



FROM LISTED TO SOLD



A HOME SELLER'S GUIDE



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Nice to meet you



MELANIE BROOKS
BROKER

My Values and promises to my clients are to act in my best ability to always have my client's needs in mind. To always be honest, friendly, easy to talk with and create a relaxed but professional atmosphere. I strive to provide consistent customer service to each client.

LET'S CONNECT



256-652-8185



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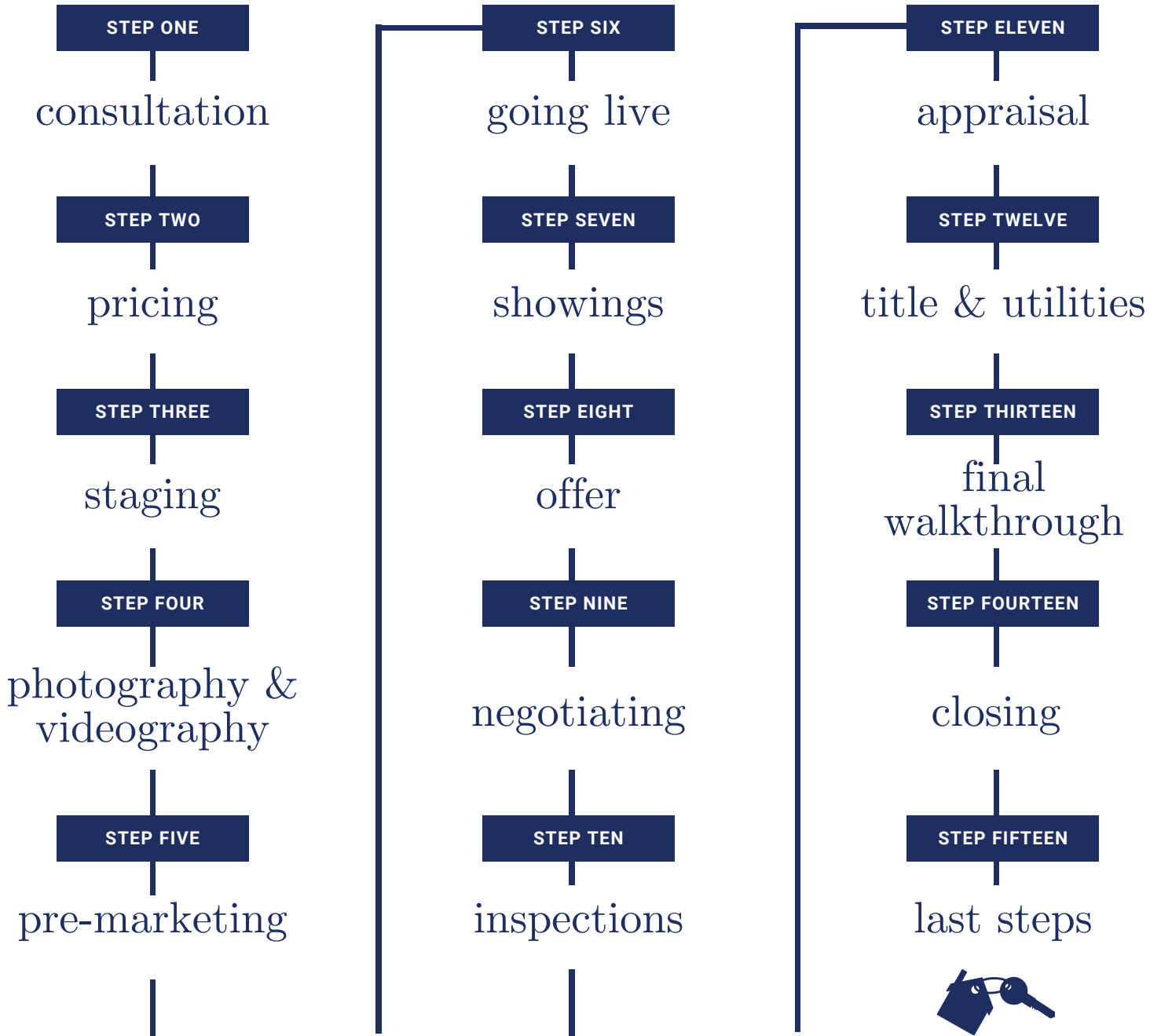
diana.choosecapstone.com



<https://www.facebook.com/melaniebrookscapstonerealty>

HELPING PEOPLE FIND THEIR WAY HOME
FOR 30 YEARS

Home Selling Process





FACTORS

WILL A PROPERTY SELL OR NOT SELL?

