



**HOME  
BINDER**

# How a REALTOR® attained higher market value on 100% of her listings, using **HomeBinder Seller Reports™**

**HomeBinder Seller Reports** provide an informative listing about key items in the home and details on how they have been improved over time. It's not a disclosure report, there are separate forms and procedures on that. It's information that goes beyond the MLS, to help justify higher market appraisals, and help agents sell homes. Here's how one REALTOR® successfully used HomeBinder Seller Reports™ to optimize her sales.

# The Goal

## Justify a higher appraisal value

For many real estate agents, getting an appraisal value beyond existing market expectations is hard, if not impossible. Fluctuating markets, combined with high variability among homes (even within the same neighborhood) can make it especially complex.

But it's a key factor in increasing the sale price of a listing, and impacting your sales volume.

Appraisals may seem like something an agent can't impact. But there are ways to inform an appraiser about the listing, beyond what they can see in person, and read in the MLS. Agent marketing collateral is one way, and in particular, a Seller Report™ from HomeBinder.

Here's how independent seller's agent, Connie Roberts, used Seller Reports™ to consolidate home info and directly impact her appraisal values and sales.

# Obstacles

**Existing home information is often saved in multiple places;** spreadsheets, paper files and online sites, such as government permit agencies. It's time consuming to get a quick overall snapshot of the house.

**No marketing tool for the home history exists;** the MLS only covers certain things; the property disclosure checklist covers required legal content. Nothing fills in the blanks, to compete against similar homes.

**Appraisers have less time than ever before** to do their job, due to changes in regulations. They can't search out information that isn't readily available. Key valuation information may be missed.

*Hard to scan for quick info and marketing purposes*

## MLS info

[illegible][illegible]

property  
disclosure  
statement

Agent  
Sales  
Flyer

[illegible]

....AND, often all home information is paper based.

# After

## Scannable home history fills the gap

Highlights key improvements to differentiate the house

**SELLER'S PROPERTY DISCLOSURE**

**38 Bedford Ct**

**Home Details**

Part of five home development in 1968. Major renovation in 2001 with kitchen and master bedroom. Title V updated in 2007 along with landscaping. Small garden shed out back. Property abuts to Estabrook conservation land and many miles of hiking, biking and cross-country ski trails. Within walking distance to schools and downtown.

**Appliance**

DETAILS	MAKE & MODEL	YEAR INSTALLED
<b>Washing Machine</b>	<b>Kenmore</b>	2007
<b>Water Softener</b> Installed and Maintained by Atlas Water Systems	<b>Avanta pure</b>	2008
<b>Refrigerator</b> 18.2 cubic ft	<b>Amana</b>	2011

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**Maintenance**

DESCRIPTION	FREQUENCY
<b>Add Softener Pellets</b> Two 40LB bags of Diamond Crystal (green bag)	Every 6 Months
<b>Central Air - Change Filter</b> Uses a 20x20x1 Filtrete HEPA filter	Every 1 Years
<b>Pump Septic Tank</b> Done by Raggs's Septic Service in Concord	Every 18 Months

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**Home Improvements**

DESCRIPTION	COSTS	COMPLETED
<b>Mudroom Addition</b> 11x8 mudroom addition on the back done by Foley Construction.	\$78,400.00	Completed
<b>Replaced Pipe in Basement</b> Done by Eric C Foster. Moved from 1/2 inch to 3/4 inch (optional).	\$975.00	Completed
<b>Carpet and Paint Bedroom #3</b> Carpet installation done by Home Depot .	\$1,500.00	Completed

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Make the **Seller Report™** part of the home's concise marketing, so appraisals aren't held up.

### HB Seller's Report for 38 Bedford Ct City, State 12345



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Get the full report at [homebinder.com/SellerReport/C7975D](https://homebinder.com/SellerReport/C7975D)

Information contained in this report is provided by the Seller.

homebinder.com  
800.377.6915



“

All 14 of my listed homes appraised **above market value.**

Appraisers saw the Seller Reports™, and **their jaws dropped.** It was completely new to them, and I think they saw it as a time saver.

At open houses, I see clients refer to it during their walk through!

On a personal note, I love that it encapsulates everything about the home where clients have raised their families. It's a nice way to give a proper farewell to not just a house... but a home. ”

**Connie Roberts, CRS, Associate Broker**

37 years experience with specialty in: Buyer's Agent, Listing Agent, Relocation, Property Management

## Results

Consolidated historical info saves time and generates sales above market value.

Instead of time spent consolidating info from various places and searching for history on a property, Connie uploads existing content (Excel CSV files or whatnot) to a binder, then prints out a Seller Report™ on the property.

Connie can focus on more listings in a shorter time span. She also now uses Seller Reports™ in her listing presentations. She is now:

- **winning** more listings from new clients
- **getting** faster sales, as transactions are not being held up by appraisals
- **selling** more homes at or above market rates
- **saving** time, with less back/forth communication with clients during and after the transaction

**Ready to take your listings to the next level?**  
**Try HomeBinder today! [Click here for a demo >](#)**



# HOME BINDER

**HomeBinder** is an online platform and app for seamlessly managing the home. Homeowners love it because it helps them:

- **Gain peace of mind.** Helpful maintenance reminders mean there is less stress around remembering every home issue and time frame.
- **Prevent costly repairs.** Keeping up with regular home maintenance helps avoid unexpected repairs later, that can often be more costly.
- **Be more efficient.** With everything home related stored in one secure place, there are no more issues with lost warranties or instruction manuals.
- **Have immediate access to home info** via ipad, desktop or mobile. They can rest easy knowing their info is safely stored and available when needed.

## Did you know?

HomeBinder  
makes a great  
closing gift.

HomeBinder strives to help partners and vendors make homeownership more impactful. It's a value-added gift for home buyers, that keeps your name in front of them, long after the closing.

Visit [partners.homebinder.com/agents-brokers](https://partners.homebinder.com/agents-brokers)

Free Trial [homebinder.com/partners/register/lender](https://homebinder.com/partners/register/lender)