



Call 269-GREG (4734)

HIGH DESERT HERALD

Thinking of selling your home yourself, or through a discount broker? Before you do, read this.

At first, selling your home yourself or listing it through a discount brokerage may both seem like attractive options. The thought of saving commission costs may seem like reason enough to go it alone, without the help of a full-service real estate professional. But, as one client recently shared with me, you may not be saving money in the long run (not to mention the many other pitfalls you may face along the way.)

If you're considering selling your own home, or cutting corners with a discount broker, here are some things to consider before posting the FSBO sign in your yard or signing a listing contract with a discount broker that may lock you in for 90 days or more:

○ **Experienced Realtors work with qualified buyers.** And, they expect buyers who make an offer on your home to show that they are pre-approved. According to my client, Rose, she put her home on the market in January of this year. They received an offer in late January, but unfortunately, signed the paperwork without knowing whether the buyers could obtain financing. "We went back and forth with the potential buyers for six weeks before we realized that they couldn't qualify for the loan," said Rose. "They had bad credit, a bankruptcy, it was a mess and a waste of time."

I attach an addendum to all purchase agreements that requires the buyer to be pre-approved within one week. And, I leave the home on the market and accept back-up offers until I have proof that they have

sufficient credit, reserves and income to purchase my clients' home.

○ **Buyers often want to bargain.**

The "For Sale By Owner" sign on your property often sends the message to potential buyers that you are willing to accept less than the listed price because you aren't using a real estate agent. "The offers we were getting were a full \$20,000 below our list price. I couldn't believe it," said Rose.

○ **You may put yourself at risk, legally and physically.** "I found all the legal mumbo jumbo difficult. I was worried that we were putting ourselves in a situation where people could come after us if they wanted to. Working with Greg just made me more comfortable about the whole thing. I knew I was working with a professional," said Rose. While my job is not to offer legal advice, I have over 20 years of experience in the real estate business, and can help ensure that your transaction is handled appropriately.

"And, of course, I had to show the home myself. Recent events in Albuquerque have really made me stop and think— maybe I shouldn't have done that," said Rose.

Before I show a home to a prospective buyer, I ask questions (called pre-qualifying) to make sure they are a serious buyer. And I meet them at my office first before taking them to a property and make a copy of their driver's license.

After three months of trying to sell it on her own, Rose signed up with a discount

brokerage for a flat fee. She found that too had pitfalls.

○ **You pay up front. After that, service may suffer.** Rose paid \$870 up front to a discount brokerage to put her home in the Multiple Listing Service (MLS) database and put up a sign and lockbox. "Getting the information in the computer and getting the sign up took almost two weeks. I found it was difficult to get a return call from the agent," said Rose. In addition, if the agent had sold her home, she would have had to pay an additional \$630 sales fee, plus an additional 3 percent of the sales price to the agent working on behalf of the buyers.

I don't get paid until your transaction is closed. My service doesn't stop during the entire transaction.

○ **You're still responsible for all marketing costs and for showing the home.** "It was costing me almost \$100 per month for newspaper ads, etc., plus I was spending a significant amount of time showing the property. And when I was out of town, the property wasn't being shown," said Rose.

Working with me ensures that even when you travel, your home is being shown to prospective buyers. And, it ensures that your time isn't spent holding open houses on the weekend, showing property to "tire kickers," and spending money. I offer the Welcome Home magazine, Open House ads in the Sunday Journal, virtual tours on the Internet and the Saturday morning TV Home Show.

HOMEOWNER SERVICES DIRECTORY

ACCOUNTANT

Harry Weils 898-3504

APPLIANCE SERVICE

Layton's Appliance Service 344-9663
Ole's Appliance Service 294-5516

APPRAISER

Leslie Hulebak 294-8888

ATTORNEY

Sylvain Segal(Real Estate) 888-8888

CARPET & FLOORCOVERINGS

Carpets By Sonja (Felix & Bob) 344-5365
Cash & Carry Carpet (Ray Moody) 344-5660

CARPET CLEANING

Pegasus Carpet Care (Paul) 296-0071
Sparkle Brite Carpet Clean (John) 203-2798

CARPET STRETCHING

Franklin (Carpets by Sonja Ref.) 688-3641
Bobby (Cash & Carry Ref.) 315-2494

CLEANING (RESIDENTIAL)

