

How To MAXIMIZE

Your Cash Offer

Sell Your House for More!



**Georgia
Home Buyer
Since 2015!**



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INTRODUCTION

Want to sell your house fast for the most cash possible? Then you've found the right guide. I've been buying homes in Georgia from people struggling through divorce, eviction, probate, a flip gone wrong, inheritance, bad tenants, or even a job transfer. Maybe I haven't seen it all, but I've seen a lot.

In this guide, I'm going to show you how to get the most money for your home in the least amount of time. Maybe your best option will be working with me (I'd love to help you if it's a fit) or maybe your best option will be going through a real estate agent or trying to rent out your home. It really depends on your situation and what you want to do.

This is why it's important to outline why you're selling. Identify what's important to you in terms of timeline, the reason why you're selling, where you're going next and how much you want to sell for. When we have a clear understanding of your situation we can craft the best solution for you!

Let's get started!

3 BIG MISTAKES SELLERS MAKE

MISTAKE #1:

NOT KEEPING UP WITH REPAIRS

The number one mistake I see is not taking care of repairs when they need to be done. Damage to a home becomes worse over time which means you'll make less money on your house if you wait to sell. Issues like a leaking roof, mold/mildew growth, lack of electricity, rotting wood, drainage issues, animals/pests, or broken windows are repairs we see all the time. Each day you ignore these types of issues, the cost to fix them increases. Plus, other people like bad tenants, squatters, thieves, code enforcement, or vandals can seriously affect a home's condition and its value. It's best to deal with repairs early and professionally, but if that doesn't work you need to sell to a professional home buyer like us..



MISTAKE #2:

TRYING TO FIX THE HOUSE YOURSELF OR WITH CHEAP LABOR

The second most common mistake I see sellers make is that they try to cut corners by doing it themselves (when they're not qualified) or by hiring unskilled labor. You're probably reading this because you don't know how to fix your distressed property, you can't afford the fixes or you don't know quality contractors. That's okay, I don't do the work on my houses either. I have a team of qualified contractors who work on all the projects. Trying to do cheap fixes or using unskilled labor will result in a waste of time, a waste of money and a lot of headaches. You can save yourself the stress and worry by skipping the work and struggle.

MISTAKE #3:

NOT UNDERSTANDING THE NUMBERS



The final thing I see and probably the hardest to address is when Sellers don't understand the numbers. We talk with sellers every week who aren't up to date with current home values and the cost of doing business.

The real estate market changes quickly, what was true a month ago might not be so anymore. Plus, on market home sale prices are different than on market home sales. When it comes to doing repairs and updates to a property we have experienced first hand the soaring increases of labor and material prices. Unfortunately, we don't see either of those expenses coming down anytime soon. Additionally, the costs of the professional service providers like Property Insurance, Title Work, Agent Commissions, and Closing Attorney's are all items that affect the expense to buy and sell.

There are many other factors affecting the value of homes as well. Some of the items that reduce the value of a property include Tenant Occupancy, Age of Renovations, Quality of the Neighbors, School Districts, Road Frontage and many more!

Finally, understanding Opportunity Costs is an important aspect. Questions to consider include:

WHAT CAN I DO WITH
THIS MONEY IF I SELL NOW?

WHAT IS THIS STRESS COSTING
ME IN TERMS OF ENERGY?

HOW LONG AM I WILLING
TO HOLD ONTO THIS BURDEN?

As a Professional Home Buyer, we know that today's home buyers want everything to be new, shiny and carry a warranty. The idea that "It still works" doesn't give young or first time home buyers peace of mind. But, be aware not all companies that buy houses are created equally. Which brings us to our next point, how to avoid getting scammed when dealing with a cash buyer.

HOW TO AVOID A SCAM

We live in a day and age where scam artists are constantly finding new ways to steal from hard working folks. As a cash home buyer, I run across shady "investors", dishonest "we buy houses" companies, and frauds all the time.

How do you know if you're dealing with a Professional Home Buyer or with a fraudster trying to scam you?

Look for these 4 traits of a Buyer you can TRUST!

