiple offers when the home is priced right. With multiple offers, you can choose the highest sales price with the strongest buyer instead of compromising or having to offer discounts or pay for the buyer's closing costs.

More Convenient

Less time on the market means fewer showings and fewer adjustments to your schedule and lifestyle.

Increased Agent Excitement

When a home is first put on the market, it generates excitement among local Realtors. If Realtors are excited about a home's price and condition, they make special efforts to show it to their buyers.

Exposure to the Right Buyers

Buyers view numerous homes prior to making a purchase. If your home is competitive in style, features, condition and location with other homes in a certain price range, the right buyers see it and they will make an offer.

Successfully Sold Property

It is highly unlikely that a buyer will pay more for your home than a previous buyer paid for a comparable property with similar amenities and features. How do we know what a buyer may be willing to pay for your home? By looking at the SOLD Prices of comparable homes. The prices of active listings or listings which did not sell should not be used as your pricing gauge.



DANGERS OF OVERPRICING

MISS THE "WINDOW OF OPPORTUNITY"

The excitement is highest during the first few weeks a home is on the market. In essence, there is a window of opportunity where Realtors and Buyers in the market will be excited to see your "new" listing. If your home is overpriced during this critical window, it is difficult to generate that excitement again.

PERCEPTION OF BEING "SHOPWORN"

The perception once a home has been on the market for a period of time is that no one wants it. It becomes "shopworn" and buyers ask themselves "what's wrong with this home?" Just like merchandise on a rack at a department store which has been looked over, buyers expect to pay less.

HOME TAKES LONGER TO SELL

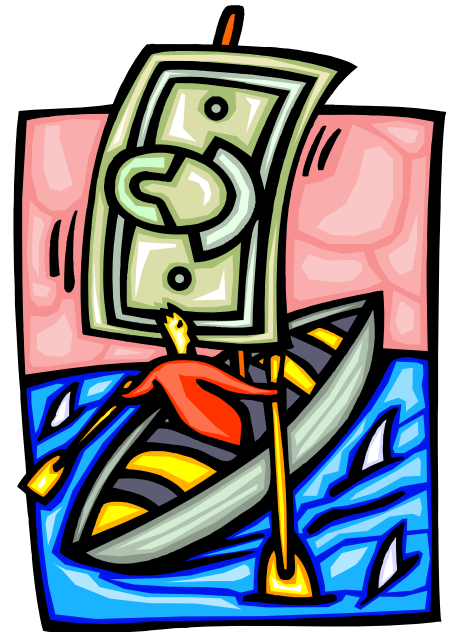
Buyers are smart and will always pick the best home for the money. Homes priced above current market value do not sell. If you price your home above the competition, no amount of marketing nor time will sell it.

HOME SELLS FOR LESS

Starting out high to "test the market" and then periodically reducing the price causes a property to become stale. By the time a home is finally reduced to the current market value it may be too aged to attract a full-price offer. Have you ever asked how long a property has been on the market? If it had been quite some time, what conclusion did you draw?

HOME NEVER SELLS

Of course, the greatest risk of overpricing a home is that after months of showings, inconvenience and stress, the home does not sell. Most qualified and motivated buyers are smart and will not pay more for a home than it's current market value. Lenders and appraisers make certain of this.



VERY IMPORTANT

LEWIS WILL EDUCATE YOU ON CURRENT MARKET CONDITIONS, SOLD COMPARABLES AND YOUR COMPETITION SO YOU WILL HAVE THE NECESSARY FACTS TO ACCURATELY PRICE YOUR HOME

INVALID PRICING FACTORS



LOVE WHERE YOU LIVE

YOU MAY NEED MORE EQUITY THAN YOU HAVE

An owner's need for money does not increase the value of the house. Your need to pay off credit cards, cover a home equity line of credit or even pay for a college education will not influence what a buyer is willing to pay for your home.

YOU MAY HAVE INVESTED IN REPAIRS AND IMPROVEMENTS

Improvements should be made for your enjoyment, not just for resale. You cannot add an item to your home, use it, and then expect the buyer to pay full price for it. Maintenance and repairs are a normal part of living in a home. Replacing a roof or putting in new carpet simply returns a home to normal expectations.

PRICES OF HOMES WHERE YOU ARE MOVING

Home prices are determined by location, condition, supply and demand. The exact same home is going to sell for more in Beverly Hills than in Provo. Because you may be moving to a higher priced area does not make your current home worth more.

REFINANCE APPRAISAL

Appraisals, along with your good credit, are tools used by lenders to insure that there is enough security to give you a loan. Refinance appraisals often vary considerably from the price a buyer is willing to pay. Thus refinance appraisals are not an accurate way to competitively price your home.



ACCURATE PRICING PRINCIPLES



What influences the value of my home and the real estate market?

LOVE WHERE YOU LIVE

1. THE CONDITION OF YOUR HOME

Five of the six Accurate Pricing Principles are typically out of a seller's control. However the condition of your home is entirely up to you. Your home will be competing with other properties for sale. The homes that are in top condition sell for top dollar. Just as you would wash and wax a car prior to selling it, your home should be in "showroom" condition when we begin marketing. Please review our Staging suggestions in the previous pages to learn how to properly prepare your home for sale.

2. SOLD COMPARABLES

It is highly unlikely that a buyer will pay more for your property than they would pay for a comparable property with similar amenities and features. How do we know what a buyer may be willing to pay for your home? By analyzing the SOLD homes and prices of comparable homes including those in your area and neighborhood.

3. LOCATION OF YOUR HOME

There is an old real estate adage that the three most important features of a property are "Location, Location, Location!" Buyers are willing to pay vastly different prices for very similar homes depending on the location.

4. SUPPLY AND DEMAND

Supply and Demand is the number of available homes compared to the number of active buyers. A low supply of homes with high demand will increase the value of homes; a low demand or an oversupply of homes will lower the values.

5. INTEREST RATES AND THE ECONOMY

Current interest rates, the local economy and the national economy also affect the value of your home and the real estate market. Real estate values decrease during times of recession and generally increase when the economy is strong.

6. AVAILABLE INVENTORY

Your home will be competing for a buyer against other homes in the same geographical area and price range. Normally buyers select just ONE home. **When a buyer falls in love with your home and is thoroughly convinced that it is THE BEST HOME for the money, then it will sell!** If a buyer does NOT fall in love with your home NOR are they thoroughly convinced that your home is the best home for the money, it will likely not sell.

Lewis Barton
Real Estate Broker
268 W 1000 S, Lehi UT 84043
email@LewisBarton.com
www.LewisBarton.com
801-427-1333

