



Seller

handbook

FROM LISTED TO SOLD

JEROME HANSON
HANSON REALTY



4 STAGES OF HOME SELLING

PRELISTING

- Meet with your agent
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Email campaigns started
- Open House scheduled

ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood canvassed

OFFER AND CLOSING

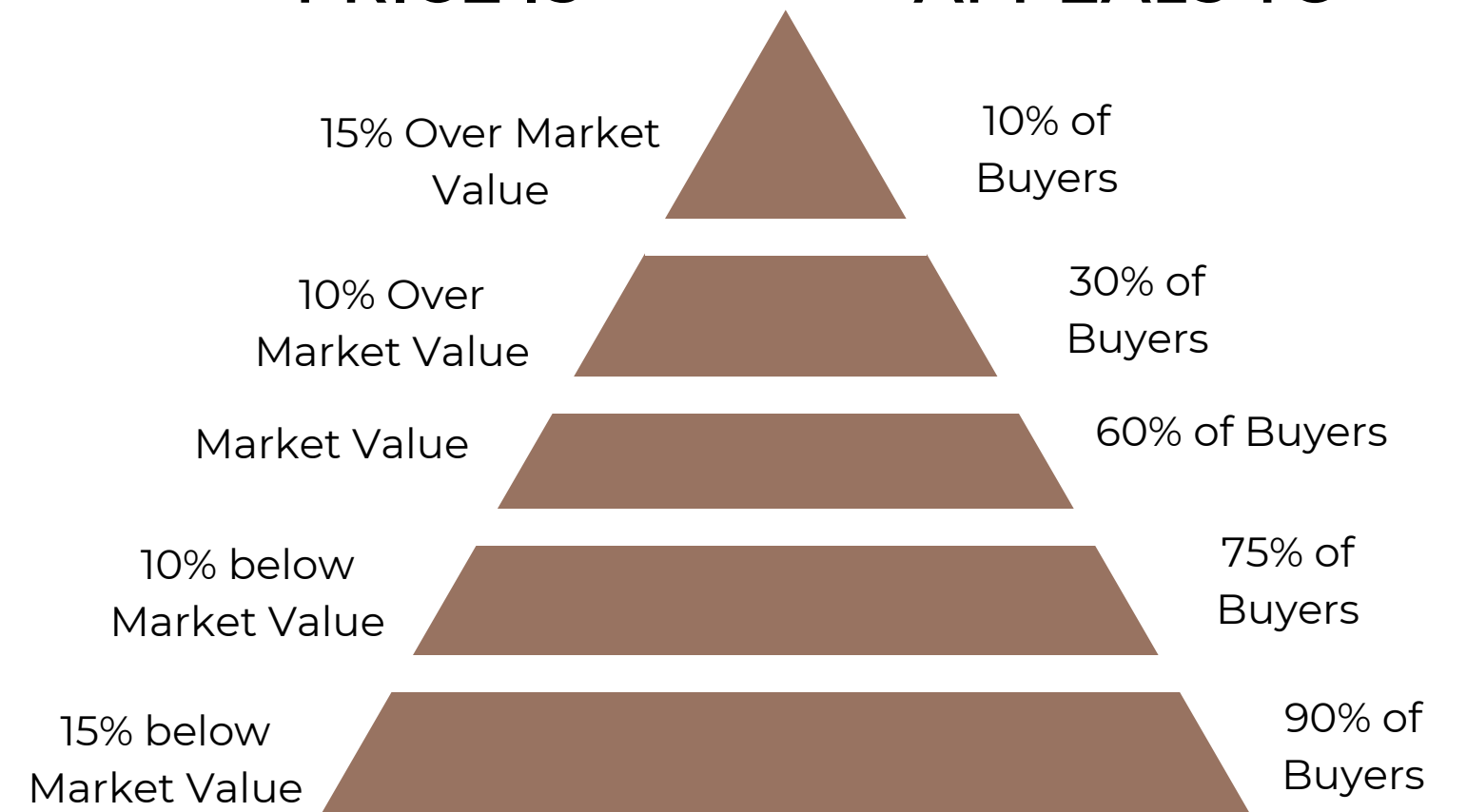
- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Property closes
- Refer me to your friends!

PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.

IF THE ASKING PRICE IS

THE PROPERTY APPEALS TO



Percentages are simple estimates to provide a generalized understanding of price vs market appeal.



EIGHT STEPS

TO GETTING YOUR HOME SOLD



MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK



PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

81%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

48%

of agents say that home staging helps a home spend less time on the market

40%

say that staging the living room has the largest effect on buyer opinion of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste and could hinder a buyer from envisioning their own furniture in the home

STAGING TIPS

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY

I recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



HOMES WITH PROFESSIONAL PHOTOGRAPHY AND VIDEO...

Sell 32% faster than homes with amateur photography

Have a 47% higher asking price per square foot

Get 403% more inquiries when paired with listing videos

ONLINE MARKETING

TARGETED ONLINE CAMPAIGN

REALTOR.COM

ZILLOW.COM

SOCIAL MEDIA POSTS

TARGETED EMAIL CAMPAIGN

+MUCH MORE

HOMEFINDER

HOMES.COM

SOCIAL MEDIA MIX

INSTAGRAM

Regular professional photos, videos, and stories to expose your listing to as many people as possible.

YOUTUBE

Captivating virtual tours and property walkthroughs, offering potential buyers an immersive view of your real estate listing.

LINKEDIN

I share industry insights and updates to establish expertise and build professional connections exposing your listing to more agents.

FACEBOOK

Targeted ad campaigns to ensure your listing shows up in front of the right buyers.

TIKTOK

I post professional grade videos of your home to show off every angle.

OPEN HOUSES



**I LOVE
SHOWCASING
YOUR HOME
WITH AN
OPEN HOUSE**

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security

PRINT MARKETING

To promote current listings, I use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

PRINT COLLATERAL

01

Property
Flyer &
Brochure

02

Custom
Property
Postcards

03

Custom
Door
Hangers

04

Newspapers
& Custom
Magazines

05

Open House
& For Sale
Signs

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS BEEN REQUESTED

STEP 2:

YOU APPROVE OR DISAPPROVE

STEP 3:

HOME IS PREPARED FOR THE SHOWING

STEP 4:

YOU LEAVE AND THE SHOWING IS COMPLETED

STEP 5:

FEEDBACK IS RECEIVED

STEP 6:

REVIEW FEEDBACK OR OFFER

SHOWING CHECKLIST

- Declutter the entire house, including cabinets, and drawers.
- Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing flooring
- Repaint walls in neutral colors if necessary.
- Mow the lawn and trim bushes and hedges.
- Deep clean all surfaces, floors, walls, windows, and appliances.
- Add potted plants or flowers for curb appeal.
- Clean the gutters and downspouts.
- Clean or pressure wash the exterior of the house.
- Sweep and tidy up the yard and outdoor living spaces.
- Ensure that the roof is in good condition.
- Make any necessary arrangements for pets or children during the showing.
- Make sure that the house is easy to access.
- Clear off kitchen and bathroom counters, leaving only necessary items.
- Remove family photos, religious or political items, and items that may be considered offensive.
- Stage the house with attractive furniture and decor.
- Make sure all appliances are in good working order and clean.
- Provide a detailed list of updates and renovations to your real estate agent.
- Remove any pet odors and stains.
- Replace any burnt-out light bulbs.
- Provide a list of features and benefits of the house to the real estate agent.
- Clean and organize the garage or storage areas.
- Make sure that the house is well-lit both inside and outside.
- Be flexible and willing to work with potential buyers to make the sale happen.
- Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is "*What did you think?*" Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

We're in direct contact with buyers agents and ask for feedback on each one of our properties after every showing.

QUESTIONS I'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

THE OFFER PROCESS

AFTER YOU RECIEVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT.

