

Ultimate Relocation Guide

The things buyers don't expect....
and many agents don't think about

Provided by:
The Cross Group at Intero
925-584-1640
kcross@interodb.com
www.crossgrouphomes.com

THE CROSS GROUP
REAL ESTATE PROFESSIONALS
BRE #01276208

TABLE OF CONTENTS

1. Preface
2. Do You Have a "Relo Package"?
3. You Don't Have to Use "Their Agent"
4. Benefits Aren't Always Beneficial
5. If You Don't Have A Relo Deal
6. All Aboard?!
7. Sticker Shock
6. "This isn't Kansas Anymore..."
7. Pricing Your Home
8. This Isn't Kansas Anymore
9. Finding Your Focus
10. Should You Rent First
11. Pricing Your Home
12. Start Packing
13. Movers and Shakers

1. PREFACE

It can be stressful to sell your house when you're just moving across town, but when you're planning to relocate out of the area, it can be even more so.

There are a lot of things to consider beyond what most homeowners have on their mind or have to deal with when they sell a house.

This can lead to some costly mistakes or at least make for a frustrating experience.

Frustration is one thing (although it's ideal if you can avoid that too), but the last thing you want to do is lose money on the sale of your home due to things you just didn't even think would cause any issue.

That's why I created this booklet, and it's specifically for people who are selling their home due to relocating out of the area.

Hopefully your move out of the area is for some exciting reasons, and hopefully this book will help you get there as stress-free as possible.

By the way, I'm a totally approachable, living, breathing human being...not just some famous author, lol. So if you have any questions as you read this, feel free to reach out by phone or email!

2. Do You Have a "Relo Package?"

Not everyone moves to a new area due to a career change, but it is a pretty common reason.

And when they do, there's always a chance that the company they're moving for will offer a "relocation package" - AKA "relo package" if you want to sound like this isn't your first rodeo.

However, a relocation package isn't offered to everyone who's being asked to relocate for a job. So, this might not apply to you at all.

The thing is, in their excitement, some people rush into starting their home search before knowing whether or not they do have a relocation package... only to find out once they started the process and made some decisions. Doing this can lead to unexpected issues and, perhaps, a loss of benefits the company is willing to offer.

So, if you're moving to this area for a particular company and you don't know whether or not you're entitled to a relocation package, make sure to check with the company and find out before moving forward any further.

PRO TIP: If you do not have a relocation package, feel free to skip past the next few pages and onto section 5.

3. You Don't Have to Use "Their Agent"

If you are offered a relocation package, chances are that the relocation company (and/or your employer) will more or less lead you to believe that you HAVE to use one of their "approved" real estate agents to remain eligible for the benefits of the relocation package.

They'll typically give you three agents, from different companies to choose from. In this respect they do give you some choice.

They claim the agents are "certified" or trained in relocation practices... but that could simply be a few hours of in-class or online training. While the agents they recommend are "approved" by them, that doesn't necessarily mean they are the best agents to choose from. (It also doesn't mean the agents they are recommending aren't great agents.). It mostly just means that the agents they are recommending are in their system and have agreed to pay a referral fee back to the relocation company.

A great agent isn't just someone who will drive you around, give you a tour, open the door to a bunch of houses and help you find the home you like. There's a lot more to the process, especially when you are relocating. SO make sure to find someone who is knowledgeable, skilled, and who will represent your best interests in every aspect.

My best recommendation is to do your research and choose the agent that you want to represent you throughout the process. If the agent you find and choose isn't already approved by the relocation company, they can usually get approved by simply making a phone call or two and filling out some paperwork.

4. Benefits Aren't Always Beneficial

One last segment on relocation packages...

Getting offered a relocation package seems like a pretty sweet deal to most people, and they just sign on the dotted line before truly reading through the entire agreement and understanding exactly what the benefits (and costs) are.

Costs aren't necessarily monetary. After all, on the surface, the relocation package seems to be giving you monetary benefits, like (perhaps) covering the cost of movers, hotel stays, food, incidentals and flights. But relocation packages differ and the costs to you can be subtle. You don't want to find this out once you've already signed the agreement and are in the middle of the process.

While the "costs" as a relocating buyer aren't as bad as they can be as a seller, it still makes sense to take a long, hard look at what you're being offered and then determine if there are any strings attached. When it comes to buyers, the "costs" are usually along the lines of limitations in choice (of services and providers) and time frames (which can compel a rushed decision).

One of the most interesting requirements of many relocation packages is that you do not discuss the terms of the package with anyone... including your real estate professional. In turn, the "approved" agents the relocation company refers you to aren't allowed to discuss the terms or benefits either.

So, it's kind of on you to analyze whether or not the package being offered is worth the costs. Just make sure to do so before you sign on the dotted line because once you do you're at their mercy.

