

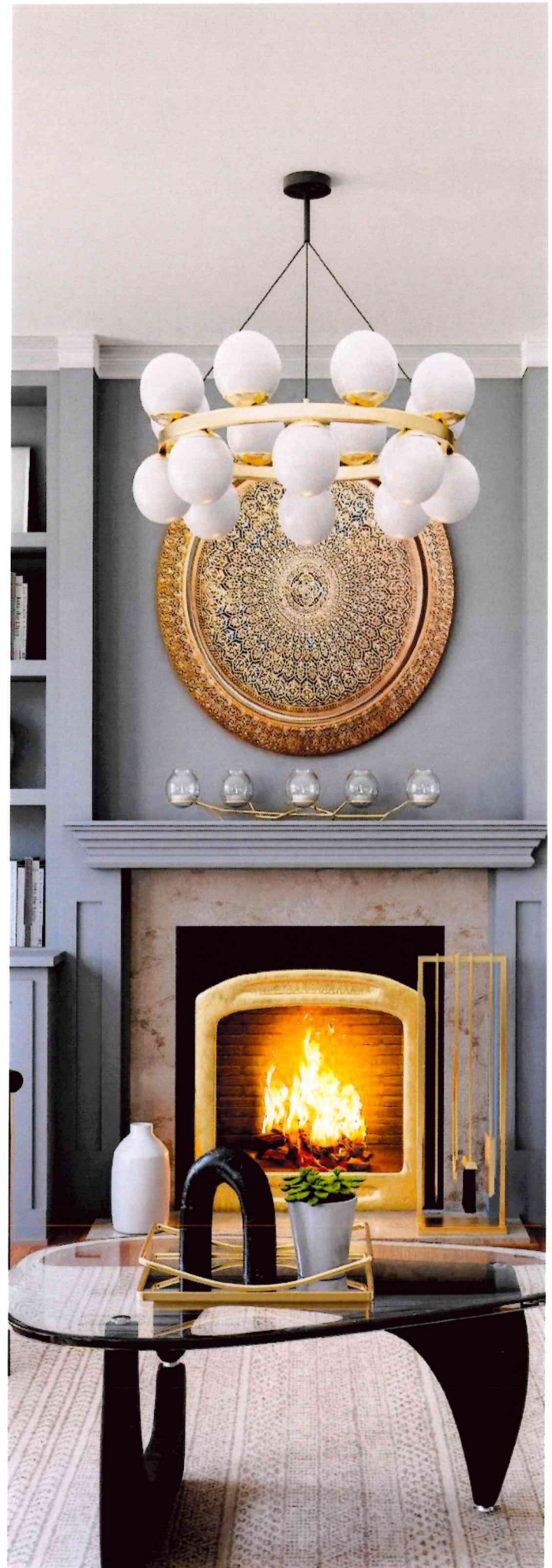
# *Seller's* Guide



Breaking Down The  
Home Selling Process

One step at a time.