Determining Factors

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer superior marketing techniques to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling your home faster and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.



The advantage of listing with me

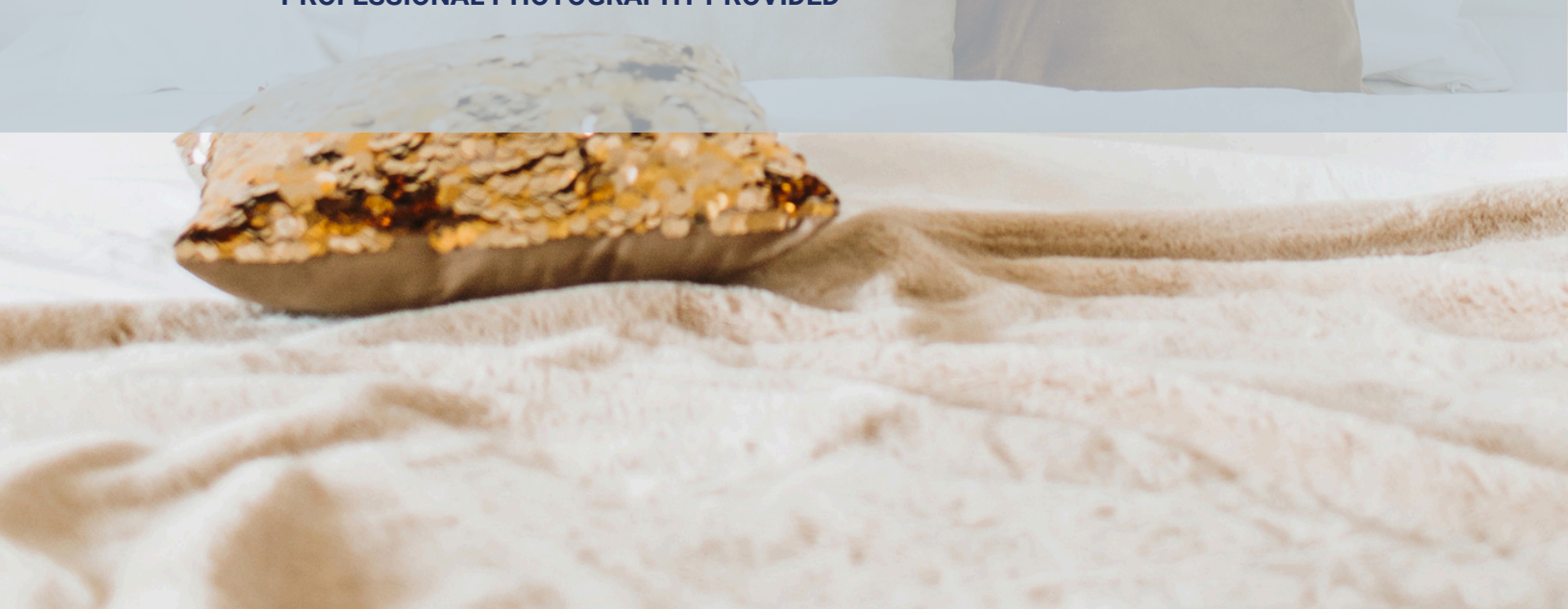
PROFESSIONAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED





BEFORE LISTING

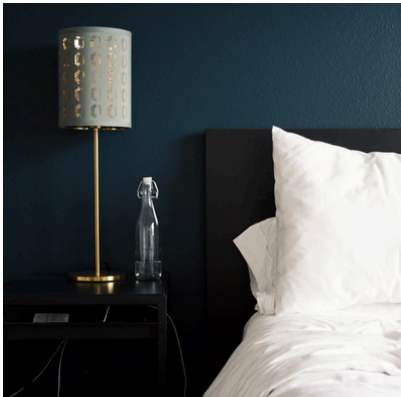
Preparing to List

MAXIMIZE YOUR HOMES POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



The Art of Staging

Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent

90%

less time on the market

staged homes increased
sale price up to

5%

BENEFITS OF STAGING

- Less time on the market
- Increased sale price
- Highlights the best features of the home
- Disguises flaws of the home
- Defines spaces and reveals the purpose of each space
- Demonstrates the home's full potential
- Creates the "Wow!" factor you will need in photos to make your home stand out





A LASTING IMAGE



Real Estate Photography

interesting facts:

quality photos enjoy

118%

more online views

professionally shot listings
can sell for up to

**19K
MORE**

potential buyers look at
professionally shot photos

10
longer than non professional photos
TIMES

A PICTURE IS WORTH A THOUSAND WORDS



A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

Professional Videography

VIDEO IS THE NUMBER ONE FORM OF MEDIA IN ENGAGEMENT



Real estate listings
with video receive

403%

more inquiries

Videos attract

300%

more traffic for
nurturing leads.

