

SELLER'S GUIDE

Taking you from LISTED to SOLD!



FROM LISTED TO SOLD



PRE-LISTING PREPARATION

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRICING YOUR HOME TO SELL

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE

A home that is priced at a fair market value will attract more buyers, and is more likely to get multiple offers and sell faster.



WHAT AN AUTOMATED VALUATION SYSTEM WON'T TELL YOU

Using a free online home value system can be a good jumping off point, but you need to know what it's not telling you.

1. THE STATUS OF THE HOME:

A computer can't tell if the house is in as nice of a neighborhood as its supposed to be, or if it really is a 4 bedroom home or a renovation gone wrong.

2. WHETHER FEATURES ADD OR DEDUCT FROM VALUE:

The computer can come back with a great number, but did it account for possible nearby undesirables? Next to a railroad track? Close to a landfill? Is it near the best school district?

3. HOW LONG AGO THE PROPERTY WAS ASSESSED:

Many computer programs rely on public records, however sometimes records aren't updated for up to three years. Also, states can mandate that an assessed value not increase over specific percentage points even if the market indicates a much higher appreciation.



4. RAPID MARKET SWINGS:

Automated systems use data from recent, nearby sales. If those sales weren't completed at the peak of the market the computer will think that trend is continuing. However, an Agent can tell if the market is beginning to change.

5. WHAT IS ACTUALLY COMPARABLE?:

A computer might compare your property to another that has similar square footage but is a quarter mile away. This can place it in a less desirable neighborhood, school district, faces a main road, or possibly in a flood zone; meaning its not really comparable. There are too many circumstances that computers aren't able to account for to give an accurate comparable price in value.



CMA VS APPRAISAL

CMA

A CMA (Competitive Marketing Analysis) is an Agent Process

A CMA is typically a free process offered by your Listing/Selling Agent to accurately price your home. It evaluates recently sold homes in your area that are similar to yours in size and features. It lists information on available, pending, and expired homes. As well as low, median and high value prices for your home. The data is pulled through the Multiple Listing Service (MLS) which is only available to real estate agents.

APPRAISAL

An Appraisal is a Bank Process

An appraisal happens once a buyer applies for a loan to purchase your home. Once their offer is submitted and the loan is requested the bank will order a licensed appraiser to visit your home and assess its value. The bank wants to insure that it isn't lending too much money for the home. Appraisers must be licensed by the state and is a neutral third party with no interest in the outcome of the sale.

THE PRICE IS RIGHT

HOW WE PRICE YOUR HOME PROPERLY

Pricing Your Home

Mispricing a home can be the most harmful and costly mistake for a seller. Pricing too low will make the home sell quickly, however, you can lose money that is rightfully yours. On the flip side, pricing too high and the home will not sell. The home will continue to cost you money, interest, upkeep, and stress while it sits on the market.

How We Price Properly

Things our agents consider when pricing your home:

- **Competition:**
 - Buyers are educated and likely have a good agent on their side. They will look at multiple homes and learn what a fair price is. If your home is not competitively priced, it will not sell.
- **Time:**
 - Your home will most likely sell at a fair value, but pricing correctly increases the chance of a timely sale and an excellent return on your investment.
- **Buyer Concern:**
 - Overpricing from the get go causes homes to remain on the market. This causes buyers to question why the home is sitting and what is wrong with it. Even if the home is clean and staged beautifully, if it sits for too long it will sell for less.



7 EASY CURB APPEAL TIPS THAT WILL MAKE BUYERS FALL IN LOVE

- 1 FRESH COAT OF PAINT ON THE FRONT DOOR**

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!
- 2 ADD PLANTS / FLOWERS TO THE FRONT PORCH**

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.
- 3 PRESSURE WASH THE DRIVEWAY**

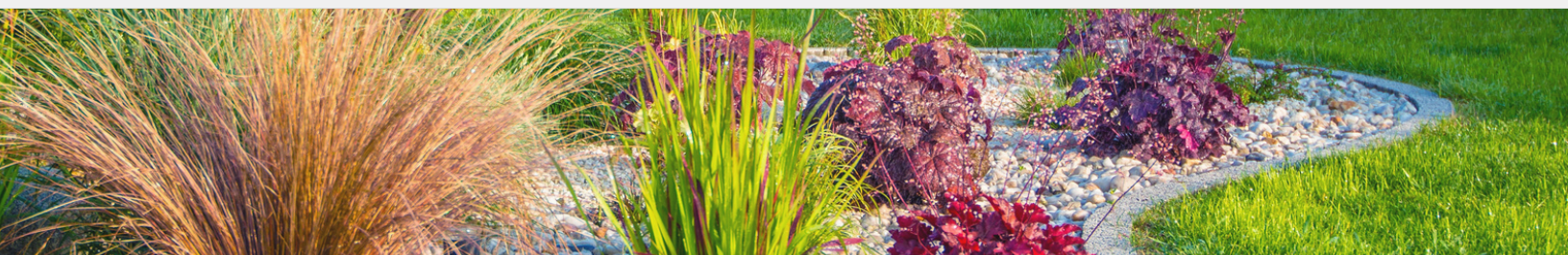
While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.
- 4 UPDATE EXTERIOR LIGHT FIXTURES**

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.
- 5 KEEP THE LAWN & GARDEN TIDY**

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.
- 6 ADD OR REPLACE HOUSE NUMBERS**

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.
- 7 ADD A WELCOME MAT**

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.



PHOTOS & SHOWINGS PREP

In today's market, professional photographs are a requirement for every successful listing. We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.



PHOTOS & SHOWINGS CHECKLIST

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim and doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING & MARKETING

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.



LISTING YOUR HOME



MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



VIRTUAL TOUR & STAGING AS NEEDED

We will professionally stage your home and create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

***staging and virtual tours are upon request

OUR MARKETING STRATEGY

EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter and LinkedIn to get the word out about your listing.

PRINT MARKETING

We create detailed flyers, post cards, and signage that are presented at open houses, sent to potential buyers in your area, and posted throughout your neighborhood.

 trulia

REDFIN

 Instagram

 Zillow®

twitter 

facebook

Pinterest

OFFERS & NEGOTIATIONS

Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home.



FACTORS TO CONSIDER

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer. Knowing your options helps you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up during the escrow and closing process; such as a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales. These terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.



STEPS BEFORE CLOSING

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLEARED TO CLOSE

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.



CLOSING DAY



CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- > Title insurance policy
- > Home warranty
- > Real estate agent commissions
- > Recording fees
- > Property taxes (split with buyer)
- > Remaining balance on mortgage
- > Any unpaid assessments, penalties or claims against your property

ITEMS TO BRING TO CLOSING:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys

