

HOME SELLER *Guide.*



SELLING YOUR HOME DOESN'T HAVE TO BE STRESSFUL



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MICHELLE ADCOCK

real estate agent

Thank you for hiring me to help you on your home selling journey! I look forward to being a part of it! I am an experienced real estate agent, small business owner, mom, and wife to my best friend. My purpose is to serve you and give you the confidence to reach your real estate goals. I'm honored to be here!



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SELLER

MOTIVATORS

What are your reasons for selling?

When do you want to move?

How long have you owned your home?

FINANCES

What price range are you expecting for your home?

Are you current on your mortgage payments?

PROPERTY INFO

Bedrooms

Bathrooms

Approximate Sq. Ft

NAME

PHONE

EMAIL

SELLER #2

PHONE

EMAIL

Features

Amenities

Upgrades

REAL ESTATE

Terms

APPRAISAL

A determination of the value of your home. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.

CLOSING COSTS

Settlement charges that home sellers and buyers need to pay at the close of escrow when the property is transferred. Sellers and buyers have their own closing costs.

APPRECIATION

Increase in the value of your home, caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

MLS

A computer-based service that provides real estate professionals with detailed listings of homes currently on the market.

ASSESSED VALUE

This is the dollar value that a public tax assessor assigns to your home for the purpose of city/state taxes.

CONTINGENCY

A provision in a contract stating that certain terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to closing.

ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.

HOME INSPECTION

An examination of the condition of a home including attic spaces, foundation, major mechanicals, fire and safety issues.

TITLE

Ownership of real estate or personal property. Title is evidenced by a deed recorded in the county/city records office.

HOME SELLING *Process*

Interview Listing Agents

The process of finding the right agent can include asking friends, family and coworkers for referrals, reviewing agent websites, and sitting down for an interview with top picks.

01



Pick a Competitive Listing Price

Being able to sell your home quickly is a matter of competitive pricing. There is a fine line between pricing low enough to sell, versus pricing just above market value.

02



Devise a Marketing Plan

A good listing agent should. present to you a concise marketing strategy, such as listing on the MLS, hosting open houses, and sending out targeted campaigns

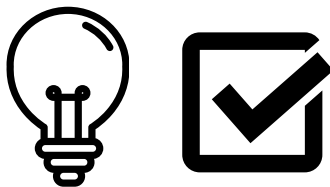
03



Property Makeover

Although you may love your property the way it is, new buyers will be looking for a fresh face. Spend time preparing your home for sale by conducting a deep cleaning, and refresh its appearance by providing a fresh coat of paint..

04



Prepare for Open Houses

Work with your listing agent to prepare for upcoming open houses.

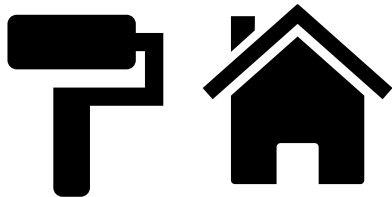
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HOME SELLING *Process*

Negotiation Time

The great thing about selling a home in a seller's market is that there is often room for negotiation. Work with your agent to negotiate on your behalf to make and accept the best possible counter-offer.

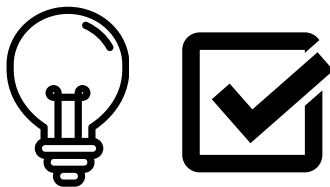
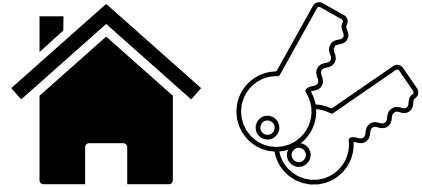
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Property Inspection

If the property inspector discovers a serious underlying issue, which can range from anything between cracks in the foundation to plumbing that needs replacement, the buyer reserves the right to ask for repairs or back out of the deal if they are not comfortable with the results.

08



Closing

Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, the property has officially been sold.

10

Escrow Period

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date, as well as addressing duties such as ordering a title report, scheduling an appraisal, and conducting a property inspection.