70%

of homebuyers watch
video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.

Aerial Photography

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

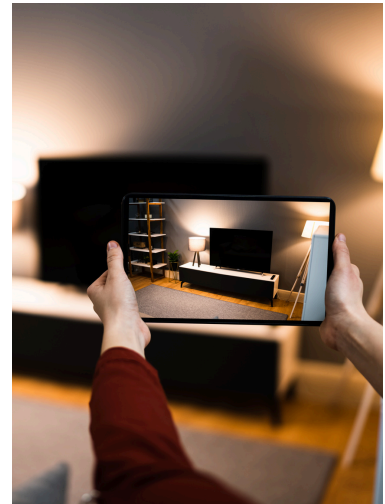
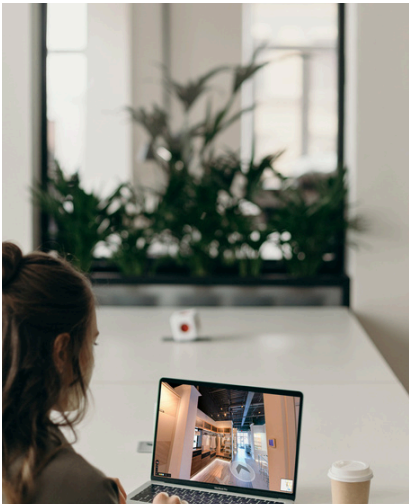


BENEFITS OF HAVING AERIAL PHOTOS

- Provides views of the entire property & land
- The condition of the roof and other property features
- The neighborhood and surrounding area, including the home's proximity to schools & amenities
- Developments or local districts that are supported by the buyer's property taxes

Virtual Tours

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer is able to experience what it is like to be somewhere they are actually not



THE BENEFITS

Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.

They are interactive by design, which means users spend more time exploring than they would looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.

Potential home buyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.

Exposes your home to a wider audience. Your home can be toured from clear across the country at anytime.

Property Brochures



the road to home

1234 HILLSONG DR. RALEIGH, NC 12345



Sarah Smith
111-111-1111 | SARAH@SARAHSELLS.COM

BROKERAGE LOGO

Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades and features your home has to offer.



timeless elegance

THIS LUXURIOUS HOME IN MARBLE HILL FEATURES IMPECCABLE FINISHES THROUGHOUT, FROM BEAUTIFUL, ORIGINAL HARDWOOD FLOORS, TO A GORGEOUS ANTIQUE STONE FIREPLACE. THE UPDATED INTERIORS FEATURE A SOFT MONOCHROMATIC PALETTE AND CLEAN LINES. OUTSIDE, THE BEAUTIFUL, LANDSCAPED LOT IS THE WORK OF THE POPULAR LANDSCAPE ARCHITECTURE FIRM LANGSTON DONAVAN



 5 BEDROOMS  4.5 BATHS  5,456 SQFT.

main level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.

EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIIT ANIM ID EST LABORUM.

kitchen

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

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finished lower level

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LISTING YOUR HOME

Robust Marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs prior to an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

