

# Selling Your Home

my strategy to getting  
your home sold fast



# welcome

**I am excited to guide you through this journey!**

I understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of buying and/or selling your home. I am committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

*Ginna DeLaPena*

*Cell: 470.216.6958*

*Office: 770.495.5050ex 4503*

*Email: [Ginna@HNSLhomes.com](mailto:Ginna@HNSLhomes.com)*





# ***My commitment to you***

## **DEDICATED SERVICE**



From the day you place your trust in us to sell your property, we pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from our team.

## **HANDLING HARD CONVERSATIONS**



When repairs or changes in price need to be made (whether a buyer or a seller), we will be your guide through that process. We handle negotiating repairs, scheduling needed inspections and/or repairs, and any hard conversations so you don't have to.

## **ON YOUR SIDE**



A Realtor will represent your best interests, you are my #1 priority. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, we will make sure we calculate all benefits, and price accordingly .

## **SUSTAINED COMMUNICATION**



We will discuss with you exactly how our team works and what you can expect. We will communicate regularly and you'll know everything that's going on as soon as we know it.

## **PROBLEM SOLVER**



We will work hard to protect all of your interests and take on any issues that may arise throughout the process. Hopefully making the process as fun and stress-free as possible.

# four stages of home selling

## STAGE 1: PRELISTING

---

Schedule an appointment

---

Meet with Staging Consultant

---

Discuss the best strategy for selling

---

Property evaluation

---

Complete market analysis

---

Establish sales price

---

Executed listing agreement

---

## STAGE 2: ACTIVE ON MARKET

---

Showings started

---

Curb appeal kept up

---

House is kept ready to show

---

Showing feedback shared

---

Open House held

---

Neighborhood door knocked

---

## STAGE 3: PREP FOR MARKET

---

Marketing campaign started

---

Professional photography taken

---

Signs installed

---

Submitted to MLS

---

Showing times selected

---

Property brochure delivered

---

Direct mail campaign launched

---

E-mail campaigns started

---

Open house scheduled

---

## STAGE 4: OFFER & CLOSING

---

Offer(s) received

---

Offer(s) negotiated

---

Offer accepted

---

Back-up offer(s) accepted

---

Inspections & disclosures completed

---

Appraisal completed

---

Contingencies removed

---

Property closes

---

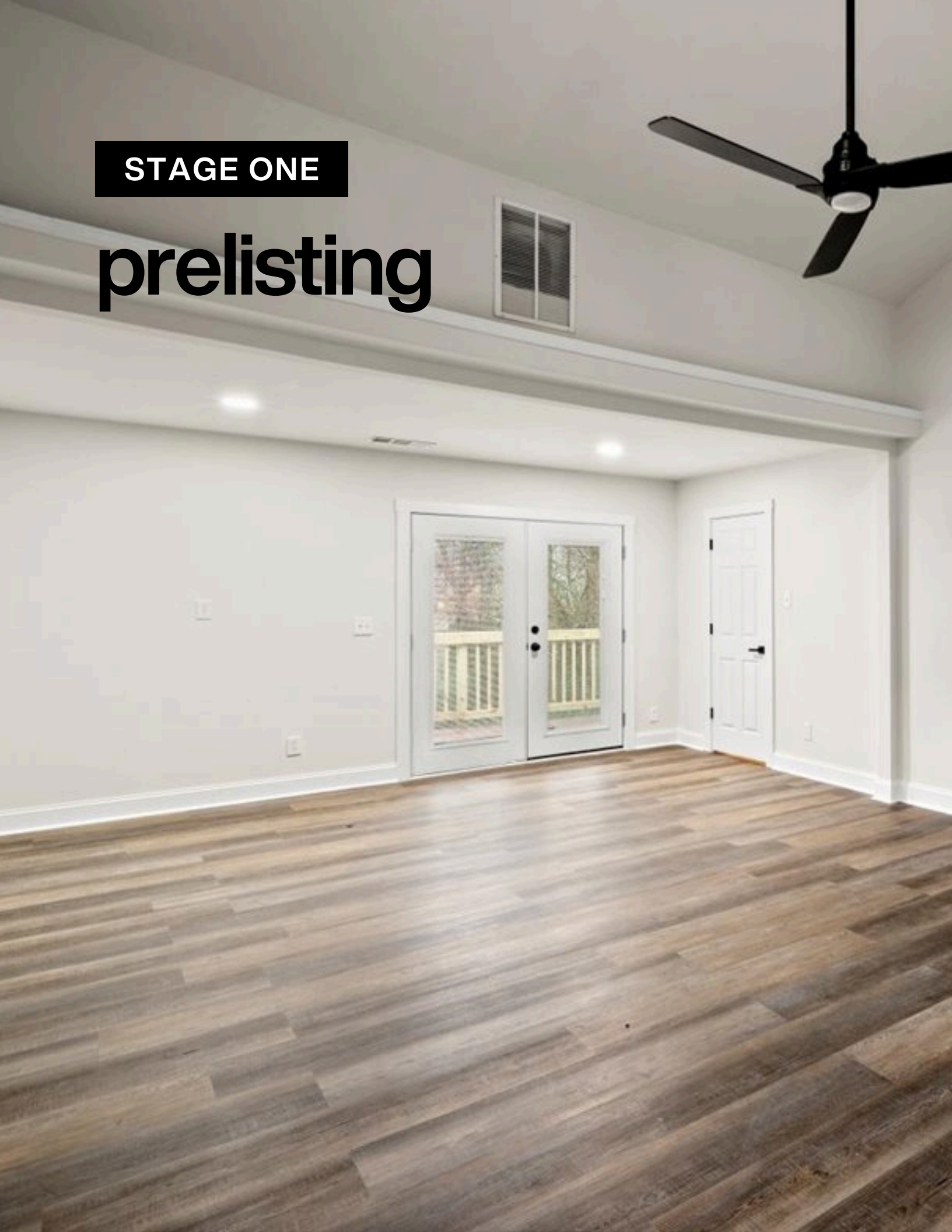
Refer friends to us!

