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SELLER'S GUIDE

Your how-to-guide in leveling up
your Real Estate Property selling.

HELLO

I am Shirin Atarodi, a seasoned real estate agent with over three years of experience in Washington. My hands-on approach ensures that each client receives personalized attention throughout the listing process, from crafting compelling property listings to implementing effective marketing strategies. Leveraging my extensive knowledge of the Washington real estate market and sharp negotiation skills, I empower clients to make informed decisions aligned with their financial goals. With professionalism, integrity, and a commitment to client satisfaction, I am the go-to choice for individuals looking to sell their properties in Washington. Whether you're a seasoned investor or a first-time seller, I am dedicated to providing a seamless and stress-free experience, guiding you through every step of the selling process. In the competitive world of real estate, I stand out as a reliable and results-driven professional, ready to turn your property dreams into reality.

Shirin Atarodi
NMLS 2105419



ABOUT US

WE ARE MERCURY REAL ESTATE SOLUTIONS

What sets us apart? we provide exceptional listing services, delivering top-notch quality. Our commitment to excellence means you get personalized attention, compelling property listings, and effective marketing without breaking the bank. Choose us for outstanding service without compromise.



Meet Our Team

Our team's strength lies in the unique combination of skills brought by each of us. With one member as a realtor and mortgage broker and another as a realtor and interior designer, we offer a comprehensive approach to real estate deals. The dual expertise ensures that we not only navigate the financial aspects efficiently but also bring a keen eye for design, enhancing the overall experience for our clients. Our team's synergy makes us a formidable force in the real estate industry.



Shirin Atarodi

Real Estate and Mortgage Broker
NMLS 2105419



Yasamin Atarodi

Real Estate Broker
Interior Designer

HOME SELLER'S ROADMAP

- 01** Find Agent
- 02** Pricing
- 03** Staging
- 04** Marketing
- 05** Listing



REAL ESTATE TERMS

- **PRE-APPROVAL**

A pre-approval is the first step to obtaining a mortgage to purchase your home. The banker will perform an analysis on your income, debt, and credit-worthiness. You will need one in order to be ready to put an offer on a house.

- **HOME INSPECTION**

A home inspection is an official review of the real estate asset's current condition. They will help to determine if there is any work needed to be done to the property to bring it to normal working order.

- **CONTINGENCY**

A contingency related to a property is when the preliminary offer is accepted, pending certain conditions set out by the seller.

- **APPRAISAL**

An appraisal is the value that is assigned to the real estate asset based on an assessment of the asset, neighborhood, market condition, and more.

REAL ESTATE TERMS

- OFFER

An offer is a preliminary agreement to purchase a home, and is set between a buyer and a seller.

- TITLE SEARCH

A title search will confirm that the property that is being sold in fact belongs to the seller.

- CLOSING COST

The closing cost is the amount that is paid, in addition to the sale price. This can include: taxes, insurance and lender expenses.

- CLOSING

The closing part of the real estate sale is when the money and keys are exchanged.

- GOOD FAITH MONEY

Good faith money is the balance of funds that are set aside into a trust or an escrow account to show the buyer is serious about the purchase.

- DISCLOSURES

The disclosures related to a property will include everything that the sellers know about the property, including any areas that need repairs.



TEN STEPS TO SELL A HOME

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Tips to Selling a Home

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FINDING A GREAT AGENT

A real estate agent is a huge asset to you as you go through the process of selling your house. This is one of the most challenging procedures as a homeowner and you need a skilled professional guiding you through the process.

We will be working with your best interests in mind and can help guide you through all the stages of selling your house.

FINDING A GREAT AGENT



Shirin Atarodi

Boasting over three years of industry expertise and having facilitated over a hundred successful closings, I am well-prepared to represent and assist you on journey of selling your house.

CONTINUATION...

Finding a Great Agent

- **INDUSTRY KNOWLEDGE**

Our agents have knowledge of both real estate and mortgage industry and with years of experience in Washington Real Estate market are the best advisors to consult while selling your house.

- **SMART NEGOTIATING**

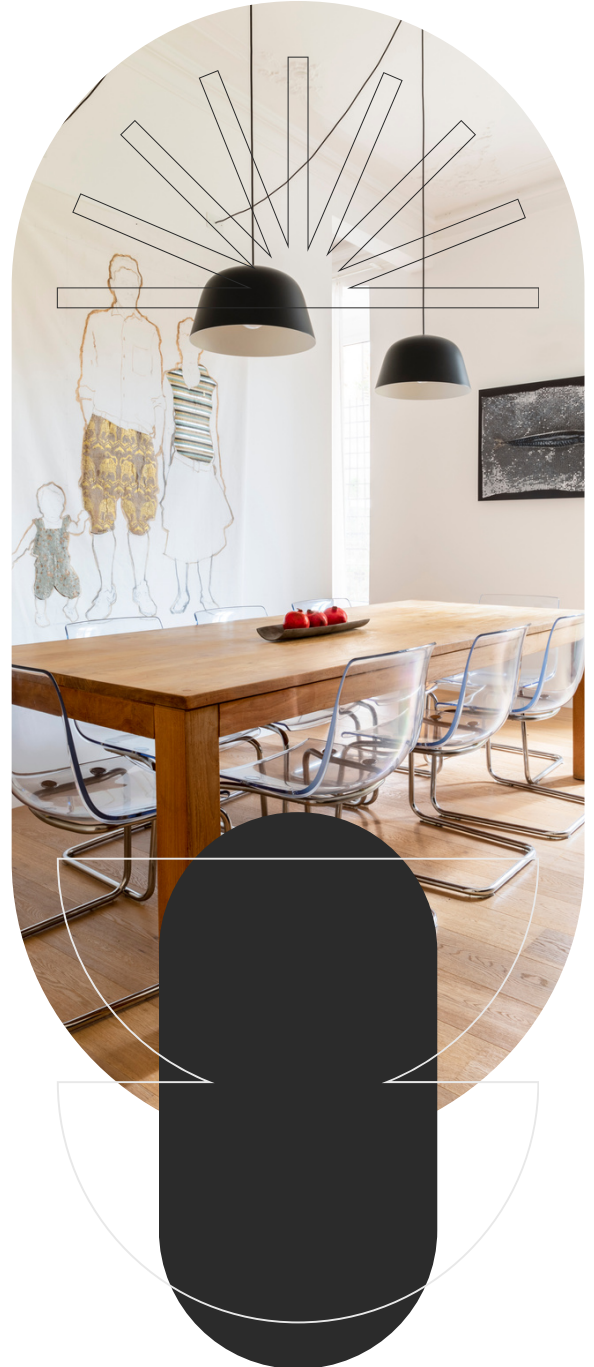
With our collective experience and expertise, we can help you negotiate the best price for your home.