Blanca Quinones 203-5577

COMPUTER ASSISTANCE

Richard Davisson 292-1753

COMPUTER NETWORKING- HOME & SMALL BUSINESS

A Perfect Network (Kirk Plyler) 797-7694
Richard Davisson 292-1753

ELECTRICIAN-GENERAL

John Demarets 294-0238
Mark Arias 306-3771
Arnulfo Lopez Quinteros 286-4161

ESTATE SALES

Sharon's Sales 268-3322
Cross Current Estates
Liquidations and Sales 259-4249

FLOORING-REFINISHING

Crystal Alchemy (Micki) 907-8892

GARAGE DOOR INSTALLATION

Quality Garage Door 298-8374

GENERAL CONTRACTORS/REMODELING

Rusty Arrighetti Bldg. Specialities 379-9699
Bert Thomasson 228-9457

HANDYMAN SERVICES

Affordable (Yard) 294-5821
Pat Beasley (Home) 933-8336
Henry Romero (Home) 604-0148

HEATING & COOLING

Philmore Heating & AC 884-1595
Carlson Heating & Cooling 883-1379

HOME ENTERTAINMENT SYSTEMS

AVR Resources (Richard Gallegos) 9696-AVR

INSURANCE

State Farm (Ken Brudos) 836-5060

INTERIOR DECORATING

Angie Fincher 298-9053
Interior Impact (Jan Coughlin) 898-7048

LAWN MAINTENANCE/LANDSCAPING

Hidden Valley Landscaping 856-5299
Rudy's Grounds
Maintenance Service 846-6121

MORTGAGE COMPANY

Countrywide Home Loans (Jason Pike) 828-9400
Lewallen Mortgage (Bob Hakeem) 293-9300

MOVERS

Valley N. American (Tom Reickert) 344-9030
American Movers (Frank Barela) 991-6001

PAINTING

Andy's Painting 934-0660
Joe Till 269-1478

VENDOR SPOTLIGHT

PERSONAL TRAINING

Ab-Salute Fitness (Tom Bailey)

"Have Equipment Will Travel"

604-5768

Tom Bailey, Certified Personal Trainer and owner of Ab-Salute Fitness, comes to your home, office or other location of your choice for your personal training sessions. He has all the equipment needed to help you get or stay in tip-top shape. Rates are \$35 per session (approximately one hour) Monday through Friday, and \$45 per session on Saturdays. Don't miss out on his September special - buy three sessions, get the fourth free. Call 604-5768 to schedule your personalized training session.



PEST CONTROL

Eagle Eye Exterminating (Aaron) 991-3930
Alliance Pest Mgmt. (Alan Feurer) 892-6100

PLUMBERS

RS Mechanical (Rick Stein) 239-5233

POOL MAINTENANCE

Dave's Pools & Spa 299-5200
Rio Grande Pool Service
and Maintenance 263-3193

PROPERTY MANAGEMENT (RESIDENTIAL)

Jim Siebenthal Property Mgt. 797-8764

REAL ESTATE SERVICES

Greg Lobbereg 269-GREG(4734)

RESURFACING SINKS/TUBS/COUNTER

B&K (Billy) 866-6930
New Surface 294-4966

ROOFER

Steve Maestas 450-8422

SECURITY SYSTEMS

The Alarm Store (Lynn Russell) 881-0001
Alarm Research (Paul) 291-9458

SPRINKLER MAINTENANCE

Cityscape Landscape Solutions (Guy Parker) 266-6338

STORAGE

Economy Storage 294-4444

STUCCO WORK

Chuck Gonzales(Patching/Repair) 869-7041
Stucco Seal (Robin Sproul) 292-7325
J & L Stucco (Whole House) 831-2711
(Jake) 975-5191
(Leo) 975-5190

TILE WORK

Scott O'Brien 856-7176

TITLE/ESCROW SERVICES

Stewart Title (Julie Gibertini) 346-5489

TERMITE TREATMENT

Alliance Pest Mgmt. (Alan Feuer) 892-6100

WALLPAPER

Angie Fincher Wallpapering 298-9053
Linda Jeffery 294-4029

WINDOW CLEANING

Squeaky Clean 259-3915

WINDOW REPAIR

M&T Glass 292-9188
Preferred Glass & Mirror 293-2060

WROUGHT IRON

Action Security Iron, Inc. 344-5451

FREE SERVICES AT OUR OFFICE!

The following services are available FREE at our office at 12500 Montgomery Blvd. NE, at the corner of Montgomery and Tramway. Please call before you come by -- 269-GREG (4734) or 298-1600.

- FREE use of office copy machine for up to 50 copies.
- FREE copies of your credit report
- FREE inbound/outbound faxing local OR long distance
- FREE market valuation of your home to find out if you can cancel your PMI (Private Mortgage Insurance) or to help you determine a price if you are ready to sell your home.
- FREE report on comparable sales in your neighborhood to help you protest your property taxes
- FREE membership in Coldwell Banker Concierge Service with discounted fees for local contractors and vendors.