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE  
GROUP

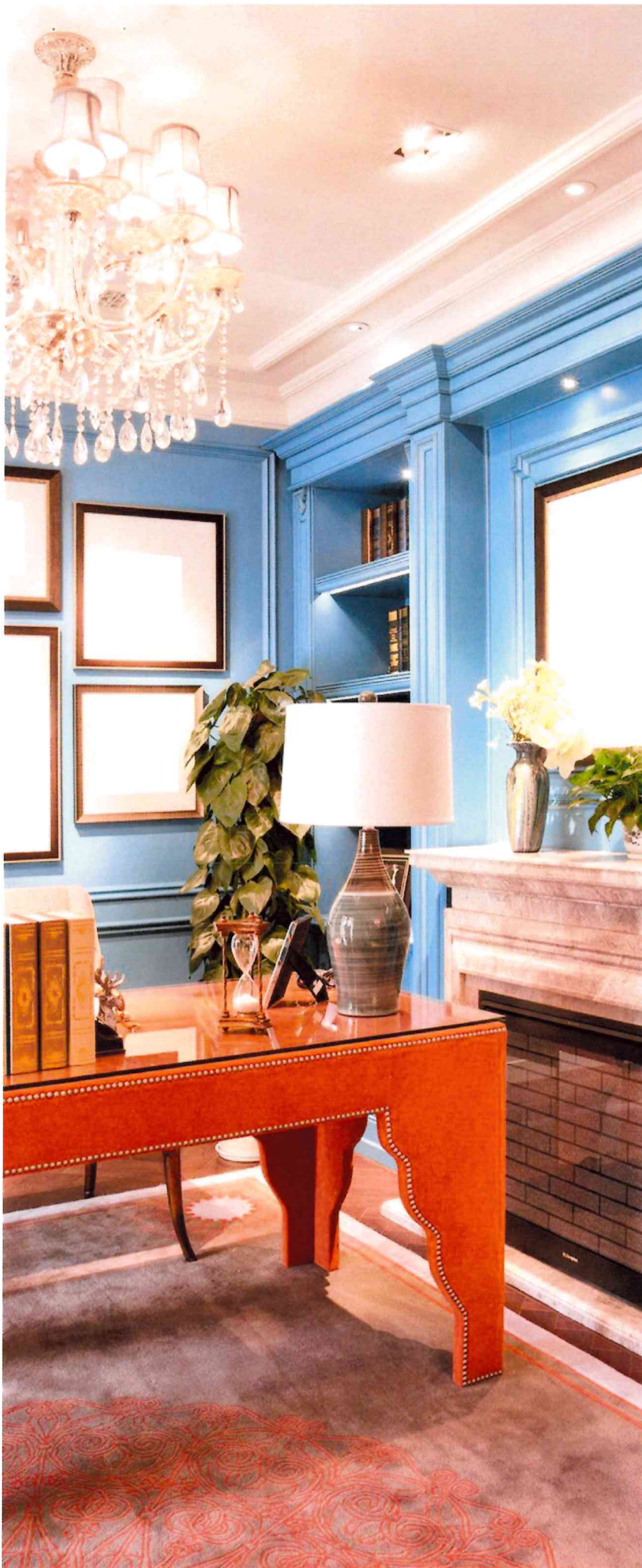


welcome to *our world*



Experience the difference.





## *Sell With Confidence*

Deciding to sell your home is a big decision. After all, a home is where your heart is, it's where memories are made. Saying goodbye is never easy but when it's time to move, Christie's experts are here to promote and sell your home to the next owner who will enjoy it as much as you do.

As your trusted advisor, I will guide you through the home selling process one step at a time, offering my professional experience during our journey and at the same time delivering an unforgettable customer experience to you.

## *Experience Matters*

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### **Elaine Eadon**

Broker Associate

Cell: 732.778.4400 | Office: 732.800.5050

[eeadon@christiesrealestategroup.com](mailto:eeadon@christiesrealestategroup.com)

[ElaineEadon.com](http://ElaineEadon.com)



# Home *Selling* Steps

*This is meant to be illustrative in nature and all steps are not necessarily required in the chart below.*

1

## **Evaluate Your Needs**

We will discuss the process of selling, determine your needs, and design a game plan.

2

## **Pricing Strategy**

We will review your current competition and similar properties that have sold in your market area and collaborate together on a sale price that will produce you the best result.

3

## **Sign Documents**

Our listing agreement can be sent to you in an electronic format after we have agreed on the terms. You will be requested to fill out a seller's disclosure. This will take you approximately 20 minutes.



## **Develop A Marketing Plan**

We will custom design a marketing plan that will include print and digital advertising along with an open house schedule and game plan.

4

## **Staging For Photography**

I will assist you in staging your property in a way that best showcases your home.

5

## **Schedule Professional Photographer**

It's time for your photo shoot. This process will take about 20 minutes to 1 hour depending on the size of your home.

6



7

## **Install Sign and Obtain Key**

8

## **Showing Buyers**

Our plan includes introducing your home to potential buyers as well as the brokers and agents who represent them. This is achieved by implementing our marketing plan.

9

## **Weekly Updates**

I will update you weekly on any feedback I receive and discuss the market reaction to your home.

# Home *Selling* Steps

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## Schedule A Public Open House

Some people say open houses don't work. That is simply not true. They may not secure a buyer every time, but they have proven to secure some very solid offers.

11

## Schedule A Broker Preview

It is important to allow agents the opportunity to get a first look so they encourage their current buyers to view the home.

12

## Order Print Marketing

- Just Listed Postcards
- Property Brochures
- Open House Flyers
- Office Window Display



## Strategy Assessment For Re-positioning

Considering the feedback we get in the first few weeks, together we will discuss any necessary changes to our marketing plan.

13

## Receive An Offer

Negotiate offer and qualify buyer > Accept offer > Start attorney review > Conclude attorney review

14

## Inspections And Appraisal

Schedule and attend inspection > Review inspection report > Schedule and attend appraisal

15



16

## Apply For CO

Visit your local municipal office to apply for CO (Certificate of Occupancy) and to confirm any previous open permits have been closed.

