

# SELLER'S *Guide*



# PREPARE *Your Listing*

Make your property stand out from rest by following these guidelines to enhance your listing and earn maximum dollar for your home!



## *Exterior*

A first impression goes a long way. Buyers first see the exterior of your home. Enhance curb appeal by trimming bushes and trees, weeding gardens, freshly manicuring the lawn, and removing lawn toys and equipment. Spruce up your home by power washing the exterior, replacing missing or damaged shingles and roof tiles, straightening gutters, and freshly caulking windows and doors. Draw in buyers by greeting them with an exterior that wows!

## *Foyer*

Welcome inside! The foyer greets buyers and gives them their first sense of your home. Fill the foyer with light to make guests feel welcome. Turn on the lights for evening showings and open curtains and blinds for added natural sunlight during daytime tours. Clean carpets of all stains and dust all woodwork. Repaint dark or brightly colored walls with a lighter, neutral hue to make the room appear larger and more aesthetically pleasing. Throw a batch of cookies in the oven or light a festive candle to help potential buyers feel right at home, right from the start.







## Living Room

The living room serves as a place for friends and family to gather and make memories. Strive to make this space welcoming and cozy by reducing clutter, situating furniture in an inviting arrangement, and opening curtains and blinds to flood the room with natural sunlight.

## Kitchen

The kitchen: The heart of the home and where buyers will prepare meals for future parties, holidays, and gatherings. Take extra time to make this room spotless, with a clean oven and stove, countertops free of clutter, and spotless eating spaces that sparkle.



## Master Bedroom

Remove all personalized items, such as family pictures and knick-knacks. Help your buyers picture themselves living in your home by reducing clutter and arranging furniture in a way that defines each space (i.e., sleeping, dressing, sitting areas, etc.). Allow buyers to see the true size and depth of closets by packing and storing non-essential items.



## Bathroom

Help your bathrooms shine by freshly caulking cracked sinks and showers and cleaning all toilets, tubs, sinks, and fixtures. Repair leaky faucets and add an air freshener for a clean, crisp ambiance as buyers tour the bathrooms.



## Garage

Aesthetically enhance your garage by removing and storing the majority of items, organizing essential items in a designated storage area, power washing the concrete floor, and installing bright overhead lighting.

## Basement

Organize stored items, push large objects to the side, change the furnace filter, address areas of moisture, and provide easy access for inspection. Minimizing clutter will allow buyers to view the true size of the space.



## Attic

Double-check that the vent fan works properly; perform repairs if needed. Box up and remove all non-essential items, allowing buyers to view the entire attic.





## REALISTIC Pricing

It's time to determine a fair price to ask for your home. Keep the following in mind when selecting a price for your property.



Pricing a house too high may eliminate potential buyers, as the price point may exceed a buyer's reach. Additionally, an overpriced home may stay on the market longer, creating an illusion that the home has problems. Note that some buyer's agents avoid showing overpriced homes to their clients.



Your REALTOR® can also help you assess the current market to determine the length of time houses have stayed on the market, if houses have recently entered into bidding wars, and how many other homes currently exist on the market. Knowing if the market is hot or cold will play a factor in determining an appropriate list price for your property.



Work with your REALTOR® to scope out the competition and see for what price point comparable homes in the area sold. Think about features that make your home unique to provide an edge up on the competition. Consider these stand-out features when generating a listing price.



Leave your emotions on the sideline. Buyers do not have the same nostalgic and sentimental attachment to your home as you do. Base your property price on the current market and home value, excluding emotions as a factor.

# MARKETING *Process*

## FINDING YOUR BUYER (SOCIAL, STAGING, INDUSTRY EXPOSURE, ETC.)

Most buyers first view homes online, before scheduling appointments for showings. Set yourself up to earn top dollar and a quicker sale by properly staging and marketing your home.

- ➔ Your REALTOR® will help spread the word about your listing by adding it to MLS, blogs, and a variety of social media platforms (i.e., Facebook, Instagram, Pinterest, etc.). In addition to flooding online platforms with your beautiful new listing, your REALTOR® will use flyers, brochures, open houses, door-knocking, yard signs, and real estate caravans to spread the word about the newest house to hit the market.
- ➔ A picture is worth a thousand words! Invest in a professional photographer to capture the true beauty and essence of your home, including drone shots of the property exterior and neighborhood as a whole. Your REALTOR® will create a video tour of the property as well, allowing buyers to view the entire home as if they were standing right in the living room. He or she can also add this video to online platforms to really make your listing stand out among the crowd!