TRUST FACTOR #1

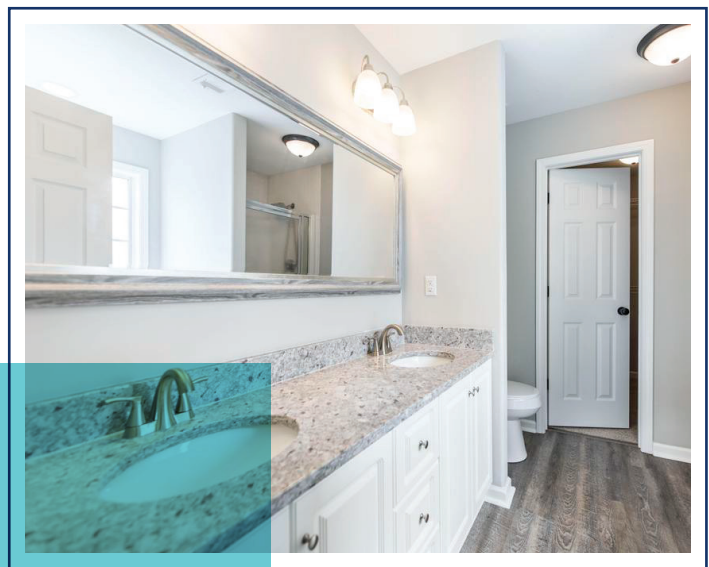
REVIEWS & ACCREDITATION

A real cash buyer will have Online Reviews from previous sellers and a strong professional network of Agents, Property Managers, Closing Attorneys and Local Bankers that can provide a reference. Top notch companies like Spire Home Buyers, will have BBB Accreditation as well. If you have any doubts, ask for references!

TRUST FACTOR #2

PROOF OF PROJECTS

Experienced Home Buyers will have photos and videos of projects they are working on. They will have a strong website and social media accounts where you can see houses they have bought, renovated and sold! Spire Home Buyers is very active online and loves to publish before and after photos of the homes we work on. Check the links at the end of this book!



TRUST FACTOR #3

OBVIOUS PROFESSIONALISM

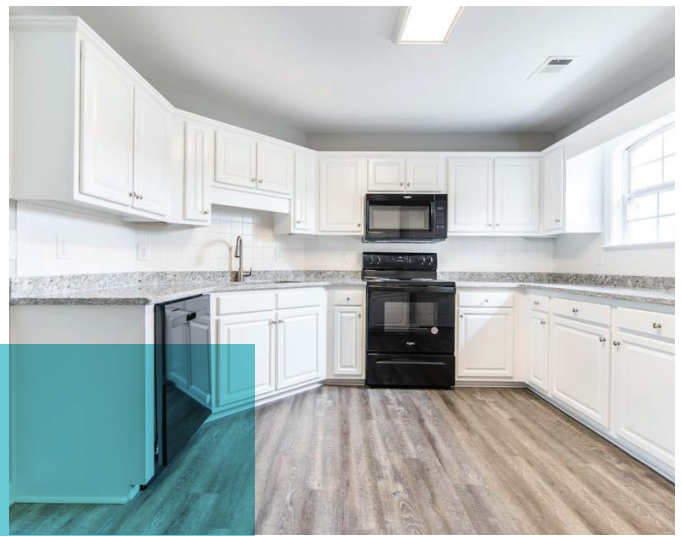
Fraudster Home Buyers don't last very long. The ones that last are the good ones. It should be easy to find company information just like you are searching for any other company you would do business with. Communication should be easy and professional, this often includes working office numbers, professional email addresses, and the ability to text and send photos. Plus, the team members you speak with should sound knowledgeable and capable. At Spire Home Buyers we constantly strive to be Excellent, it's one of our core values. One call with us will and you'll have no doubt!