- **PROFESSIONAL EXPERIENCE**

Our agents must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

- **CUSTOMER SERVICE**

Our agents are dedicated to helping you answer any questions that arise from this process. We treat you, how we would like you to treat us!



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ESTABLISH A PRICE



Plan your future home.

ESTABLISH A PRICE

WHAT DETERMINES THE PRICE?

You have two options
in order to price your
home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighbourhood.
- You can get your real estate agent to perform an analysis on other homes for sale in the area.



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Listing Price

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

YOUR NET PROCEEDS

Your net proceeds are the result of subtracting any disbursements made during the closing process from the sale price of your home. We can help you determine these costs.

SALE PRICE OF HOME

\$

-EXISTING HOME LOANS

- \$

-OTHER LIENS

- \$

-STANDARD TITLE INSURANCE

- \$

-STATE EXCISE TAX

- \$

-LOAN DISCOUNT

- \$

-ESCROW

- \$

-BROKERAGE FEES

- \$

-PRORATION OF INTEREST

- \$

-RECORDING

- \$

-INSPECTIONS

- \$

-MISCELLANEOUS

- \$

NET PROCEEDS

\$

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PREPARE YOUR HOME



PREPARE YOUR HOME

Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.



HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

OUTSIDE THE HOME



- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



INSIDE THE HOME

- Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

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FINDING A BUYER



REAL ESTATE

MARKETING



MARKET RIGHT

Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.

MARKETING TIPS

- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!



LISTINGS



Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passerby's know of your intentions to sell.



We can take professional photos and provide descriptions that are clear, attractive, and relevant.

These are important as they are the first impressions of your home to a potential buyer.



FIND A BUYER

SHOWINGS

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



SHOWING CHECKLIST

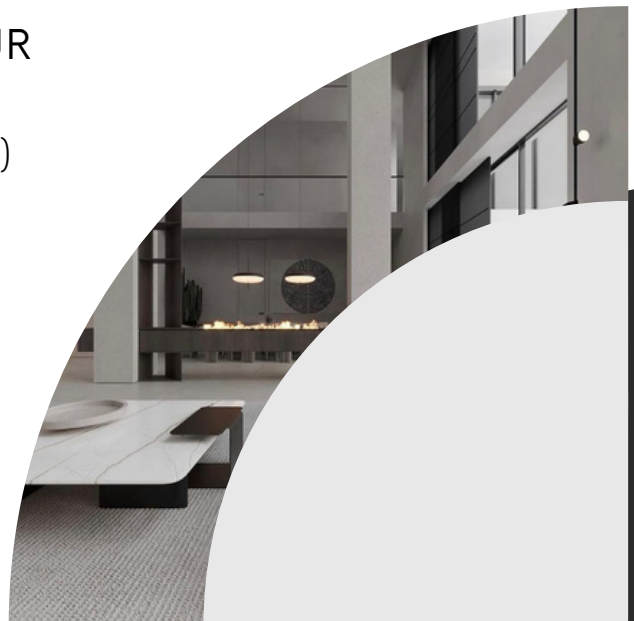


IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights

IF YOU HAVE MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas





FINAL STEPS





OFFERS & NEGOTIATIONS

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



UNDER CONTRACT

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer



FINAL DETAILS

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



CLOSING

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations!

You've sold your home!



SCHEDULE YOUR MOVE



Some things you will want to keep in mind closer to your move date:

- Movers
- Renovators/ contractors
- Utilities
- Cleaners
- Move out details



MOVING TIPS

A few weeks prior

- Use up things that may be difficult to move, such as frozen food.
- Obtain quotes from professional moving companies or truck rental services if you plan to handle the move independently.
- Organize your belongings by deciding which items to keep, sell, or donate to charity.
- Update your utilities, such as phone, electricity, and water, to reflect your new address rather than your old one.
- Request a change of address packet from the post office and send it to creditors, magazine subscription offices, and catalog vendors.



A few days prior

- Have professional movers to handle the packing of your belongings.
- Tag each box with its contents and indicate the room where you would like it to be delivered.
- Separate legal documents and valuables that you prefer not to be packed.
- Pack your clothing, toiletries, and additional garments in case there is a delay with the moving company.
- Make a list of every item and box to be loaded on the truck



NOTES

Date :

Notes :



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