

LET ME GUIDE YOU THROUGH YOUR HOME SALE




INGRID WILLIAMS
REAL ESTATE TEAM @ RE/MAXPRECISION

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"The soul should always stand ajar, ready to welcome the ecstatic experience."

– Emily Dickinson

Welcome

I believe in treating everyone fairly and making sure you are seen, heard, and know that you are my top priority! I know how important this next move in your life is and that is why you and I will set expectations from the jump. I want you to know that your best interests are protected and advocated for every step of the way.

Communication, honesty and transparency are core values in our business. We believe that integrating these traits while strategizing our plan for listing, negotiating and navigating the sale of your home are a bit of what sets us apart from other agents. We pride ourselves in setting realistic expectations, providing clarity and understanding for our clients even after the closing table.

We are thrilled and consider it a privilege to be working with you!

xo, Nikki



Our Mission

We strongly believe in empowering our clients and improving the quality of life through homeownership.

We set expectation from the beginning to ensure our clients are informed in their decisions!





WHY IS IT CRUCIAL TO PRICE YOUR HOME RIGHT?

Setting an unrealistic price for a property is one of the most common mistakes made by the seller. Emotional attachments often result in the overpricing of their home.

A property that is priced too high will only deter buyers, sit on the market, and waste your time. On the other hand, if your property is underpriced, it will be swamped with prospects and get tons of offers. You will get much attention but lose thousands of dollars on one of your most significant investments!

By pricing your property right, you can attract the maximum number of *qualified* buyers who can afford to pay what's your home is worth.



"Home is where you feel at home
and are treated well."

— Dalai Lama

STAGING TIPS TO SELL YOUR HOME

- Clean every nook and corner of the house. Move furniture and clean behind and underneath those areas as best as you can.
- Pack up most family photos, any clothes that are out season, and religious items, to help ALL buyers connect with the property.
- Declutter to make the property look spacious.
- Patch and repair any holes, scratches, chipped paint, or minor nicks.
- Use neutral colors to paint your walls.
- Brighten up the rooms by turning on all the lights and opening the blinds on the windows for listing photos.
- Rearrange your furniture to make ample space for roaming around.
- Make your porch welcoming by throwing a nice rug or flower pots.

SIMPLE TIPS TO BOOSTING YOUR CURB APPEAL

- Put out a minimal amount of planters, flowers, and outdoor art.
- Trim the shrubs and mow the lawn
- Weather permitting, hire an exterior house washer to get rid of grime, mold, and algae
- Add some color to the front door with a wreath
- Make sure the walkway is repaired and clean
- If you have the budget, paint the house
- Install a modern light fixture in the front porch
- Replace the old fence with a new one
- Add porch seating
- Clean the roof and gutters
- Repair the driveway by filling cracks, pulling weeds, and power washing
- Remove all unsightly items
- Place a new doormat



HOME CLEANING TIPS

- Get rid of all paint stains and scuff marks on the walls
- Clean the stovetop, oven, and all other appliances
- Dust the light fittings
- Give the sinks a nice wash
- Clean the windows inside and out
- Make sure the cupboards are clean
- Scrub the tiles and steam clean the carpets
- Focus the most on the kitchen and bathroom
- Empty the trash cans

What to Renovate & Repair

- Your kitchen countertops
- A leaky faucet or running toilet
- The lighting and paint in your home
- Hardwood floors



RY HAY
No. 1
MENTED CANDLE
p. 69,5 Kn. 69
MIUM QUALITY WAX
ORIGINAL BATCH
50 Lbs. Net



PHOTOSHOOT PREP

Checklist

GENERAL TIPS

Turn on all the lights, but keep ceiling fans off before your photographer arrives. All TVs and computer screens should be off. Remove personal photographs and names from walls. Consider anything that is visible will show up in photos online!

KITCHEN

Clear off the fridge surface - all magnets, photos, and invitations should be stored away. Clean off all countertops (including that air fryer, or toaster!) as much as possible. We want the space to look large, and items on the counter or stove can take away from that. Utilize spaces like closets as storage to hide things away for photos before your photographer arrives. Hide garbage cans, and smaller rugs as well.

