

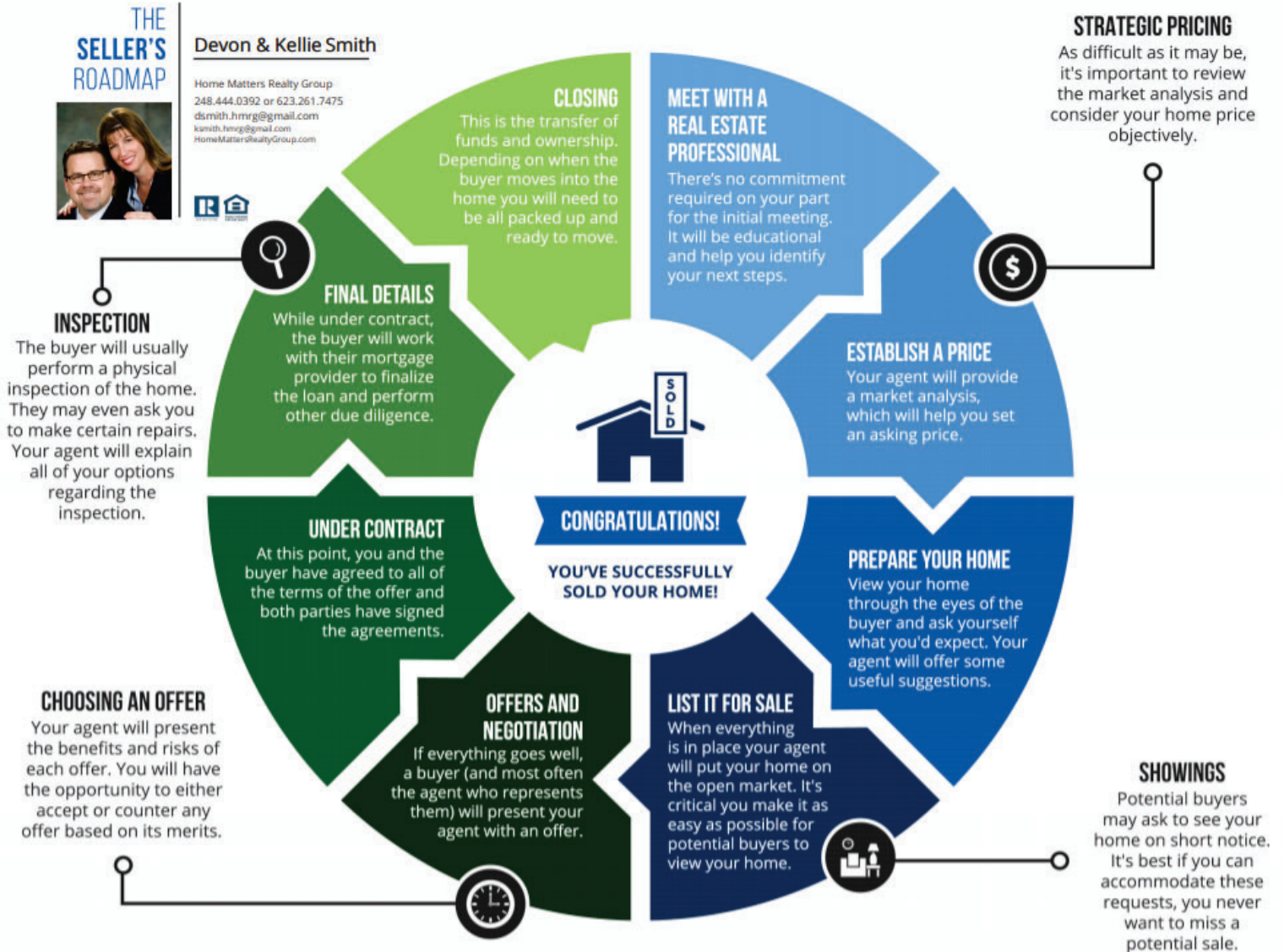
The Sellers Roadmap

THE SELLER'S ROADMAP



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Ready, Set, Stage! Use this handy checklist to prepare your home for potential buyers.

1. Plan Ahead

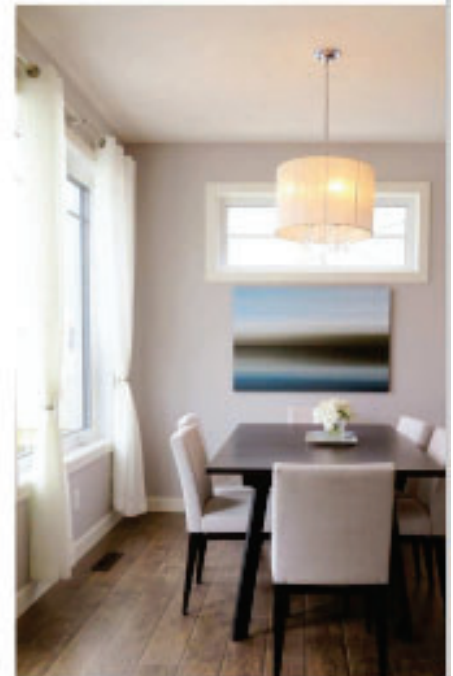
- Walk through each room and critique the home from a buyer's perspective.
- Consider getting a professional home inspection to see if any repairs are needed.
- Hire a contractor to handle any major projects.
- Hold a yard sale. Sell, donate or trash anything you don't need.

2. Clean, Declutter and Depersonalize

- Thoroughly clean the entire home.
- Scrub tile in kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of dust bunnies.
- Repair cracks and holes in walls.
- Paint interior walls with neutral colors, like beige, cream or light pastels.
Tip: pale blues and greens are good for bathrooms.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Declutter garage and store unnecessary items off site.
- Secure valuable items, including cash and jewelry.