NEGOTIATING THE OFFER

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. I'm proud to say that I earned the Real Estate Negotiation Expert (RENE) certification to advocate for you in that respect.

THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – I'll be there every step of the way to guide you.



DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. **I do require my sellers to fill out the Sellers Property Disclosure sheet.** It's important to keep in mind that failing to provide the mandated disclosures can result in substantial legal ramifications.

INSPECTIONS

It's crucial to comprehend the contingencies that come with offers received. For instance, inspection contingencies could take time to complete. It's important to know your obligations and options during this period. I'll stay in contact with you to ensure that all deadlines are met.

FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when selling a home. I will help you review offers and try to ensure that the buyers making them have undergone full underwriting and approval.

CLOSING

My goal is to help and coach you through the entire transaction. I'm here to guide you through every step of the way, including the initial phase of the closing process. At that point the Title Company representative will take you through their process to the final signing.

SCHEDULING YOUR MOVE

AFTER GOING UNDER CONTRACT

Start by packing up your belongings and donate or throw away anything you don't need. Create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Buyer schedules inspection
- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Plan address change: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be in process
- Keep packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

WHAT TO BRING TO CLOSING

- Photo identification

- House keys and garage door openers

- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)

- Any agreed-upon repairs or updates completed prior to closing

- Any receipts for prepaid expenses (e.g. property taxes, utilities)

- Mailbox key; any instructions for access/use of electronics being left behind per contract

MY PROMISE TO YOU

Choosing me as your real estate professional means you'll have a dedicated and experienced broker working to help you sell your property for the best price. I provide quick communication, personalized service, expert advice, and a commitment to your satisfaction.

- ✓ **HONESTY AND TRANSPARENCY**
- ✓ **COMMUNICATION AND RESPONSIVENESS**
- ✓ **PROFESSIONALISM AND EXPERTISE**
- ✓ **DILIGENCE AND ATTENTION TO DETAIL**



SUCCESS STORIES

WE'VE BOUGHT AND SOLD THREE DIFFERENT HOUSES, AND JEROME IS BY FAR OUR FAVORITE REALTOR. AFTER A QUICK DECISION TO LIST EARLY, JEROME HAD OUR HOME PHOTOGRAPHED, LISTED AND UNDER CONTRACT WITHIN TWO WEEKS. HE WAS QUICK TO RESPOND TO ANY QUESTIONS WE HAD AND CHECKED IN ON US DURING SLOW PERIODS. WE REALLY APPRECIATED HIS HARD WORK, COMMUNICATION AND ABILITY TO MAKE US FEEL COMFORTABLE IN ALL OUR DECISIONS. REACH OUT TO JEROME IF YOU ARE BUYING OR SELLING IN THE FOUNTAIN/COS MARKET. YOU WON'T REGRET IT!

LACEY STARK



JEROME HELPED US GET OUR HOUSE SOLD AS QUICKLY AND PAINLESSLY AS POSSIBLE. HE WAS SO MUCH HELP WITH EVERYTHING WE NEEDED AND KEEPING US ON TRACK WITH DEADLINES. HE WAS AWESOME TO WORK WITH!

- CAITLIN FLUTTS



JEROME WAS SO HELPFUL AND UNDERSTANDING IN HELPING US SELL OUR HOME. HE HELPED US THROUGH THE PROCESS WHILE MY HUSBAND WAS DEPLOYED AND HAS EVEN ANSWERED QUESTIONS FOR US AFTER OUR MOVE. HE IS AMAZING AND WILL NEVER IGNORE YOUR TEXT OR CALL. HE HELPED MAKE AN EXPERIENCE THAT COULD HAVE BEEN STRESSFUL, AS STRESS FREE AS POSSIBLE. I HIGHLY RECOMMEND HIM!

- LURA JEPSON





Congratulations!

JEROME HANSON, ABR, MRP, SRS

Ph: 719-967-3015

5825 Delmonico Dr, Colorado

Springs, CO 80919

jeromeinrealestate@gmail.com

realtybyhanson.com