Appraisal

The buyer's prospective lender will typically require a property appraisal, to make sure that the negotiated purchase price was fair and paralleled to the actual property value. Be sure to keep your property clean and organized prior to the appraisal appointment.

BEFORE YOU LIST

Tips



- **Start spreading the word** – Just because your home isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available. 'Coming Soon' signs in your front yard are not allowed in Virginia.
- **Toss out, recycle, or donate** – You may not be ready to pack up and move yet, but starting to organize and toss will work in your favor. Buyers want to be able to see themselves in homes when they go for a showing, and having a bunch of the previous owner's things lying around can really mess with that vision.
- **Start staging** – Staging is the art of designing your home to highlight its best features. And even if decorating isn't your strong suit, it's a part of the home selling process you can't really ignore—49% of buyers' agents state that home staging has a positive effect on how buyers view a home, according to the National Association of Realtors' 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a home and decreases the time it sits on the market.
- **Figure out a plan for kids and/or pets** – If you have little ones at home, two-legged or four, make sure that you have a plan in place for when showings happen.
- **Boost your curb appeal** – In addition to staging inside your home, you also want to put some effort into making the exterior of your home look as inviting as possible. Trim your lawn, remove any weeds, and tidy up as necessary. Buyers will judge a book by its cover!
- **Find another place for personal items** – A fundamental part of selling your home quickly and in as stress-free a manner as possible is depersonalizing it.
- **Deep clean** – Part of the stress that comes with living in a house that's listed for sale is having to keep it museum-levels of clean all of the time. Think HGTV home!

HOME SELLER

Common Mistakes

UNDERESTIMATING THE COSTS OF SELLING

The total cost to sell a home can amount to much more than the 5–6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

SETTING AN UNREALISTIC PRICE

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which can have consequences.

IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection—many buyers will require an inspection before closing.

LIMITING SHOWINGS

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION

Many sellers don't have a clear picture of their financial situation before selling. This can lead to painful surprises. Before you make the decision to sell, it may be helpful to assess your income, debt, and any upcoming expenses during your move.

ENHANCING YOUR

Home

EXTERIOR



Clean the home exterior

Houses can become dirty over time, and not cleaning before selling can be a mistake. This is especially true in homes with automatic sprinklers, which can kick up mud around the base of the house near the garden beds. Use a pressure washer to clean the siding and driveway.

Touch up paint

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce these concerns, while also greatly boosting your curb appeal.

Make the lawn healthy

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home.

ENHANCING YOUR

Home

INTERIOR



Lighten up dark spaces

Countering a design weakness can involve a simple fix. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.

Update lighting

Modernizing your home with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, it's worth just replacing outdated ceiling fixtures with contemporary ones.

Freshen up paint

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people, therefore making your home more desirable.

PREP YOUR HOME

for photographs

Bedrooms

- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/chargers
- Put away toys and declutter

BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc. from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/cleaning items

KITCHEN

- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/dish towels

EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/ walkup
- Remove cars from driveway

GENERAL

- Remove pet bowls, toys
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs
- Open blinds for natural light

PRE LISTING

checklist

CLEAN

- Dust shelving and wall art
- Dust and clean all lighting
- Dust and wash vent covers & returns
- Wash refrigerator and freezer (in and out)
- Wash oven and range hood
- Clean kitchen cabinets
- Clean interior doors
- Wash all windows (in and out)
- Wash walls and doorknobs
- Clean switch plate
- Clean window ledges
- Wash bed sheets and linens
- Have carpets professionally cleaned

PAINT AND CAULK

- Touch up ceiling
- Touch up interior doors
- Re-caulk baseboards and touch up paint
- Remove nails/screws in walls, patch & paint
- Re-caulk cabinetry
- Re-caulk showers

DECLUTTER

- Organize pantry, fridge and freezer
- Drawers in kitchen
- Playroom
- Bookcases
- Closets
- Storage areas
- Linen closets
- Surfaces, counters, desktops
- Floor space

TASKS

- Replace lightbulbs
- Replace air filters
- Remove personal items and photos
- Hang mirrors in dark/ small spaces
- Add lamps in bedrooms

EXTERIOR

- Clean windows wells/ wash windows
- Pressure wash deck/patio
- Paint front door
- Add fresh doormat
- Weed and add fresh mulch
- Add fresh flowers to planters

SELLER *etiquette*



Before a home showing here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips.

