

Benefits of a Sellers “Pre-Listing Inspection”

Beginning Jan 01st of this year, much attention has been given to the new NC Offer to Purchase and Contract” and its effects on the home buying/selling process in today’s marketplace. With the due diligence clause, a buyer will be given a specific amount of time (referred to as the “due diligence period”) to investigate the potential property, whereby, they will discover & disclose information about the property before making their decision to purchase. The buyer will have any inspections and appraisals performed during this due diligence time period. Sellers are using a variety of new marketing tools, including their own “pre-listing inspection” to effectively market their property and help make the inspection / repair process go smoother once a potential buyer places an offer.

Sellers hire a Real Estate Agent (Listing Agent) to help market their property by taking advantage of a variety of advertising tools. Marketing media, visual tours and open houses are all ways to try to draw a potential buyer’s interest to a property. Today’s home buyer, however, often searches for homes online as a first step in the process; therefore, a Listing Agent will often assist the Seller in taking advantage of a variety of new advertising tools to promote and market their property through internet advertising sites or social networking sites such as Facebook or Craigslist. Sellers – Consider a “pre-listing” home inspection as another tool to use when marketing your home to a prospective buyer.

Sellers benefits from a “pre-listing” home inspection include:

- Helps to determine the highest and best selling price
- Special pricing thru our “promo-codes” for “pre-listing” home inspections
- Less cash layout for repairs (getting several contractor quotes means more competitive pricing)
- A more acceptable offer from a prospective buyer - since repairs have already been corrected (as opposed to a buyer seeing a property in visible need of repairs)
- Taking steps that give your property a marketing advantage by having notable defects repaired by professionals (as recommended on the “pre-listing” inspection report)
- Gain a possible time advantage during the Due Diligence period by correcting repairs in advance of the buyers offer – less time needed for repair negotiations and less time spent waiting on contractor quotes
- Gives advantage to the prospective buyer with a “peace of mind” that they will not likely encounter additional major surprises about the property with their own home inspection
- Helps the inspection / repair process go smoother during the buyers due diligence period
- Prevents unseen problems from the buyers home inspection that can lead to a loss of sale