---



**STAGE ONE**

**prelisting**



# pricing to sell fast & for more money

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes stale homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

That thought will scare away many buyers, and it will prompt the ones who remain interested to attempt to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market."

**"SOMETHING MUST  
BE WRONG WITH  
THAT HOME."**





**STAGE TWO**

# preparation



# MY EIGHT STEPS



**MARKET PREPARATION**

**STAGING**

**PHOTOGRAPHY**

**ONLINE MARKETING BLAST**

**SOCIAL MEDIA**

**OPEN HOUSES**

**PRINT MARKETING**

**ACTIVE PHONE WORK**



# preparing your home

## FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

## CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

## REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

# preparing your home

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

## INTERIOR

Wash all windows and  
mirrors

remove all pet-related  
items and food

Take personal items off  
the walls

All laundry is either put  
away or hidden

Take all trash out

Move all sensitive  
paperwork and  
medication to a secure  
area

## EXTERIOR

Wash all windows and  
clean screens

Touch up paint

Move any extra  
vehicles from the  
driveway

display seasonal  
flowers and  
landscaping

weed any flower beds

Clean front porch and  
secure any loose  
handrails



# staging your home

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

**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 at resale.

**40%**

of buyers' agents cited that 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

# professional photography

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



## HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Receive an average of 87% more views than their peers across all price tiers.

---

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

---

Have a 47% higher asking price per square foot.

---



A modern living room with light-colored walls, a grey patterned rug, and a white textured throw blanket. A small round wooden side table with black hairpin legs holds a vase with greenery and a pink pig figurine. A large abstract painting with blue and yellow tones is on the wall.