3. Show Off Your Home's Best Features

- Remove rugs to show off hardwood floors.
- Pull back drapes to showcase nice views.
- Stage the front porch or deck with furniture and potted plants.
- Make sure fireplaces are in working condition.
- Clean backyard and pool area.



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4. Pay Attention to Kitchens and Bathrooms

- Mop and wax/polish the floors.
- Clear all countertops.
- Replace outdated hardware.
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.

5. Appeal to the Senses

- Bake cookies or burn scented candles.
- Offer light refreshments.
- Install higher wattage incandescent light bulbs to brighten rooms.
- Turn on all the lights.
- Open windows to let in fresh air.
- Open curtains or blinds to let in natural light and show off views.
- Turn off TVs.
- Relocate pets on the day of the open house.
- Refrain from smoking in the home.

6. Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash siding and windows.
- Inspect the roof and make repairs as needed.
- Repair cracks in driveway and sidewalks.
- Sweep entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.
- Plant colorful flowers and shrubs.
- Store toys or equipment lying on the yard.
- Clean gutters and downspouts.



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PREPARING FOR CLOSING

You will be finalizing your loan, reviewing documents, and discussing the findings from the inspection. Your agent will be managing this entire process for you.



FINAL DETAILS

Perform due diligence, order the appraisal, conduct an inspection, and review terms with the lender.

IN ESCROW

You and the Seller have agreed to the price and terms. The home is effectively held for you until closing.

THE CONTRACT

In most cases the contract provides you with a timeline to obtain financing, as well as time to inspect the physical condition of the home.

Your real estate professional will inform you of all your rights and responsibilities related to the contract.



NEGOTIATION AND CONTRACT

It may take a few tries to get it just right, but hang in there. You're on your way!

MAKE AN OFFER

Your agent will prepare the offer based on the price and terms you choose.

CONGRATULATIONS!

YOU ARE A NEW HOME OWNER!



MEET WITH A REAL ESTATE PROFESSIONAL

Discuss the type of home you're looking for, including style, price, and location.



THE BUYER'S ADVANTAGE

As the home buyer, your agent's commission is paid by the seller of the home in almost all circumstances. This means your representation costs you nothing!

GET PRE-APPROVED

You will need pay stubs, W2s, and bank statements. Knowing what you can afford is critical to a successful home shopping experience.

SEARCH FOR HOMES

The fun part! Your agent will schedule showings and help you find the perfect home.



ADVANCED SEARCH

Not all real estate websites are the same. Your real estate professional has tools and systems to ensure you see every available home that meets your criteria.

If you are already working with a real estate professional, please disregard this solicitation.

The Buyers Roadmap

1. **Meet with a real estate professional:** Discuss the type of home you're looking for, including style, price, and location.
2. **The Buyer's Advantage:** As the home buyer, our commission is paid by the seller of the home in almost all circumstances. This means your representation costs you next to nothing!
3. **Get Pre-Approved:** You will need pay stubs, W2s, and bank statements. Knowing what you can afford is critical to a successful home shopping experience.
4. **Search for Homes:** The fun part! We will schedule showings and help you find the perfect home.
5. **Advanced Search:** Not all real estate websites are the same. We have the tools and systems to ensure you see every available home that meets your criteria.
6. **Make an Offer:** We will work with you to prepare an attractive offer based on the price and terms you choose.
7. **Negotiation and Contract:** We have lots of experience and can craft an attractive offer. Our goal is to get you into the home you want at the best terms for you as possible.
8. **The Contract:** In most cases the contract provides you with a timeline to obtain financing as well as time to inspect the physical condition of the home. We will inform you of all your rights and responsibilities related to the contract and advise you every step of the way.
9. **Under Contract or In Escrow:** You and the seller have agreed to the price and terms. The home is effectively held for you until closing.
10. **Final Details:** Perform due diligence, order the appraisal, conduct an inspection and discuss the inspection report to identify any issues or concerns.
11. **Preparing for Closing:** You will be finalizing your loan and reviewing documents.
12. **Closing:** This is the transfer of funds and ownership. A title company or an attorney typically acts as an independent third party to facilitate the closing.
13. **Congratulations**—Now all you have to do is move in!

More of What We Do for You as Your Dedicated Buyer's Agents

Property Search

We will discuss and understand your particular criteria for a home and neighborhood, then search for properties that fit those specifications. We will set appointments for showings and monitor the market as new listings become available.

Market Data

Market value is determined by many factors, including the availability of similar properties at competitive prices, location, condition, and most of all the price that a knowledgeable buyer is willing to pay. We will provide market data to help you establish an offering price.

Purchase Offer

There may be other considerations besides price that are equally important in structuring a purchase offer. The terms and conditions of the offer, amount of deposit and possession date are likely to be factors when an offer is made. We will offer suggestions and ideas that will help in preparation of a purchase offer.

Negotiating

When a purchase offer is made, the sellers may be concerned with certain aspects including the ability of the purchasers to fulfill their agreement, the terms and conditions of the offer, the breakdown of closing costs between buyer and seller and even the motivations and lifestyle of the prospective new owners! We will help structure a negotiating strategy that will create the desired result, a new home.

Handling Details

A lot has to happen between signing the purchase offer and moving into a new house. We will attend to the details and keep you informed with each step of the way. Sellers list their homes with real estate agents to ensure professional representation throughout the home selling process. As a buyer, you deserve the same kind of service!

Above are just some of the things we will do for you, most importantly we will listen to you and ask questions to understand your goals then work together to accomplish these goals in a time frame that works for you.