FEATURED LISTINGS

Continued from page 1

I also market your property to other agents through sales meetings, Realtor tours, our MLS system and various networking organizations.

o **You have to negotiate your own offers.** “The discount broker received two low offers during the time we had it listed with him. He would get the offers to us, but that was it. We were on our own to negotiate all the details. As an inexperienced seller or buyer, we didn’t know what costs were standard for us to pay and what costs were standard for the buyer. After working with Greg, we realized that many of those prospective buyers were asking us to pay for things that we didn’t have to,” said Rose.

In the end, how did Rose fare? She listed her home with me in mid-June and sold it three weeks later. She ended up receiving multiple offers on the property at the same time, which helped her get her full asking price, and even got the buyers to pay additional costs.

After all was said and done here is how her financial picture looked:

COST OF FSBO AND DISCOUNT BROKERAGE

January through July

Mortgage	\$6600
Assn. fees and utilities	\$1200
Homeowners’ insurance	\$600
Up front fee for discount brokerage	\$870
Sales fee due discount brokerage if home sold	\$630
3% commission to selling agent	\$4400
Miscellaneous fees for newspaper ads, flyers, etc.	\$1000

Cost of Rose’s time showing property and holding open houses	priceless
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Total cost if home had sold in July \$15,300



13308 Twilight Trail NE

One of the most incredible Scott Patrick 4 bedroom custom homes on one of the best open space lots in High Desert! From the moment you walk through the front door, the curvilinear window wall looks out to the Bear Canyon Arroyo all the way down to the sparkling city lights. You need to see this home to see the many wonderful amenities too numerous to list here. 2742 SF.



13235 Jo Lane

Absolutely gorgeous Jenco custom home in a gated part of High Desert. Mahogany cabinets, granite countertops, radiant floor heat, travertine stone floors, upgraded lighting & appliances, soothing Gunite Pool with automatic safety cover. 2735SF.



6423 Sage Point NE

Great Scott Patrick home in High Desert! Gas log fireplace and vigas in the great room. Awesome city views from curved living room windows. Decorative nichos and skylights throughout. Large walk-in closet, double sinks and a garden tub in the Master suite. Approximately 1650 SF, \$229,900.

COST OF LISTING WITH ME

One month’s mortgage payment	\$1100
Assn. fee and utilities	\$200
Homeowner’s insurance	\$100
3% commission to me as the listing agent	\$4197
3% commission to selling agent	\$4197
Coldwell Banker TV Home Show	no additional cost
Coldwell Banker Welcome Home Magazine	no additional cost
Virtual Tour on MLS	no additional cost
Open House Ads	no additional cost
Flyers on the property	no additional cost

Total cost \$9,794

*Does Rose wish she would have listed her home with me first? **You bet.***

“Never again. Never, ever will I try to sell my home myself. I’m not a Realtor, and I shouldn’t try to be. Honestly, people think being a real estate agent is easy, but I’ve been there. It isn’t,” said Rose.

BUYERS IN NEED OF HOMES - YOU CAN HELP!

- Buyer looking for 3000+ SF, 4+ bedroom, 2.5+ bath, 3 car garage home in Northeast Heights, Foothills, Sandia Heights or North Albuquerque Acres. Must be 1 story. Up to \$500K. (DS)
- Buyer wants 2000 to 2500 SF home in the Foothills. Up to \$350K. (TJ).
- Buyer in search of High Desert home with 2500+ SF, 4+ bedrooms, 2.5+ baths and 2+ car garage. Would like some city and/or mountain views. Up to \$400K.

- Buyer looking for 3000+ SF, 3+ bedroom home in High Desert or Sandia Heights. Prefers one level or two with walkout basement. Up to \$600K.
- Buyer needs single level patio or detached home. 1700+ SF, 2+ bedrooms, low maintenance yard. Prefers High Desert, Sandia Heights or Foothills. Up to \$275K.



Up to four free Tram passes are available from our office every day. Call early to reserve your passes, as they are available on a first come, first served basis. Call 271-7789.

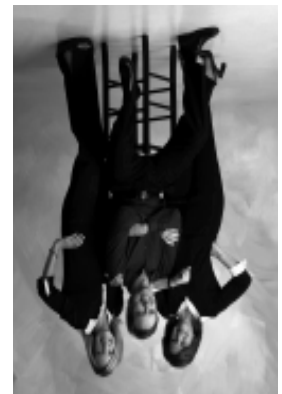
Kudos from a Client

"Greg Lobberegt is an incredibly professional, dedicated Realtor. He spent an exhausting, whirlwind weekend with us helping us find a home – and it paid off. We were so happy with the level of service he gave us. We have depended on Greg for several other real estate transactions aswell and plan on using him in the future." – Karin S.

My business continues to grow thanks to referrals from past clients.
Thanks for recommending me!

"Selling High Desert One Yard at a Time"

www.hghdesertspecialist.com
www.greglobb.com
THE LOBBEREKT TEAM



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GOLDWELL BANKER LEGACY



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