17

## Attend The Closing

- Follow up with buyer
- Finalize documents
- Attend closing

18

**Congratulations! Your home is sold.**





# Price it *Right*

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## **What Is Your Home Worth?**

A correctly priced home is key to selling your home quickly. It's important to take the emotion out of pricing your home. Base your decision on the data and the facts. How does your property compare to the competition?

- Condition
- Upgrades
- Location

What are the current market conditions in your area?

Determine whether it is a buyer's market or a seller's market.

## **Get A Comparative Market Analysis**

I'll provide you with a CMA which is a compilation of recently sold homes in your area. It takes into consideration home details, features, days on the market, and final sale price.

## **Learn From Sellers' Mistakes**

I'll also take a look at expired listings in the area to gain insight on where to price your home, comparing the original listing price, any price changes, and the final listing prices before the seller took their home off the market. This will allow us to see if there are any big differences and determine why it didn't sell and what we can do differently.

## **By Failing To Prepare, You Are Preparing To Fail**

Consider getting a pre-listing inspection to uncover any potential issues with your home. By fixing most, or all of the repair items, this could make a huge difference in creating a smoother transaction. It often ends up to be less expensive than waiting for the buyer's inspection to uncover needed repairs.

# Set the Stage

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## Highlight your home and its best features.

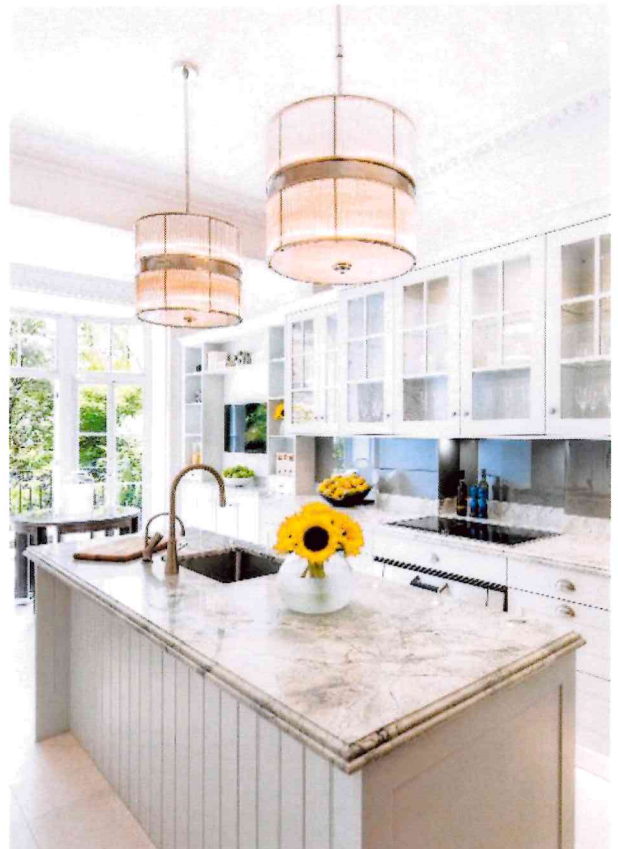
Making small improvements and tackling any issues uncovered during your pre-listing inspection can make all the difference in showcasing your home. You want to make the ultimate first impression with every buyer that visits your home.

As a real estate professional, I can help make suggestions that will prepare your home for sale, such as a fresh coat of paint, updating the carpet, or repositioning furniture to enhance the best features and minimize attention to any less appealing elements. I do this by observing buyer behaviors based on our experiences with them. I can formulate custom ideas to make your home compelling to more buyers. My knowledge will assist you in generating top dollar for your home. Isn't that what matters in the end?

## Tips *and* Tricks

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- Clean out the clutter and get rid of all the things you don't use or need on a daily basis.
- Clean and then clean again. Invest in a professional carpet cleaner and hire a service to help clean all the neglected areas such as baseboards and windows.
- Consider staging your home. Rearrange rooms so they have a useful distinct purpose.
- Enhance curb appeal by doing landscaping and tidying up your yard.





# Expert Marketing

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## Networking & Connections

Key relationships matter. Being involved in the community and building key relationships with other real estate agents and brokers keeps me connected.

## Professional Photography

Bright, high-quality, professional images are the key to grabbing buyer interest and making your property stand out from the others in the same price range. I partner with the best real estate photographers who strategically take photos of the best angles in your home and then professionally edit the images to remove shadows and unwanted electrical cords.

## Tradition Plus Cutting Edge

In addition to using the basic methods of marketing, such as mailers, brochures, print ads, open houses, and listing your home on the MLS (Multiple Listing Service), I take it even further by developing a custom marketing strategy that utilizes the latest technology and advertising trends.