OUR ONLINE

# marketing blitz

Realtor.com Enhanced Show Case

Zillow.com - Premium Listing

Luxury Estate Digital

Targeted Online Campaign

Targeted Email Campaign

Pinterest Board

Google

Social Media Post

Homefinder

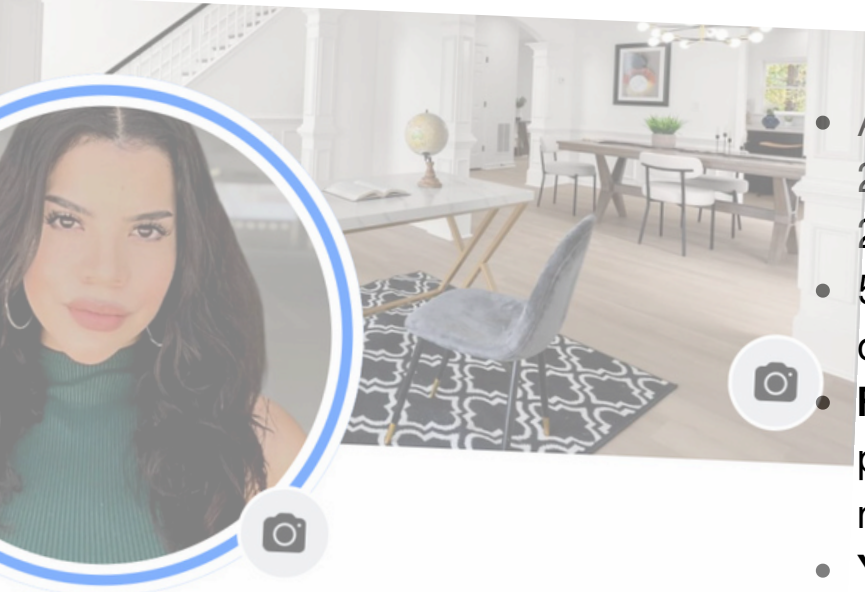
Homes.com

Pro HomeSnap

+Many More!

# our social media strategy

We train constantly on the ever changing algorithms of the different social media platforms. We pride ourselves in being the #1 real estate page in our area based on followers and interaction.



a De La Peña (Delapena)

nds

ge Loan officer  
al

below to start 🏠

d to story

✎ Edit profile

...

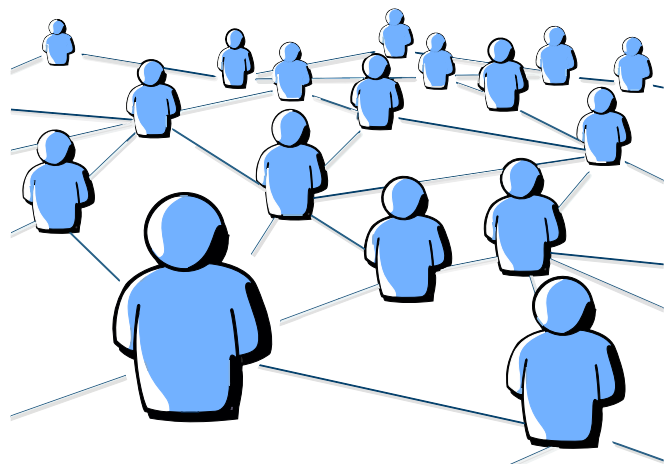
Photos

Videos

ards/ginnadelapena

d August 2009

- An average user spends 2 hours and 24 minutes per day on **social media** in 2022.
- 50.1% of the time spent on mobile is done using **social media** apps in 2022.
- **Facebook** is the most popular, costing people an average of 2 hours and 24 minutes each day.
- **Youtube** takes an average of 40 minutes per day.
- Users spend an average of 50 minutes per day on **TikTok** in 2022.
- **Instagram** users are spending an average of 28 minutes on the platform daily in 2022.
- **Pinterest** users take it slow and scroll through ideas for only 14.2 minutes every day.







## open houses

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

## how I prepare

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Neighborhood invitations mailed to the area
- Posted on our social media accounts
- Social Media Ads
- Email Newsletter Blast
- Door Knock Neighborhood



# print marketing

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are our top 3 marketing pieces we have printed with each listing.

## 01

**Custom  
Property  
Flyer**



## 02

**3-Part  
Custom  
Postcard  
Campaign**



## 03

**Custom Door  
Hangers for  
canvassing the  
neighborhood**



# follow-up marketing

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller? I am prepared to follow up immediately.



**STAGE THREE**

**market activity**



# last-minute showing checklist

Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs

Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.

Keys and personal items should be stored away.

Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.

Take 15 minutes and organize / purge your fridge - because a buyer WILL look!

Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.

Play soft music

Turn on all of the lights

Organize toys or store them while your home is on the Market

Less is more. Remove excess furniture if possible.

Walkways to and from the home should be clean and clear.

Make all of the beds.

Take the trash out and consider hiding garbage cans.

Minimize family photos

Do a thorough cleaning - even if you have to hire a cleaning service

Improve curb appeal: Mow the lawn and trim back overgrown shrubbery

Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.

Put fresh flowers or flowering plants on the dining room table

Offer snacks and water

Take all the magnets and pictures off the refrigerator.

Open the windows - buyers love lots of natural light.

Replace light bulbs that are burnt out. The better the lighting, the better the results.

Hide feeding bowls, litter boxes, dog beds, etc.

Do a final dusting, sweeping and vacuuming just before the open house or showing.