➔ Make your listing “pop” by properly staging your home for pictures.

- ➔ Open all curtains and blinds, allowing natural light to pour in, making spaces appear brighter and larger.
- ➔ Arrange furniture in a welcoming manner to help your buyers feel right at home.
- ➔ Reduce clutter and remove damaged furniture.
- ➔ Clean carpets, bathrooms, and kitchen area.
- ➔ Remove and store personal items, so buyers can picture themselves living in your home without the distraction of personal items.
- ➔ Take non-essential items to storage; and organize items that stay for buyers to view the true size of the closets, garage, attic, and basement.





# OPEN HOUSE *Strategy*

Get ready to wow buyers at your open house! Follow the tips below for a successful and profitable open house.

- ➔ Grab their attention right from the start! Your REALTOR® will help drive buyers to your home by placing event and directional signs at key corners of your neighborhood, with balloons and riders attached to help them easily locate your home. He or she will also distribute flyers, send emails, update (MLS), social media sites, and mobile apps with information about your open house..
- ➔ Make it personal: Let your neighbors know about your exciting upcoming event. Encourage them to invite their friends; empower them to help find their newest neighbors!
- ➔ During the open house, your REALTOR® will distribute a property FAQ sheet to potential buyers. This document will showcase the best features of your home and neighborhood.
- ➔ Evoke emotion: Set the stage so buyers feel at home upon entering your property. Bake cookies or cook a savory treat on the grill to help buyers further envision themselves living in your home.





# OFFER *Process*

*Congratulations!*

You found your dream home and are ready to make an offer. Your REALTOR® will guide you through every step of the offer process to help turn your dreams into a reality.

Soon you will hold the keys to your new home and can step into your exciting future as a homeowner.

1

## **SEND AN OFFER**

Within 72 hours of signing the contract, you will deliver the earnest money to the title company. At this point, the seller's REALTOR® marks the home as "pending" on the market while you complete your due diligence on the property (i.e., home inspections, appraisal, etc.)

2

## **THE ART OF THE DEAL: NEGOTIATING**

Once the seller receives your offer, the negotiation process begins. Your REALTOR® will help you negotiate the best terms and price, and submit counter offers as needed, to ensure you receive the best deal.

3

## **CONTRACT ACCEPTANCE**

Congratulations! You and the seller agree on the terms and price for the property. Both parties sign the contract, at which point it goes to the title company. You now move into escrow. We are getting there!

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**4**

## **EARNEST MONEY**

Work with your REALTOR® to construct a reasonable offer based on amount, loan type, contingencies, and any special requests that you or the seller may have.

**5**

## **INSPECTIONS**

Once the seller receives your offer, the negotiation process begins. Your REALTOR® will help you negotiate the best terms and price, and submit counter offers as needed, to ensure you receive the best deal.

**6**

## **APPRAISAL**

Your lender will order an appraisal for the home, where an appraiser will visit the property to determine the true value of the home.

**7**

## **FINAL WALK-THROUGH**

Just before closing, you will walk through the property one last time to ensure it remains in the same condition as when the contract was signed and to make sure the seller completed all required repairs.

**8**

## **CLOSING DAY**

Congrats, you made it to closing day! Escrow has concluded. Funds and property ownership will transfer on this day. You now have the keys to your new dream home and can step into the newest chapter of your life!



# WHAT TO EXPECT *After Closing*

Exciting news; you just gained a lifelong friend!

After you close on your new home, expect your REALTOR® to stay in touch. He or she may even drop by on move-in day with a special welcome gift and to see if you need anything at that time. Your REALTOR® will reach out periodically to see how things are going and will invite you to exciting upcoming client and community events. He or she will add you to their newsletter mailing list as well, for you to stay up to date on relevant home and market information, such as annual home maintenance reminders.

Consider your REALTOR® a book of knowledge, a resource for all things home-related, ready to answer any questions and provide relevant referrals in the future.

## MEET YOUR REALTOR®



*Irina Vogler Stocker*


**BROKER/OWNER REALTOR®**  
**MRP | ABR® | SRS | RENE | CSSS**

*Let's Connect!*


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