



A COMPREHENSIVE GUIDE TO

# SELLING YOUR HOME





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# 01

## About Greenside Realty Group

Choosing the real estate brokerage that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

Greenside Realty Group is a locally-owned small town real estate brokerage that focuses on providing the best service and experience for our clients.

We look forward to the opportunity of earning your business and sharing this life milestone with you.





# Greenside Realty Group

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## ABOUT GREENSIDE

Greenside Realty Group consists of a dedicated team of real estate agents prepared to navigate you through each phase of your real estate journey.

GRG began after a couple of young, local real estate professionals saw a need for a brick and mortar real estate office in Elwood. We have been serving this community as well as area towns since 2023.

Our goal is to make home buying and selling accessible and simplified for our clients. We bring a new, exciting edge to local real estate.

## NOTEWORTHY

Greenside Realty Group has grown to hold over 10% of the market share in Elwood since starting our brokerage, which is the highest market share in Elwood. We are continuing to grow this number. This is important to know because this number shows that we are immersed in this market. We understand what is happening in real time, have local insights to upcoming and off-market property, and can best serve people in this area.

## What you can expect working with us

### *We're Curious*

We want to have a clear understanding of your goals, who you are, and what your home means to you.

### *We're Committed*

We bring our A-game to every transaction, and we're committed to achieving the best possible outcome for our clients.

### *We're Proactive*

We're always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### *We're Personal*

We believe in building relationships with our clients and treating them like family, because in the end, that's what leads to the best possible results.

# What Clients Are Saying



I had the pleasure of working with Greenside Realty Group, and I cannot recommend them highly enough. As an investor, I value expertise, transparency, and a deep understanding of the market. They are not just real estate agents—they are true partners in the investment process.

**PAUL S.**

I can not speak highly enough of Greenside. They gave us the tools to prepare our house, answered all our questions, and was overall supportive. Our experience with their entire realtor team was absolutely wonderful.

**KATHRYN G.**



Greenside Realty was quick to respond to questions/concerns and helped us find the perfect investment property! Highly recommend any realtor in their group!

**JAMIE S.**

# 02

## Prepare for the Market

### Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



# Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO    DONE

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures         |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass           |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets               |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls            |

TO DO    DONE

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim           |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper                |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector           |

## KITCHEN

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout                        |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out)         |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal                 |

## BATHROOMS

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers               |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains                |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas                               |

## LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

## EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

## BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"



# 03

## Strategic Marketing

### Pricing Your Home

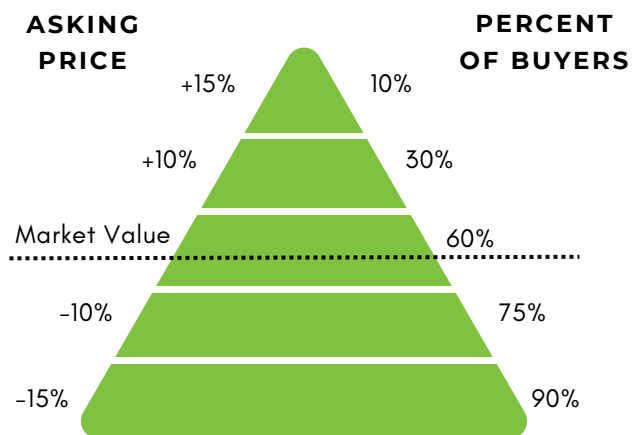
*Here's something that may surprise you...*

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





## AT MARKET VALUE

Buyers and agents will recognize a fair price

No appraisal issues

Home will appear on more relevant buyer searches



## BELOW MARKET VALUE

The home will receive high interest and a quick sale

Multiple offer scenario, which may include offers higher than asking price

Risk of having to sell at a lower price



## OVER MARKET VALUE

It could take longer to sell

The longer it's on the market, the less favorable it appears to prospects

The home may not appraise by the buyer's lender. Back to negotiations!





# What's the big deal about listing photos & videos?



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

**The photos to the left are examples from previous listings with Greenside Realty Group.**

## What kind of marketing might we expect?

- Displayed on brokerage Facebook
- Displayed on my social media pages
- List of personalized staging/home sale tips
- Yard Sign
- Professional photography
- Open house
- Virtual tours
- Notify surrounding neighbors
- Postcards
- Professional videography
- Social media marketing campaigns
- Digital and print flyers
- Exclusive sneak peaks
- Broker open
- Power washing
- Whole home clean

# Why Covering Buyer Agent Compensation is a Smart Move



## Expands your buyer pool

Being willing to cover a buyer agent's commission will allow more buyers to be able to afford your home. Most buyers do not have the liquid cash to cover a buyer agent fee and costs associated with purchasing a home.

## Encourages smooth transactions

Covering compensation fosters positive interactions between agents, leading to smoother negotiations and a more efficient sale process.

## Positively impacts sale outcomes

Properties willing to negotiate agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

## Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

# 04

## Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

We will provide you with a lockbox to store a set of house keys. Only agents who schedule showings will receive access to the lockbox code, so we won't have unauthorized visitors.

After each showing we will share any feedback we received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

# Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

# 05

## The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



PREFERRED PARTNERS

SERVICE	NAME	PHONE	EMAIL
<b>CHIMNEY</b>	Chimney Solutions Indiana	317.757.6979	ldauenhauer@chimneysolutions.com
<b>CLEANING</b>	Q&M Cleaning Services	765.620.0889	savannahdowney21@gmail.com
<b>CONCRETE/ EXCAVATION</b>	Black Diamond Earthworks	765.425.5360	blackdiamondearthworksllc@gmail.com
<b>ELECTRICAL</b>	Downey Home & Electric	765.639.1182	dylandowney@sbcglobal.net
<b>HVAC</b>	7P HVAC	765.227.3505	chrise@7phvac.com
<b>LAWN CARE</b>	Wright Look Lawn Care	765.623.0739	wrightlooklawncare@gmail.com
<b>ROOFING</b>	Blend N Contractors	317.284.1965	info@blendn.com
<b>TREE SERVICE</b>	Rickie Payne Construction	765.425.4436	rickiepaynellc@gmail.com

\*IF YOU DO NOT SEE THE SERVICE YOU NEED LISTED HERE, WE MAY BE ABLE TO PROVIDE A REFERRAL. PLEASE REACH OUT TO US.



**4-6 WEEKS BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

**3-4 WEEKS BEFORE MOVING**

Notify the following about your change of address:

- Banks + Post Office
- Credit Card Companies
- Insurance Companies

Notify utility companies of date to discontinue or transfer service

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Electric | <input type="checkbox"/> Gas      |
| <input type="checkbox"/> Water    | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Trash    | <input type="checkbox"/> TV       |

**2-3 WEEKS BEFORE MOVING**

- |  |   |
|--|---|
| <input type="checkbox"/> Notify BMV of new address   | <input type="checkbox"/> Close/open bank accounts                               |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day           |
| <input type="checkbox"/> Start using up things you can't move, such as perishables                 | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

**1 WEEK BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Take a picture in your home                         |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Review your moving-day plan with moving company | <input type="checkbox"/> Label moving boxes with the contents inside         |



# Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed we can get your listing on the market in as little as 48 hours, depending if little to no work needs completed before listing.

Getting your home sold is a huge deal and we are honored to be considered to get the job done.

*Greenside Realty Group*

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