# SHOWING YOUR HOME

## STEP ONE

A SHOWING HAS  
BEEN REQUESTED

## STEP TWO

YOU APPROVE OR  
DISAPPROVE

## STEP THREE

HOME IS PREPARED  
FOR THE SHOWING

## STEP FOUR

YOU LEAVE AND THE  
SHOWING IS COMPLETED

## STEP FIVE

FEEDBACK IS  
RECEIVED

## STEP SIX

REVIEW FEEDBACK  
OR OFFER

# common showing mistakes

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their homes, as it can make buyers feel uncomfortable.

If you're selling your home on your own, without the help of an agent, consider using a lockbox for showings.

If you're a for-sale-by-owner (FSBO) seller and you have to host the showing yourself, don't hover. Let visitors explore your house on their own, and just be available to answer questions.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.





# showing feedback

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The “why” is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

WHAT THEY SAY	WHAT THEY MEAN
“The furnace (or insert another large mechanical name here) is old and they're just not sure.”	The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.
“They were hoping for an open floor plan.” “The floor plan wasn't right for them.” “They thought the rooms would be bigger.” “The rooms are smaller than they thought.” “They were surprised at the (insert name of something not shown in photos).” “It was our first time out and they're just getting started.”	Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.
“It smelled funny.” “The pet odor was strong.”	You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.
“More work than they expected.” “Too much wallpaper.”	They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

WHAT THEY SAY	WHAT THEY MEAN
<p>“The showing went well.”</p> <p>“It’s a lovely home, thank the sellers for us.”</p>	<p>Who knows what that means but more than likely if it’s not followed with an offer it means they’re not interested.</p>
<p>“The street was really busy.”</p> <p>“Didn’t like the apartments behind the house.”</p> <p>“It’s too close to the (insert name of something that buyers will be annoyed with – convenience store, school, business, etc.).”</p>	<p>Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It’s better to confront those issues in the listing than surprise people at the showing.</p>

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it’s not followed with an offer – the feedback means the buyer didn’t see the value in your house for the listing price.

But, that doesn’t necessarily mean that you’re priced too high. (Although, it might mean that.)

Really, it’s all about VALUE.

As your listing agent, I use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won’t sell:

## LOCATION CONDITION PRICE

You can’t change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don’t want to. Because if buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren’t buying your house? Well, that could be a number of things. But, the odds are good that it’s a value problem and the market is rejecting your listing price. That’s easy enough to fix – adjust the price.



## WHAT TO DO WITH pets during a showing

Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.

### WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

### FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

### UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

### WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you



**STAGE FOUR**

# **under contract & closing**





# THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

## THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

# THE OFFER

## PROCESS

---

### BUYER'S AGENT

---

---

### SELLER'S AGENT

---

Write Initial Offer and  
submit to Seller's Agent



Initial Offer is reviewed,  
seller can either:

Congrats you're under  
contract



ACCEPT THE OFFER  
or

Counter Offer is reviewed,  
buyer can either:



DECLINE THE OFFER &  
Counter with new terms

---

## REPEAT

---

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

ACCEPT THE OFFER

ACCEPT THE OFFER



**CONGRATS YOU'RE  
UNDER CONTRACT**



# final steps

## ORDER THE INSPECTIONS

During the inspection period, we will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide the buyer with a list of findings.