Completely leave the site when prospective buyers are viewing your house.

You want perspective buyers to imagine themselves in your house and they can't do that with you there.

Take your pets with you.

In addition to allergies, a barking dog doesn't really set the tone for potential buyers as they tour your home.

Move your car.

Make it easy for visitors to park and view your home.

Lay out important details.

It's good to display home highlights for potential buyers to view when touring your home. Your agent should be laying out listing sheets.

Prep your house for your guests.

This means, bringing in light by opening all the blinds, turning on lights, and bumping down the thermostat.

A clean house is a happy house.

Make sure your home is tidy before having potential customers view your home.

Put away personal items.

You want potential buyers to imagine themselves in your home and it may be hard with lots of your family photos and personal items around. stash away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves in your home.

HOME *Inspection*



A home inspection is ordered and paid for by the buyer. A visual assessment will be completed of a home's physical structure and mechanical systems, including the roof, ceilings, walls, floors, windows and doors. The inspector will check that major appliances are functional, scrutinize the heating and air-conditioning system, examine the plumbing and electrical systems and may even poke around in the attic and basement.

The goal of a home inspection is to uncover issues with the home itself.

An inspection is not a pass-fail exam. No fixes are mandatory after a home inspection, though it may uncover issues that prompt further negotiations.

HOME *Appraisal*



A home appraisal is completed by a licensed appraiser. It is an assessment of a home's value. The appraisal is based on the sales of comparable homes in the area, an analysis of the property's condition and the appraiser's judgment. The appraiser doesn't make recommendations for repairs.

The buyer's mortgage lender requires an appraisal to help gauge risk of making a loan. The property serves as collateral in case the borrower defaults, so the lender wants to make sure the loan isn't too big, compared with the property's value.



WHAT TO EXPECT *at Closing*

The closing is an important day for you as a home seller. You will transfer the property to the buyer, fully pay off any mortgages, and receive your sales proceeds after it's been recorded and funded. Recording and funding could take a few days. If you are using the proceeds for a new home purchase on the same day or shortly thereafter, it is particularly important that your closing runs smoothly.

Unlike the buyer, who may have to attend the closing, you, as the seller, will not need to attend. Typically you will sign your preliminary documents in person a few days before. The final figures will most likely change just slightly up until the day of closing. After the changes are official and you get the 'clear to close' you can sign for those updates electronically.

After a completed closing, you are no longer the owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the home by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances. You are expected to have completely moved your household and your possessions out by this time as well, and left the place broom-clean, at a minimum. Absent an agreement with the buyer that allows you to stay longer, you can be evicted, or the buyer may sue you for damages caused by your breach of the sales contract.

SELLER

Costs

THE BREAKDOWN

Below we'll also spell out the main types of fees you'll see on your balance sheet so you can understand each cost:

- Staging and prep fees (anywhere from a couple hundred to a couple of thousand dollars)
- Real estate agent commissions (negotiable, 6% is the national average)
- Inspections and repairs (varies)
- Closing fees (avg. 1.5% of the purchase price) These include title fees, transfer fees, escrow fees, recording fees, prorated fees
- Seller concessions (avg. 2-3% if in a buyers market)
- Moving and relocation costs (varies)
- Mortgage payoff (varies)





Selling your home is a significant milestone, and navigating this process can be both exciting and challenging. My goal with this guide has been to equip you with the essential knowledge and insights needed to make informed decisions every step of the way. From preparing your home for the market to understanding the intricacies of negotiations and closing, you now have a comprehensive overview of what to expect at your fingertips.

Thank you for considering me as your real estate partner. I look forward to the opportunity to help you achieve a successful and rewarding sale.

Warm regards,

Michelle Adcock



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