LIVING ROOM

Remove toys and any items that are not furniture from the floor. Have a surplus of blankets or pillows? Tuck those away as well! Clean off coffee table of any coasters, magazines, or candles.

BEDROOMS

Make the bed and tuck pillows under the covers, unless they are decorative. Laundry baskets can be hidden in closets, and personal heating or cooling devices should be hidden away! (ex: fans. these can give the impression that the home needs alternative heating or cooling)

BATHROOMS

Clear countertops of products, soap, tissue boxes, etc. Toilet seats should be down and closed. Shower curtain should be closed unless inside of shower needs to be showcased. Please remove bathroom rugs, and any towels hanging from hooks.

PETS

Hide away pet beds, toys, leashes, and other products. Ensure pet bowls and pet mats are hidden away, and any movable cat trees can be placed in garage. (We love our furry friends, we'll be quick!)

The Sale Process



MARKET YOUR HOME LIKE A PRO

" In the overly competitive real estate world, the only thing that can help you stand out is strong marketing skills. Real estate agents know how to make a property look attractive both online and offline to attract maximum buyers. You can expect your real estate agent to utilize the following techniques to market your home."

TAKING SPECTACULAR PICTURES

Real estate agents tend to have some fantastic photographers on their list for taking high-quality photos of your property for listings.

SPREAD THE WORD ABOUT YOUR LISTING

Your home listing will appear on all popular online platforms and many of your agents social networks. A realtor's vast connection with other agents and their qualified buyers is a huge key to marketing your home.

DEVICE SOCIAL MEDIA STRATEGIES

Make sure you have an active presence on all social networking platforms. Real estate agents are well-versed in creating attractive social media campaigns to generate buzz and attract buyers to your home.

PUT OUT A SIGN

Your REALTOR will place well-designed sign visible from afar to attract potential drive-by buyers. It's free advertising!



IT'S POURING OFFERS

Out of the offers, how do you know which one is the best? Should you accept the most tempting offer or wait for an even better one?

Your real estate agent will be the most significant help during this time. They'll ensure you understand the merits and faults of an offer and make a well-informed decision.

1 BUYER'S FINANCIAL POSITION

If a buyer has to wait before moving into your property, you can expect delays in the sale of your home. On the other hand, a cash buyer will transfer the deal quickly. Buyers with pending mortgage approval can also cause delays.

When you have multiple buyers offering similar amounts, this information will be crucial.

2 DETERMINE YOUR OWN POSITION

Most importantly, know your financial position. Do you have to be quick to secure a new property? If yes, cash buyers or buyers with an approved mortgage will be your best bet.

If you don't have any time constraints, you may be able to wait for a higher offer.

3 BUYER'S MOVE DATE

Always find out how quickly the buyer is willing to move into your property. Based on your schedule, see how flexible they can be with their move date.



4 MAKING A COUNTER OFFER

With your agent's help, you can make a counteroffer to the buyer and negotiate for a higher price or more agreeable terms.

In some cases, the final agreement is signed after a series of counteroffers.

5 ACCEPTING AN OFFER

An accepted offer becomes legally binding only after the purchase agreement and any supporting documents are signed and initialed by both you and the buyer.



YOU'RE UNDER CONTRACT, NOW WHAT?

You may think your work is done once you've accepted an offer and are under contract to sell. However, there are a few more steps you need to take before your selling journey ends.



THE ESCROW PERIOD

This period is when you and the buyer will complete the transaction. During this period the following things will happen:

-Earnest Deposit is made- this is a good faith deposit made by the buyers and held in trust by either broker. This is credited back to the buyers at closing.

-Home Inspection is done by the buyers and if there are any requests to repair items, we may negotiate again.

-Pest/Termite Inspection is completed

-Appraisal is ordered and completed. If for some reason the house appraises under the purchase price, the buyer(s) may ask to renegotiate the price.