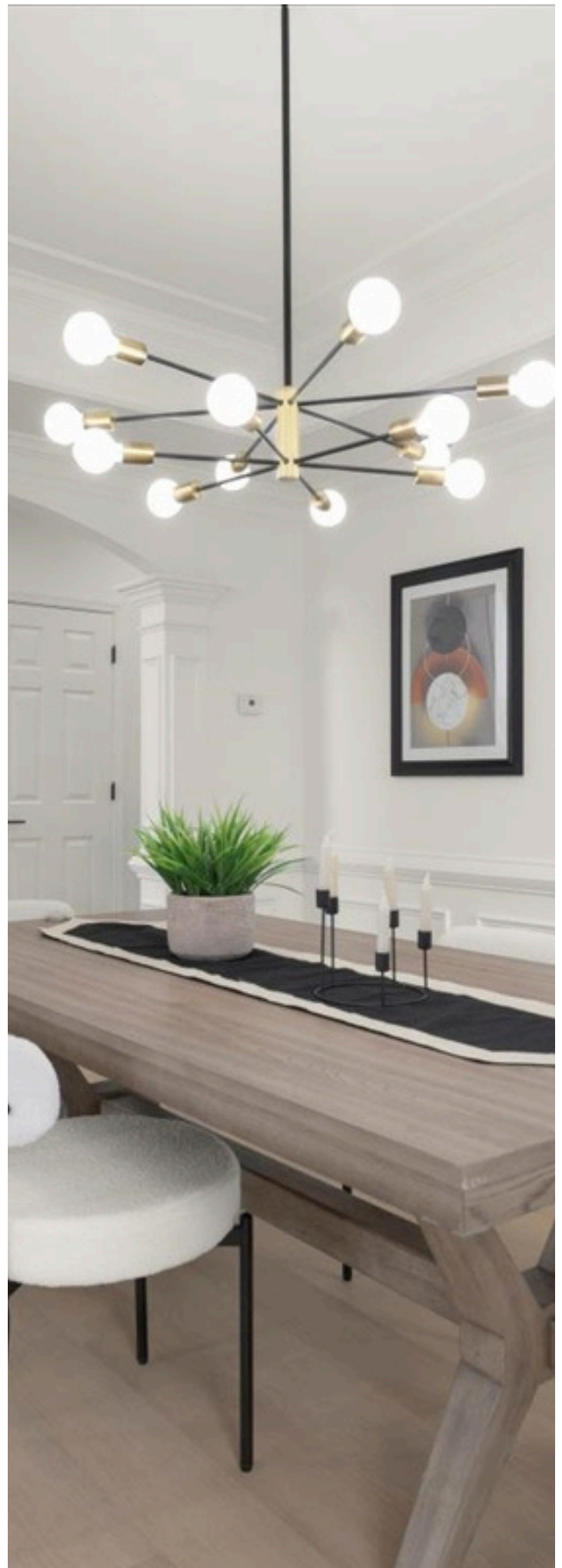
## ORDER THE APPRAISAL

The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the value of the house. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.

## NEGOTIATE FINAL OFFER

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. Think “big picture” and don’t sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.
3. Keep your poker face. The buyer's agent will be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.





## DISCLOSURES

In our state, the law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.



## INSPECTIONS

It is important to understand the contingencies in the offers that are received. In our state, the default inspection contingency gives the buyer a little more than two weeks (17 days) to complete all inspections. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.



## FINANCING/ APPRAISALS

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.



## CLOSING

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we are here to guide you through every step of the way. We want to earn the role as your Real Estate Professional for LIFE...not just the single transaction.

# SCHEDULING YOUR MOVE

## AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like.
- Donate or sell items that are in good condition.
- Get copies of medical records and store them with your other important documents
- Create an inventory of anything valuable that you plan to move
  - Get estimates from moving companies

## 4 WEEKS TO MOVE

- Give 30 days' notice if you are currently renting
- Schedule movers/moving truck
  - Buy/find packing materials
  - Start packing

## 2 WEEKS TO MOVE

- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
  - Keep on packing

## 1 WEEK TO MOVE

- Obtain a certified check for closing
- Complete final walkthrough
  - Finish packing
  - Clean
- Pack essentials for a few nights in new home
  - Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number



# DAY OF CLOSING

## CLOSING DAY

Closing is when you sign ownership and insurance paperwork and you receive your new home's keys! Typically, closing takes four to six weeks. During this time, purchase funds are held in escrow, where your money is held safe until the transaction is complete.

## FINAL WALK - THROUGH

We will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. We will make sure any repair work that the seller agreed to make has been done.

We will be sure to:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
  - Open and close garage doors with opener
  - Flush toilets
- Run the garbage disposal and exhaust fans

## CLOSING TABLE

Who will be there:

- Your agent
- The seller
- The seller's agent
- Your loan officer

BRING TO CLOSING

- Government-issued photo ID
- Copy of the sales contract

## RECEIVE YOUR KEYS

Congratulations! It was a lot of hard work but you are now officially homeowners!! Time to throw a party and get to know your new neighbors!

---

# WHY YOU SHOULD HIRE ME

---







## **COMMUNICATION**



Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which **HOLDS US ACCOUNTABLE** to what we tell you we are going to do. All of our sellers receive weekly updates on marketing, showing activity and feedback on their property.

## **MARKET PREPARATION**



Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

## **INNOVATIVE AND CREATIVE MARKETING**



We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

## **TARGET MARKETING**



We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.



# THANK YOU

As a dedicated real estate professional, I fully understand the significance of this decision and the trust you have placed in me. I am committed to providing you with exceptional service, market expertise, and unwavering support as we navigate the intricacies of the real estate process together. Your confidence in my abilities is truly appreciated, and I am excited to embark on this partnership with you. I assure you that I will go above and beyond to exceed your expectations and ensure a smooth and successful experience. Thank you once again for considering my services, and I look forward to the opportunity of working with you.

*Ginna DeLaPena*

