



Seller

handbook

FROM LISTED TO SOLD



BRITTANY WILLIAMS

REAL ESTATE SALESPERSON



TABLE OF CONTENTS

1. INTRODUCTION

Table of Contents	2
Mission & Vision	3
Seller FAQs	4

2. YOUR CURRENT HOME

Systems of a House	5
4 Stages of Home Selling	6
Pricing Your Home Right	7

3. OUR STEPS TO SOLD

8 Steps to Sold	8
Preparing Your Home	9
Staging Your Home	10
Let's Get Moving	11
Professional Photography	12
Open Houses	13
Showing Your Home	14
Showing Checklist	15
Showing Feedback	16

4. THE OFFER AND CLOSING

The Offer Process	17
Scheduling Your Move	18
Our Promise to You	19

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MY MISSION

Our mission is to expertly guide you through every real estate transition. In every encounter, we want people to walk away feeling loved, believed in, encouraged, and built-up.

2 Timothy 2:2

“Take the teachings that you heard me proclaim in the presence of many witnesses, and entrust them to reliable people, who will be able to teach others also.”

MY VISION

Our vision is for you feel transformed by the excellent human connections we provide. Selling and buying real estate is one of the biggest financial transactions to be made, and our team will love you through every step.

Proverbs 2:6

“It is the Lord who gives wisdom; from Him comes knowledge and understanding.”

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SELLER FAQS

HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. Your real estate agent can guide you through the process.

SYSTEMS THAT MAKE UP A HOUSE



ROOF



WINDOWS, DOORS,
& WALLS



BASEMENT
FOUNDATION



ELECTRICAL



HEATING & COOLING



PLUMBING

STRUCTURE

1. Foundation
2. Frame
3. Roof

FUNCTIONAL

4. Windows/Doors
5. Plumbing
6. Electrical
7. HVAC

FINISHES

8. Siding & Gutter
9. Drywall & Paint
10. Interior Finish
11. Finished Flooring

4 STAGES OF HOME SELLING

PRELISTING

- Schedule an appointment
- Meet with Real estate professional
- Discuss the best selling strategy
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Social media campaign launched
- Email campaigns started
- Open house scheduled

ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood door knocked
- Direct mail follow-up phone work
- Agent lead generation

OFFER AND CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to us!

PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.



OUR EIGHT STEPS

TO GETTING YOUR HOME SOLD

MARKET RESEARCH

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

DOOR KNOCKING

OPEN HOUSES

SOCIAL MEDIA MARKETING

ACTIVE PHONE WORK

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PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

67%

of top agents say that home staging helps a seller fetch more money for their house resale

40%

of top buyers agents cited that a home staging had an effect on most buyers view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

LET'S GET MOVING!

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

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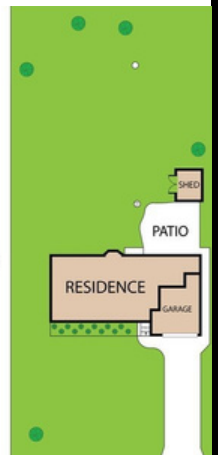


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PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster
than homes with
amateur
photography

Have a 50%
higher asking
price per square
foot

Get 403% more
inquiries when
paired with listing
videos

OPEN HOUSES



Hi!

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- We will befriend the neighborhood to support the sale and create more interest

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SHOWING YOUR HOME

STEP 1:

A PRIVATE
SHOWING HAS
BEEN REQUESTED

STEP 2:

YOU APPROVE OR
DISAPPROVE VIA
SHOWINGTIME APP

STEP 3:

HOME IS PREPARED
FOR THE SHOWING

STEP 4:

YOU LEAVE AND
THE SHOWING IS
COMPLETED

STEP 5:

FEEDBACK IS
RECEIVED FROM
BUYERS AGENT

STEP 6:

REVIEW FEEDBACK
OR OFFER

PRIVATE SHOWING CHECKLIST

Clean and declutter the entire house, including closets, cabinets, and drawers.

Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.

Repaint walls in neutral colors if necessary.

Mow the lawn and trim bushes and hedges.

Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.

Add potted plants or flowers for curb appeal.

Clean the gutters and downspouts.

Clean or pressure wash the exterior of the house.

Sweep and tidy up the yard and outdoor living spaces.

Ensure that the roof is in good condition.

Make any necessary arrangements for pets or children during the showing.

Make sure that the house is easy to access and that potential buyers can find it easily.

Clear off kitchen and bathroom counters, leaving only necessary items.

Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.

Stage the house with attractive furniture and decor.

Make sure all appliances are in good working order and clean.

Provide a detailed list of updates and renovations to your real estate agent.

Remove any pet odors and stains.

Replace any burnt-out light bulbs.

Provide a list of features and benefits of the house to the real estate agent.

Clean and organize the garage or storage areas.

Make sure that the house is well-lit both inside and outside.

Be flexible and willing to work with potential buyers to make the sale happen.

Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller or agent asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is *"What did you think?"*

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

QUESTIONS WE'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers and their agent.



FOR SALE
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FOR SALE
FOR SALE

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OPEN HOUSE
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THE OFFER PROCESS

NEGOTIATING

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. Our team is made up of negotiation experts, and we'll use our skills to advocate for you.

AFTER YOU RECIEVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

We can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES,
YOU ARE OFFICIALLY UNDER CONTRACT.**

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company

OUR PROMISE TO YOU

Choosing us as your real estate team means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ **HONESTY AND TRANSPARENCY**
- ✓ **COMMUNICATION AND RESPONSIVENESS**
- ✓ **PROFESSIONALISM AND EXPERTISE**
- ✓ **DILIGENCE AND ATTENTION TO DETAIL**



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