-Final Walkthrough is completed. The buyers have a final walkthrough, usually 3 or less days before closing, to make sure the house still looks the same as when they offered on it and make sure repairs have been completed.

-Sign deed packet

-**Buyer's Closing!** Buyers will sign their mortgage documents and receive the keys.
The home is officially SOLD!

FREQUENTLY ASKED QUESTIONS ABOUT SHOWINGS

HOW LONG DOES IT LAST?

Showings typically last up to one hour. Buyers and their agents can come at any time during the allotted time slot. Your real estate agent may give specific directions to the buyer's agent regarding the keys and lighting of the house, and locking of the doors.

WHAT HAPPENS AFTER A SHOWING?

Your real estate agent will follow up with all the agents who came in for a showing. They will gather feedback on the pricing and neighborhood if the buyers don't decide to make an offer. They'll also answer any questions that interested buyers may have and convey your expectations around offers.

WHEN DO BUYERS COME IN?

Your real estate agent will discuss a showings plan with you to determine the best time that doesn't disrupt your life or compromise on the effectiveness of the showings

While most showings happen from 9 am to 9 pm every day, you can set blocks of time for no showings when you're busy. The best way to go about showings is by asking for a one or two-hour notice before a showing.

WHO TAKES CARE OF THE SHOWINGS?

Most buyers are represented by real estate agents. Your agent will coordinate with the buyer's agent for booking a showing. Buyers without agents will directly get in touch with your agent. Rest assured that you'll be notified of each showing,

SHOULD YOU BE PRESENT DURING SHOWINGS?

No. Most buyers get uncomfortable when sellers are around. Besides, they want to picture themselves living in the property with their family, so there's no space for you. For this very reason, you should also keep your pets out of the house. If pets must stay, it's important to let the agent know so it can be instructed to be mindful of animals.



DO SOME PREP WORK

The last step before your selling journey ends is to do some prep work. Before moving on, make sure to tick off the checklist below.

SECURE IMPORTANT DOCUMENTS

Before anything, you must retain the purchase contract, closing statement, and all seller disclosures. Your agent will likely hand all these documents over to you. Make sure you keep them safe in one location.

EXTRA KEYS

Don't forget to leave the house keys, remotes, and other keys for the new owner.

WARRANTIES

Gather all these manuals, home security system information, home appliance/HVAC warranties, and essential receipts from contractors and keep them safe for the new owner.

EXTRA HARDWARE

As a kind gesture, leave a box of extra hardware. It can contain doorknobs, kitchen knobs, light fixtures, screws, and closet racks. It won't be of any use to you in your new home, so you might as well leave it behind. The new buyers will be able to use it to take care of any repairs or damages.

LEAVE MIRRORS, LIGHTS, FIXTURES, AND OTHER FEATURES BEHIND

Unless you mentioned taking these items in the contract, you must leave them behind for the new owner. Think window hardware, curtains, blinds, and shutters, as well as kitchen hardware, bathroom mirrors, light fixtures, shelves, and door hardware.

CLEAN THE PROPERTY

Make sure a proper cleaning of the house is done before the new owner moves in. Ensure all the cabinets, refrigerators, and appliances are cleaned out. If you don't have the time to do it yourself, you can hire a professional cleaning company to take care of the task for you.

LEAVE A LIST OF VENDORS AND SERVICE EXPERTS

Leaving vendors and service professionals' details is always a thoughtful thing to do. This list can include pest control services, yard and pool maintenance experts, and home security information. You can also make a list of reliable electricians, plumbers, and other professionals who have worked for you.

Now that you know the ins and outs of the property selling process, do you think you're ready to sell your home for top dollar?

We bet you are!



THANK YOU

FROM
Nikki Worthington

If only I could find the words to express to you what it means to me that you have chosen me to help you navigate the process of buying or selling your home and buying again, I am sure it would fill up more than this page. For now, I will simply say, "*Thank you!*"

Selling to right size your home is an exciting change and I cannot wait to help you transition into this next new chapter in life!

LETS GET STARTED!
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