To achieve maximum exposure, your home will be listed on our global Christie's website which is then populated to over 700 different websites.





# *Deal or No Deal*

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I can help you negotiate the best deal.

There is a lot to consider when you receive an offer. Should you accept, counter, or reject it? Should you offer a home warranty? Each situation is unique, but an experienced agent can guide you through the process and help you make informed decisions leading you to a successful sale.

**You can always count on me to:**

- Present all offers in a timely manner
- Put your interests above all others—including myself
- Communicate effectively and promptly
- Negotiate the best possible terms and price, always keeping your specific needs in mind

# *The Home Stretch*

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Know what to expect before closing.

The closing process can be pretty tedious and the date agreed upon for closing sets the framework for all of the final details. A typical time frame is 45–60 days if your buyer is applying for financing.

If the buyer is presenting a cash offer, it is possible to close sooner. The actual closing date is not necessarily a firm date but rather a target date. As we get closer to closing time, the attorneys will finalize the date. Keep this in consideration when scheduling your moving company.

During this time, the buyer will conduct a home inspection. Once complete, the report can take several days to be delivered. Once we receive the report and the buyer's requests, we will decide what items you are willing to repair. You will communicate with your attorney and negotiate those details before you actually make any repairs. We will also meet the appraiser to assist the buyer with their financing. Be sure to get pricing and availability from moving companies. We can assist you with recommendations and suggestions along the way.

I will be in constant communication to keep you informed during the process.

## Almost Sold

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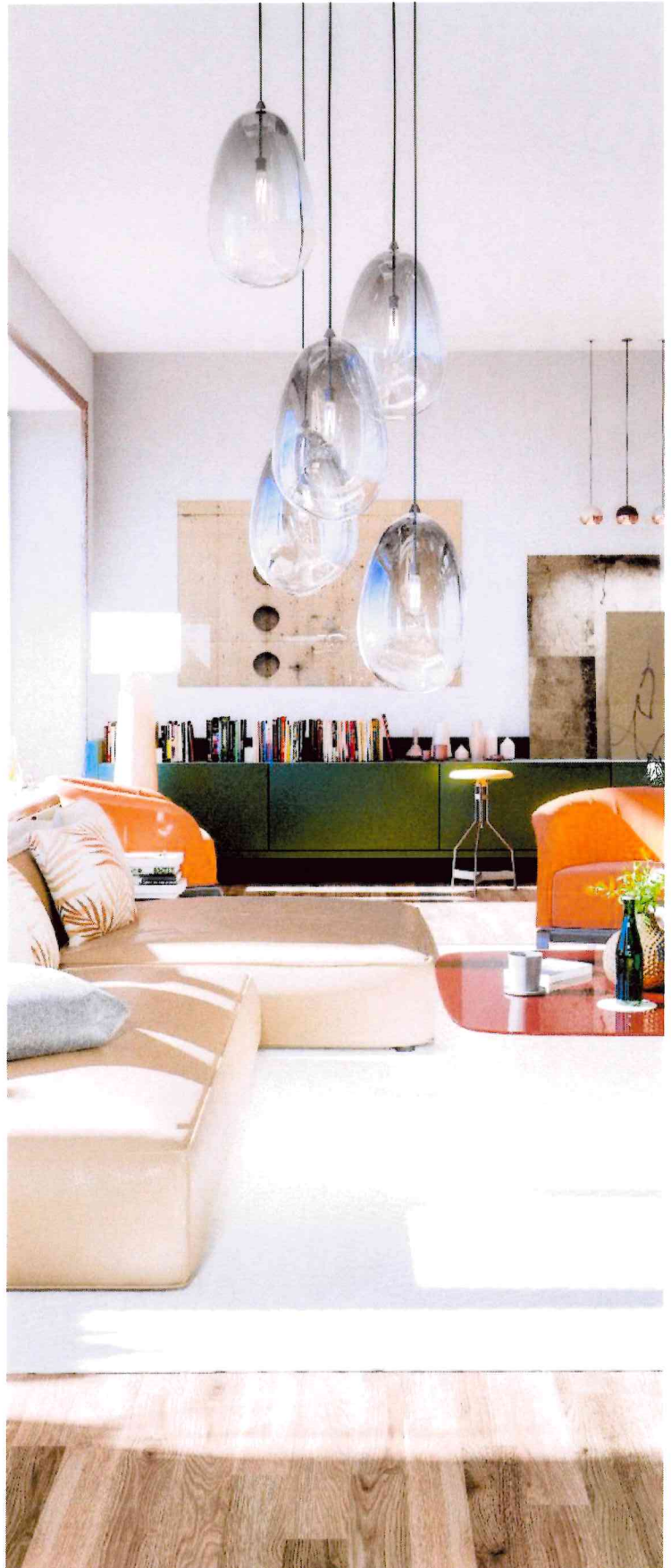
Ready to sell your home?

You need a partner who knows how to get buyers in your door and how to make them stay. You deserve the Christie's experience!

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## To Do List

- Change of address
- Cancel utilities of current residence
- Arrange for movers
- Deliver original CO to your attorney along with all keys and garage door openers





# Seller's *Anticipated* Closing Costs

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## Legal and Brokerage Fee

## Mortgage/Adjustments

- Mortgage/Other liens
- Mortgage cancellation fee
- Adjustments for items unpaid by seller
  - city/town taxes
  - water/sewer
  - association fees
  - assessments
  - Home Owner's Association fee
    - if applicable

## Miscellaneous costs

- Real estate transfer tax
  - approximately 1% of purchase price
- Certificate of Occupancy- Fire inspection
  - check with your local municipality
- Oil tank removal
  - if applicable
- Septic tank - repair/replacement
  - if applicable
- NJ Non-resident income tax
  - also referred to as "exit tax"
  - approximately 2% of the sale price
  - consult your accountant for details
- Moving company cost
  - if applicable

# New York Offices

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## New York City

1 Rockefeller Plaza, Suite 2402  
New York, New York 10020  
T +1 212 590 2473

## Chappaqua

6 South Greely Avenue  
Chappaqua, New York 10514  
T +1 914 266 9200

## East Hampton

26 Park Place  
East Hampton, New York 11937  
T +1 631 771 7004

## New City

340 South Main Street  
New City, New York 10956  
T +1 845 205 3521

## Nyack

2-4 Franklin Street  
Nyack, New York 10960  
T +1 845 512 5112

## Scarsdale

72 Garth Road  
Scarsdale, New York 10583  
T +1 914 200 3931

## White Plains

1133 Westchester Avenue, N-228  
White Plains, New York 10605  
T +1 914 200 1515



# New Jersey Offices

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## Allendale

86 West Allendale Avenue  
Allendale, New Jersey 07401  
T +1 201 904 7400

## Fair Haven | Rumson

756 River Road  
Fair Haven, New Jersey 07704  
T +1 732 800 5050

## Ho-Ho-Kus | Ridgewood East

19 Sheridan Avenue  
Ho-Ho-Kus, New Jersey 07423  
T +1 201 447 6100

## Madison

25 Green Village Road  
Madison, New Jersey 07940  
T +1 973 520 6464

## Paramus

688 Paramus Road  
Paramus, New Jersey 07652  
T +1 201 975 4141

## Ridgewood

40 West Ridgewood Avenue  
Ridgewood, New Jersey 07450  
T +1 201 962 9552

## Tenafly

20 West Clinton Avenue  
Tenafly, New Jersey 07670  
T +1 201 731 6101

## Alpine | Closter

237 Closter Dock Road  
Closter, New Jersey 07624  
T +1 201 899 7100

## Franklin Lakes | Wyckoff

837 Franklin Lake Road  
Franklin Lakes, New Jersey 07417  
T +1 201 904 2085

## Holmdel

59 Main Street  
Holmdel, New Jersey 07733  
T +1 732 444 7575

## Mahwah | Saddle River

1009 MacArthur Boulevard  
Mahwah, New Jersey 07430  
T +1 201 962 9555

## Pompton Plains

724 Newark-Pompton Turnpike  
Pompton Plains, New Jersey 07444  
T +1 973 907 5129

## Summit

47 Maple Street  
Summit, New Jersey 07901  
T +1 908 516 4790

## Westwood

313 Broadway  
Westwood, New Jersey 07675  
T +1 201 476 0777

## Edgewater

4 Pembroke Place, 2nd Floor  
Edgewater, New Jersey 07020  
T +1 201 547 1500

## Hoboken

80 Hudson Street  
Hoboken, New Jersey 07030  
T +1 201 962 9551

## Jersey City

93 Montgomery Street  
Jersey City, New Jersey 07302  
T +1 201 479 3300

## Montclair

325 Claremont Avenue, Suite 6  
Montclair, New Jersey 07042  
T +1 973 509 4649

## Ringwood

55 Skyline Drive  
Ringwood, New Jersey 07456  
T +1 973 556 4111

## Spring Lake

508 Warren Avenue  
Spring Lake, New Jersey 07762  
T +1 732 456 7373