5. IF YOU DON'T HAVE A RELO DEAL

Don't be upset if you don't have a relo package. If you even skimmed through the sections above that covered relo packages, you probably see they're not always as great as they seem on the surface.

On the contrary, you might actually be better off since you have total control over your decisions throughout the process and have more say on how your home equity is spent.

While you will certainly have lots of things on your mind, the most important thing you should focus on is hiring an agent who truly understands how to handle a sale due to relocation. That'll help take your mind off of all real estate related issues and even some that aren't directly real estate related.

Plenty of real estate agents can list and sell a house under "normal" conditions, but handling the sale of a home for someone who is relocating out of the area is a bit trickier. There's simply more to know, think about, and advise clients on. While this booklet covers a sampling of some of these things, please don't take this as an entire list.

OK, let's get into some of them...

6. "ALL ABOARD?!"

No matter what your reason is for relocating, and no matter how excited you are, not everyone involved in the move may be excited and happy about it.

If you're single, and your move doesn't involve anyone else, then this isn't much of a concern. But many times a relocation involves a spouse, significant other, and/or children...and even pets.

Moving is stressful no matter the circumstance. Just moving within the same general area can change someone's life. New neighbors. New schools. New routines. But if you move to an entirely new area, it can be even tougher.

Even if it seems like everyone is fine and dandy, you may want to make sure. And if you're the one who's not entirely happy, make sure you say something. The move may not be avoidable, but at least be open about how you're feeling.

Some of the issues could be:

- * Making it difficult for buyers to see the home
- * Being disagreeable about accepting a solid offer on the house
- * Illness and/or depression
- * Arguments and fighting (outside of the norm for the family)

You can do a lot of damage control by just having open conversation with everyone involved and letting them feel how they feel and to be heard. A little love, compassion, and understanding can go a long way.

7. Sticker Shock

In an ideal world, you're moving from an area that has a higher cost of living, and the prices of homes will be a good shock to you.

But quite often, when you're moving to a new area, it's an "upward" move, and the price of real estate is significantly higher than you're used to.

There's a good chance that you've already sized that up to some degree online, but the actual reality can be even more startling one you're actually out looking at homes and seeing how far your dollar stretches.

This can be disheartening, causing you to miss out on some great homes while you come to terms with the cost difference. This is why it's best to spend some time learning what you can expect for the amount you're looking to spend as early on as possible.

Don't worry, you'll find a perfect mix of town, neighborhood, and house as long as you work with a solid real estate agent. It just takes a certain amount of understanding what the values are in one area versus another.

8. "This isn't Kansas Anymore..."

Wherever you're moving to, things are bound to be different than where you're coming from. This is true in many ways, of course, but it's focus on the real estate difference.

It isn't just real estate values that will likely differ from where you're coming from.

It's also:

- The styles of homes
- The type of construction
- The sizes of homes
- The sizes of yards
- Landscaping
- Decor
- Amenities
- Types of utilities
- The feel of the neighborhoods
- And many more...

A lot of people try so hard to duplicate what they have "back home". Sometimes that can be achieved, but a lot of times it just can't be. The problem with doing that is it can cause you to waste time and miss out on some great homes while you grapple with trying to find something that is familiar to you.

Embrace the difference and change! This will be exciting. And who knows - if and when you move away from this area, you may very well be yearning for what you had here in whatever area you end up moving to.

THE CROSS GROUP

REAL ESTATE PROFESSIONALS

9. FINDING YOUR FOCUS

There's a good chance that you can and should be open to a bunch of different [cities / towns / areas]. Having options is a good thing...for the most part. But having too many options can also end up costing you a lot of time.

You only have so many trips you can take out to the new area to hunt for a home, and you usually need to line something up before you get to the area. So it's best to focus on a few areas before you even come out to look. The Internet has made this a lot easier, but it can still be hard to tell until you actually see it in person.

This all sounds pretty basic, but here's the real tip for this section...

A lot of people relocating to a new area end up working with several different real estate agents in several different areas. But here are the issues that can arise when looking in several different areas with several agents:

- * Each one will be a "cheerleader" for their area. Of course they love the area they work in and think you should too!
- * Because the agents only earn money if you choose to buy a house in their area, they're likely to be dismissive or recommend against another area that may be perfect for you.

So, if possible, try to work with one agent who can cover all the areas you're considering.

Also, try to rule out as many areas as possible (as quickly as possible) so you can focus your limited time and energy on the areas that are perfect for you.

10. SHOULD YOU RENT FIRST?

Some people wonder if it makes sense to rent a home in the area for a while before actually buying one.

This can make sense — you can get a feel for the area and not feel like you're making a rash, rushed, or wrong decision.

However, a lease can tie you down and cause you to miss some good opportunities when a home you want to buy comes on the market (or cost you some money to get out of the lease or pay it off).