TRUST FACTOR #4

QUALITY AGREEMENTS

Selling a home is a big deal! This isn't something that can be accomplished with a 1 page document someone wrote on Word. At least two times a month, we have sellers come to us and they are scared and frustrated. They've been locked into a one sided agreement they can't get out of. Be careful what you're agreeing to and with whom! At Spire Home Buyers we use the Georgia Association of Realtors Purchase and Sale Agreement. This document is built for buying and selling and has been approved by the Georgia Real Estate Commission. Don't get scammed with a shady contract.



You know the 3 Mistakes To Avoid & You Know the 4 Trust Factors

Let's move on to the tips to make you the most money!

HOW TO GET THE MOST MONEY FOR YOUR HOME

As the founder of Spire Home Buyers, I have bought and sold many houses since 2015. I have seen so many situations and worked through creative solutions with a lot of sellers like you. In this section I want to show you how to get the most money possible in selling your house.

Since we are a professional home buyer, it is normal for us to buy houses in as is condition, houses with tough tenant situations or properties with ownership issues. We also buy houses from people who need to sell quickly because of an impending foreclosure or are having trouble dealing with Code Enforcement citations from the county.

We can buy your house whether you use these options or not. But, if they work for you, it will help you get a higher sales price.

OPTION #1:

FULL CLEAN OUT

Time is money, the faster we can start renovating a property the sooner we can get it on the market to sell or ready for a tenant. If you have the time, money and ability to do so, a full house clean out will help you sell for more. When we handle a clean out, we rent a dumpster and our junk out crew will remove all the furniture, debris, junk, clothing, broken items that we often encounter in a home. This includes the main house, garage, attic, basement or crawl space as well as anything in the yard or outdoor storage unit.



OPTION #2:

KEEP UTILITIES ON

When a property sits empty without the utilities on, it deteriorates faster. Keeping the power on for the HVAC to continue to operate will keep air humidity levels low to prevent mold/mildew growth. If the utilities are off we often have to assume that many of the major systems don't work which reduces how much the house qualifies for. If the water, power, and gas is on, we can test the components and more accurately assess what the renovation expense is going to be.

OPTION #3:

SELL WITHOUT TENANTS

One of the most common conversations we have is with people dealing with tenant issues. It is tough to be a landlord and many of us have a soft spot for the families in our properties. However, when they aren't taking care of your property or paying you consistently your troubles compound. We are willing to take on the responsibility of dealing with the tenant and getting possession of the property for you. However, if you want to earn more on the sale of your investment rental, sell it vacant!



OPTION #4:

MAKE THE HOUSE ACCESSIBLE

When buying a property, we often only get one look. We have to evaluate the scope of work, renovation budget, highest and best use of the property, potential sales price, possible rental value in more within a short period of time. If we have the ability to place a lockbox on the property and schedule viewings with our contractors and local industry professionals it provides a much greater peace of mind. If we can only see the house once, we get less assistance from our network of professionals to evaluate the possibilities your house might provide.

OPTION #5:

BE OPEN TO OPTIONS

One of the best parts about selling your off-market home to a professional home buyer like me is the opportunity to be creative with our purchasing process. At Spire Home Buyers, we try to present every seller with at least two, if not three, options on how to sell their home. Every option has its pros and cons and we are glad to discuss what they are for each option. Cash offers are only one solution, with a little flexibility and creativity, we can share some excellent options for you to choose from. Hint: the creative and flexible options will always earn you more money!



WHO IS SPIRE



I'm sure you can already tell, but I'll restate in case you skipped to this section; Spire is a professional home buying company. We are family owned and we love being able to serve the community by buying distressed homes or by helping a seller with a stressful situation. We have been actively buying, renovating, selling and renting homes since 2015.

My name is Micah Redden, I've spent many years as a real estate professional and really enjoy crafting solutions for people and properties. I've spent countless hours putting together the best team of professionals to help you and your property reach full potential!

You can see more about us by visiting our website or social accounts.

www.SellToSpire.com





OUR MISSION

**We simplify selling a home by
providing guaranteed Cash Offers &
Value to homeowners.**

OUR VISION

**We will improve the lives of our team
and the sellers we serve.**

OUR CORE VALUES

**Urgency, Fortitude, Integrity,
Excellence Accountability, Constant
Learning, Perspective**

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