Selling Your Home

with

Miller Grant & Company

Interested in selling property?

We're here to help!

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& COMPANY

Meet

MILLER | GRANT
& COMPANY

From left to right: Courtney Pelfrey, Brian Daly, Jessica Daly, Erik Stephen, Kailey Sexton, Ellen Hencken, Kim Helmling, and Annemarie Baxter (Realtors)

Family owned and results driven, we believe that homeownership can be for anyone and everyone.

Our mission is to provide personalized real estate services to our clients with the same level of dedication and authenticity we give to our own families.

Our team's core values are collaboration, trustworthiness, an orientation towards family, and integrity.

Home Selling Basics

EBLA: The Exclusive Buyer Listing Agreement (EBLA) must be signed by all Sellers prior to Miller Grant & Company listing the home. This contract allows us to represent you!

Ratify: The contract is *ratified* once all parties have agreed to the terms of the purchase agreement.

Staging: Staging refers to the design and layout of your home's interior (furniture, etc.) prior to showings. Top-notch staging will ensure that your home makes the best first impression possible!

Open House: An Open House is an event where your Listing Agent will invite prospective Buyers and their Realtors to tour the home and ask questions in a group setting.

Settlement Statement: This is the statement of debits and credits used at closing to determine which parties (buyer and seller) owe which amounts of money.

Timeline

Have your Realtor walk through the home and property in person to evaluate it.

→

Your Realtor will pull local, recent market data to suggest the correct price point.

→

Complete any pre-listing checklist items (if applicable) to prepare for professional photography.

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Make sure the home stays clean and tidy heading into showings and Open Houses.

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Evaluate any and all offers that come in with the support and guidance of your Realtor. Negotiations may occur here before accepting an offer!

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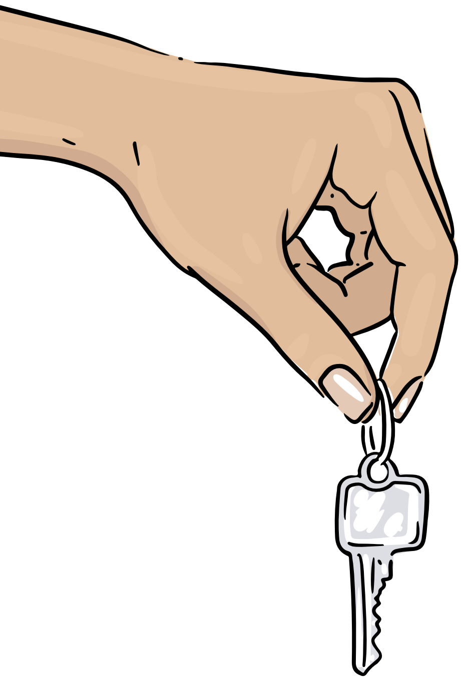
Move out and make sure the house is clean and vacant to convey to its new owners. **Congratulations!**



What does a *great* Realtor do?

- Communicates clearly and frequently
- Works around your schedule and needs; does not pressure a client
- Creates a personalized pre-listing plan to include any recommended repairs, replacements, and staging guide
- Provides a tailored pricing strategy to attract qualified buyers to the listing
- Negotiates on your behalf and explains offer terms
- Uses modern technology and tools to simplify your experience while marketing the home widely
- Connects you to trusted professionals such as contractors and title agents
- Attends closing with you to answer any questions

How does a Realtor get *paid?*

Who gets paid? **Only licensed Real Estate Brokers are legally eligible to be paid commission from a real estate transaction. They, in turn, pay their Realtors.**

How do they get paid? **Sellers are in a position to decide if, and how much, they offer in compensation. Most often, the seller pays the commission to their listing Broker, who in turn pays the buyers' Broker (this is called cooperating). The amount is always negotiable. Buyers will sign a Buyer Broker Agreement to determine their own agents' required compensation and, if a seller is not offering to pay it, it will be the responsibility of the buyer(s).**

An Example of Realtor Compensation

Seller A wants to be represented by Miller Grant & Company. They sign a Listing Broker Agreement, acknowledging that their Realtor charges 2.5% of the purchase price as compensation and that total compensation is 5%.

Buyer B is working with another brokerage. They have signed a Buyer Broker Agreement, agreeing that their Realtor needs to be paid 2.5% when they purchase a home.

If Buyer B purchases Seller A's home, they will not need to come out of pocket to compensate their agent because Seller A's Broker (Miller Grant) is cooperating to compensate Buyer B's Brokerage.

If Seller A does not want Miller Grant to cooperate and offer compensation to a Buyers' Broker, the Buyer must be able and willing to compensate their own Broker at the time of the sale/purchase.

Preparing a Listing for the Market

We will create a customized listing plan for your home! This includes marketing, staging, and any suggestions for repairs/replacements to be made prior to closing.

We are never looking for an opportunity to spend a Clients' money unnecessarily, so we'll only recommend things that will increase your ROI or ability to sell.

What are we evaluating in an *offer?*

Offer price, which isn't necessarily the same as the list price, and amount in escrow.

Transaction timeline, including closing date and inspection period.

Special contract provisions such as personal property (appliances) and other requests.

Home Inspections

The buyer is responsible for paying for any inspection(s) once they're under contract.

The buyer is responsible for paying for any inspection(s) once they're under contract. If concerns arise based on an inspection report, their Realtor may begin negotiations to ask for repairs/replacements and/or to ask for credit at closing so that the Buyer(s) can pay for necessary repairs/replacements.

The biggest issues that we want to preemptively avoid in an inspection are items related to the home's insurability or safety (roof, HVAC, electrical, plumbing, and any pest issues or water issues).

Appraisal

If a Buyer is financing the purchase of their home, their lender will order an appraisal to take place before closing.

If the appraised value of the home is below the agreed upon purchase price, the Buyers' Agent may negotiate a lower purchase price, often at the value of the appraisal. Often, the contract protects buyers from a low appraisal and they can terminate the contract if the Seller(s) are not willing to change the purchase price.

What happens at closing?

Before we pop champagne, a title company or attorney will officially “close” the transaction and transfer all of the funds to the correct places.

Title insurance is issued to both the buyer(s) and the lender, which is why title companies often handle closings! This one-time policy protects the new owner(s) from others claiming an interest in the property. It is commonplace that the Seller(s) pay for the Owner’s Title Policy and the Buyer(s) pay for the Lender’s Title Policy.

You’ll receive all of the closing documents and your settlement statement (think debits and credits of the transaction) prior to closing. Your Realtor will also be there to answer any questions that may pop up!

Seller Resources

When you hire Miller Grant & Company,
here's what we'll provide:

- **Access to our preferred vendors and contractors list (including home cleaning, photography, and more!)**
- **Open communication before, during, and after your home sells**
- **Invitations to special Client Appreciation events and celebrations**
- **Many a laugh along the way**