So if you're going to rent, you might want to consider short-term leases or even a long-stay hotel to keep your options open.

(Keep in mind: Renting can add to the overall cost and effort of the move since you'll be moving twice.)

11. PRICING YOUR HOME

Whenever you're selling a home, pricing it appropriately is critical...yet it's something many homeowners don't do. When you have to sell because you need to move out of the area, pricing is even more critical.

As a homeowner, your primary concern when talking about pricing is probably that you don't want to price it too low. That's natural. Everyone wants to sell their home for as much as possible. But underpricing your house is highly unlikely. The most common mistake homeowners make is to overprice their house.

Overpricing your house almost always leads to:

- * Your house not selling quickly (or at all)
- * Several price reductions
- * Eventually selling for less than you would've gotten if you priced it correctly

But when you add moving out of the area into the mix, you can end up losing even more money. That's because time is of the essence, and you simply need the house sold. As long as you have a thorough and thoughtful market analysis done by a real estate agent, you should be fine as long as you heed the advice of the agent.

12. START PACKING

This might sound a bit over the top, but you should start packing up your house as soon as you commit to relocating.

Time flies, and as I've mentioned, you'll have a lot of things to think about and do between now and when you move. One of those things is literally moving, which entails packing up everything you own. Too many homeowners underestimate how much they own and have to pack.

Starting the process of packing up now will do a few things for you:

- * Save you a lot of stress in the final weeks, days, and hours.
- * Give you a chance to assess what you can get rid of.
- * The ability to be more organized. (Organize the packing boxes)
- * It will help your house show better when buyers come look.
- * Allow you to pack over time instead of leaving it as one big, long task.

This doesn't mean to literally pack everything you own right now! You (probably) still need to live in the house, so hold off on the big stuff and the things you use every day, like furniture, kitchenware, clothes, toiletries, etc.

Pro tip: By the way, this is all good advice even if you are hiring a moving company to literally pack all of your belongings.

Speaking of moving companies...

13. MOVERS AND SHAKERS

When you're moving locally, there's always the possibility of just renting a truck, enlisting a few friends and family, and moving yourself from one house to another. But when you're moving entirely out of the area, it becomes more difficult to do it yourself. So, there's a good chance you're going to be dealing with movers.

You may have already heard some horror stories about moving companies. But just in case you haven't, you should prepare yourself for a potential shock... Their fees can be hard to pin down and have a tendency to be way above their initial quote.

If you read the fine print on their quote, contract, or website, you'll probably notice they give themselves a lot of wiggle room on the price. But it seems that a lot of people are taken by surprise when it happens. That's when the horror stories come out of the woodwork. It seems like everyone who has moved has gone through this, regardless of which company they used.

A lot of times, the hidden or unexpected costs are brought up once they already have your belongings in their possession. It can feel like they have your stuff held hostage and they're shaking you down...

No matter how careful or aware you are, there's always a chance you'll go through this. So, my best advice is to expect it and plan on the cost being more than quoted. But hopefully knowing this will help you avoid it altogether by being vigilant, asking the right questions, and getting as firm of a quote as possible from any moving company you hire.

14. TOO BE CONTINUED

Relocating as a buyer and a seller has many different parts... too many to list. I wrote this book to help with some of the common questions I get asked by my relocation clients.

My team and I are here to answer any specific questions you may have about your big move. Contact us directly so we can answer all your questions.

THE CROSS GROUP AT INTERO REAL ESTATE

The Cross Group at Intero Real Estate is comprised of hand-picked real estate professionals with decades of experience in the local market and a belief that hard work, integrity, and communication are the keys to best servicing our buyers and sellers. Our expertise has helped our clients successfully buy and sell homes throughout the Bay Area. Impeccable service and unmatched dedication to our customers consistently earns us their life long trust.

With a team of talented and exceptional people, we are able to streamline the process, and communicate with you more efficiently than an individual Realtor who is juggling all of the many tasks for their clients. When you are buying or selling one of your greatest assets, it's important to have more than one set of hands working for you!



THE CROSS GROUP

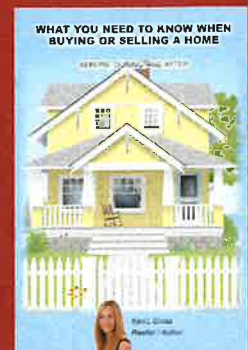
Phone: 925-584-1640

Email: kcross@interodb.com

Website: www.crossgrouphomes.com

KARI CROSS, AUTHOR

I wanted to give my clients more reassurance during the real estate process. Buying and selling a home is a huge decision and can be extremely stressful. I have published a book to help my clients understand the real estate process and answer common questions. The book assists my clients before, during and after the sale.



Contact Kari Cross for more information on how you can get a FREE COPY.

BR# 01276206