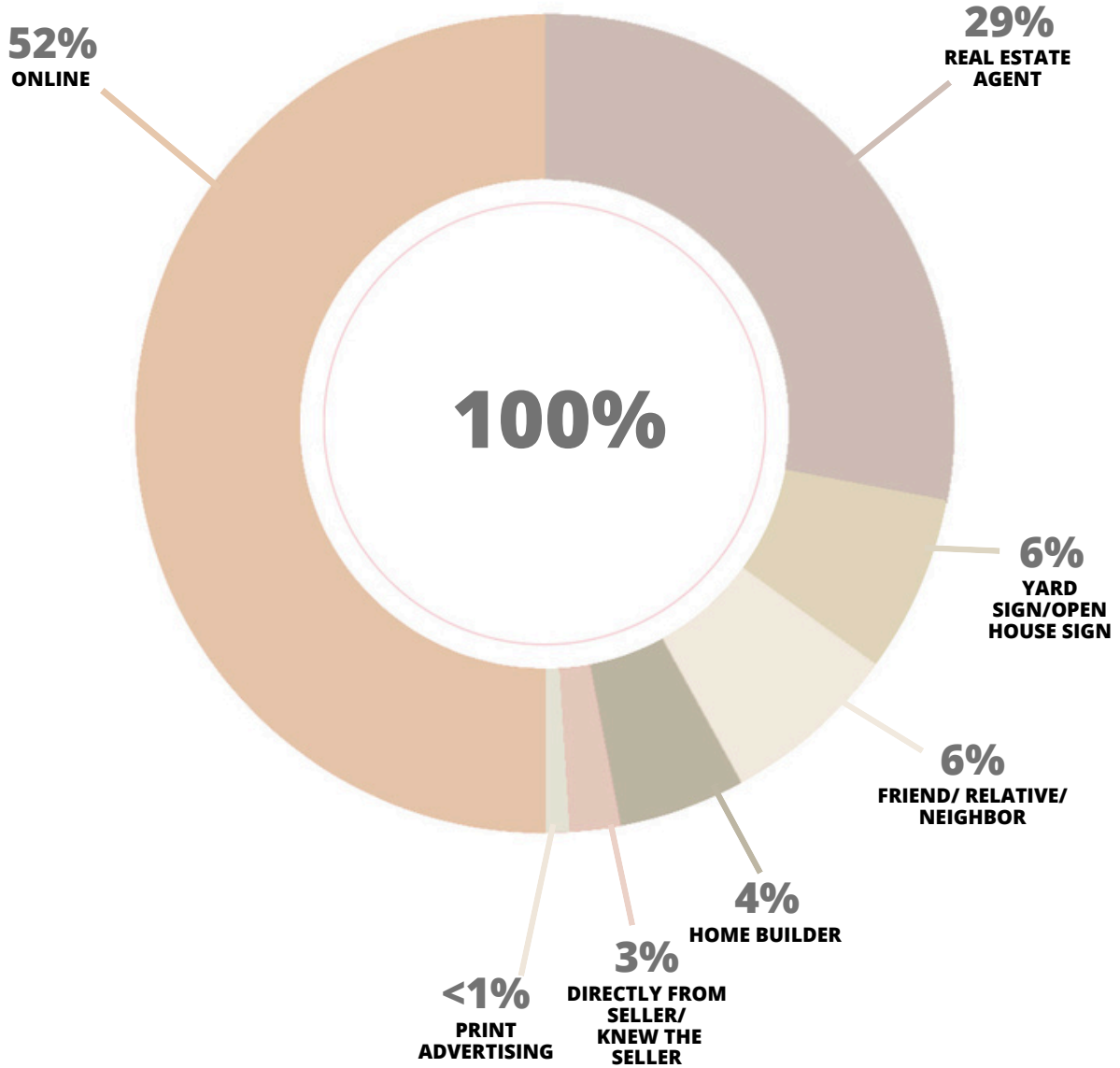
After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

WHERE DO BUYERS

Find Their Home



*2020 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

Maximum Exposure



GET FEATURED

I will feature your home on the top home search sites, on social media and the main home search sites.

Homes that receive the top 10% of page views sell an average 30 days faster!



Showings

A few tips to help your home showings go as smoothly as possible.

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the better offer.



CONTRACT TO CLOSING

Home Inspections

WHAT'S INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs

FAQs

INSPECTION TIME FRAME

Typically 10-14 days after signing contract. Negotiations usually happen within 5 days.

COSTS

No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

POSSIBLE OUTCOMES

Negotiation of repairs are dependent on the terms written and agreed to in the contract.

Common problems could be foundation, electrical, plumbing, pests, structural, mold, or radon.

Buyer submits requested repairs and seller responds in writing.

BUYER CAN ACCEPT AS IS

BUYER CAN REQUEST SELLER REPAIR ITEMS

SELLER CAN AGREE TO REPAIR OR NOT

Home Appraisal

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.



APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

Final Steps

FOR SELLERS

CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS

Vacuum and sweep floors one more time

LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

What to Expect

Honesty & Transparency

Integrity

Respect

Timely & Reachable

Acting in your best interest



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