

Your Guide To Selling Your Home

REAL ESTATE GROUP



FATHOM
REALTY

Quick Disclaimer



If you choose to do business with RISE Real Estate Group, expect a different kind of real estate experience.

This “selling guide” isn’t anything you’ve seen before.

You won’t see our unique value propositions, our photoshopped pictures or our lengthy biographies (that’s what websites are for).

Because selling your home **isn’t about us.**

It’s about you.

So sit back and enjoy a different real estate experience.

The Process - 10 Easy Steps



1. Work with us to accurately price your home.
2. Sign listing paperwork and complete a Seller's Disclosure Notice.
3. Prepare your home to sell (stay tuned).
4. Your home is listed in the MLS and posted online.
5. Showings begin!
6. Offer received, negotiated, and executed.
7. Buyer have inspections during their "option period."
8. Complete any negotiated repairs.
9. Cancel utilities.
10. Close!

Prepare Your Home To Sell



- ❑ Mow the yard, clean up flower beds, plant flowers, prune bushes
- ❑ Sweep porch, wipe down front door and any nearby windows
- ❑ Dust (surfaces, ceiling fans, shelves, etc.)
- ❑ Consider neutral paint, if necessary
- ❑ Spray air neutralizer to eliminate bad odors
- ❑ Consider removing video/audio recording devices (ask us why!)
- ❑ Minimize & simplify
 - ❑ Clear clutter (anything unnecessary) from counters and furniture
 - ❑ Tidy up closets and open spaces
 - ❑ Remove any excessive furniture or bulky pieces
 - ❑ Depersonalize
- ❑ Remove personal belongings
 - ❑ Guns
 - ❑ Medications
 - ❑ Jewelry
 - ❑ Important documents

Seller FAQs



What repairs should I make before we list?

Usually, nothing. This is really a case by case answer, but keep in mind you will disclose any “deficiencies” on the Seller’s Disclosure. That way, the buyers are aware of them and can ask you to repair them if they want (Who knows? A plumber could be buying your house and he can easily fix that slow drip in the guest bathroom!)

The buyers will have their own inspection done and the inspector will call out anything he finds that is wrong with the home. Don’t go making any repairs, yet. Unless it is going to improve the overall condition of the home and affect your bottom line.

What’s the difference in an inspection and an appraisal?

An inspection is done by the prospective buyers to determine the condition of the home and its systems. An appraisal is ordered by the buyers’ lender to determine the value of the home.

Seller FAQs



What should I do to prepare for showings?

You can make your home “show ready” by doing 5 quick things:

1. Remove clutter from counters and floors.
2. Spray odor neutralizing spray (we like [Febreze AIR Freshener Heavy Duty Crisp Clean](#))
3. Turn on lights and open curtains/blinds.
4. Take out the trash.
5. Put dishes in the dishwasher.

How much will closing costs be?

Seller closing costs typically include broker commissions, prorated property taxes, title policy, title company fees and HOA documents (if applicable). We can run a seller cost sheet to give you an idea of what you’ll be paying to close.

Things You Don't Want To Hear *(But Need To)*



Don't take it personally - Selling your home is an emotional process. Don't take it personally when the buyers ask you to cut the blade of grass in the back left corner of the yard or to remove your child's handmade, customized swing set before closing. All points are negotiable and none of them are meant to personally offend you.

Put yourself in the buyer's shoes - Think like your buyer for a minute. They've found a home they want and they're trying to keep their costs as low as possible (after all, this is one of the biggest purchases they'll make). They will probably have some seemingly ridiculous requests that will cost you money but save them theirs. Again, everything is negotiable, but just consider their position and don't take offense.

Risk it to get the biscuit - Keep in mind that there are a lot of moving parts involved in a real estate transaction, and some of them are completely out of your (and our) control. We are working with people here, folks. And people are unpredictable. Selling your home is a bit risky, because no certain outcome is guaranteed within a certain time. But in our opinion, it's a risk worth taking.

Improvements, Accessories, Exclusions

(Oh my!)



B. **IMPROVEMENTS:** The house, garage and all other fixtures and improvements attached to the above-described real property, including without limitation, the following permanently **installed and built-in items**, if any: all equipment and appliances, valances, screens, shutters, awnings, wall-to-wall carpeting, mirrors, ceiling fans, attic fans, mail boxes, television antennas, mounts and brackets for televisions and speakers, heating and air-conditioning units, security and fire detection equipment, wiring, plumbing and lighting fixtures, chandeliers, water softener system, kitchen equipment, garage door openers, cleaning equipment, shrubbery, landscaping, outdoor cooking equipment, and all other property owned by Seller and attached to the above described real property.

C. **ACCESSORIES:** The following described related accessories, if any: window air conditioning units, stove, fireplace screens, curtains and rods, blinds, window shades, draperies and rods, door keys, mailbox keys, above ground pool, swimming pool equipment and maintenance accessories, artificial fireplace logs, and controls for: (i) garage doors, (ii) entry gates, and (iii) other improvements and accessories.

D. **EXCLUSIONS:** The following improvements and accessories will be retained by Seller and must be removed prior to delivery of possession: _____.

What's Next?

We're glad you asked!



1. Sign listing paperwork (either in person or by email).
2. Complete a Seller's Disclosure (you will receive a link from Seller's Shield that will walk you through this).
3. Schedule your first open house, if desired.
4. We will schedule our photographer to come out to take photos as soon as possible.
5. We will place a lockbox on your door to allow agents to access your home for showings.
6. We will place a sign in your yard.
7. Marketing (and showings) begin!

Vendors



Roofers

Brad White 432-250-2741

Greg Weeks 432-553-2363

LBK Roofing 806-470-8551

Plumbers

D&D 432-687-1011

Goode Plumbing 432-682-8071

Randy's Rooter 432-520-3030

HVAC

D&D 432-687-1011

M & M 432-520-4568

One Way 432-701-0614

Painters

Premier Painting
432-631-8344

Pro Team Painters
804-245-7572

Ward Painting 432-697-0041

Vendors

Electricians

D&D 432-687-1011

Corey Sly 432-570-0229

Bosworth 432-570-5233

Carpet Cleaners

Carpet Tech 888-343-9650

Advance Cleaning 432-550-8325

Falcon Flood Services 806-787-1216

House Keepers

Robert Garms 432-230-5379

Erica Norris 432-703-4691

Misty Moore 432-770-4459

Movers

It's Your Move Moving Company 432-210-3138

Brothers Moving 432-214-0048

Rocky Ford Moving 432-683-6341

Yard

M3 Landscaping 432-218-6652

Max Reyes 432-553-6569

Homegrown Lawn & Garden 432-701-0645



We'd Love For You To Know...



On average, seasonal utility bills are...

Fall:

Our mailbox number is _____ and the box is located....

Winter:

Spring:

Favorite thing(s) about the home...

Summer:

Current utility providers...

Electric:

Anything else we'd like you to know...

Water:

Cable/Internet:

Gas:



Let's Get Started.

RISE Real Estate Group at Fathom Realty

Rise above the traditional real estate experience.

