



HOME *SELLER* GUIDE

*Getting the best value for
your home in today's market*

BY NATALIE GALVAN

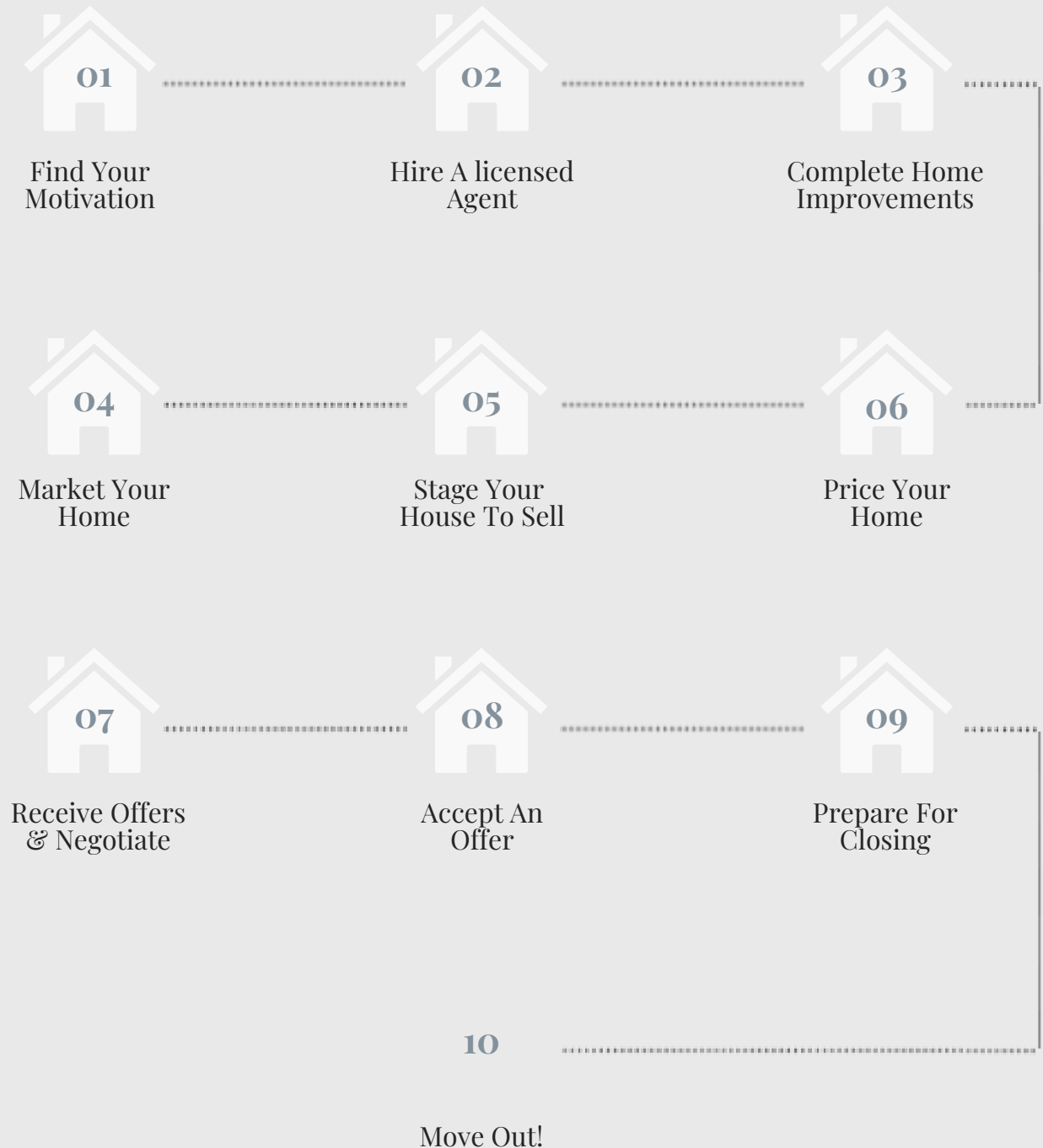
Selling In *Today's* Market

In today's dynamic real estate market, sellers face high demand and low inventory. Despite challenges sellers may face, such as competition and pricing sensitivity, my strategic approach to selling your home is designed to maximize its appeal and attract qualified buyers. I'll leverage strategic pricing, targeted marketing, negotiation expertise to position your property for a successful sale. By adapting my strategy to current market conditions and buyer preferences, I'm confident in my ability to help you achieve your real estate goals.



10 Steps to Selling Your Home

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.



Find Your *Motivation*

Selling your home is a big decision. You will most likely be leaving a place you made a home and it can be tough to let go.

Spend some time talking with your family about all the reasons you want to sell and make sure this is the right decision for you, as you do not want to get too far into the selling process and have a change of heart. It can get costly to change your mind.

Once you have made the decision to sell your home, you will want to first call your current lender provider and discuss your current finances about your home. Find out how much equity you have in your home, deduct selling expenses, and make sure to have some cash for making any necessary home improvements. Also make sure that you have enough equity to put in to your new home.

Questions To Ask *Yourself* When Selling

- WHAT IS YOUR TIME-FRAME TO MOVE?

- WHAT IS YOUR BUDGET FOR PRE-LISTING HOME IMPROVEMENTS?

- WHAT IS THE MINIMUM SALES PRICE YOU WILL ACCEPT?

- DO YOU HAVE A PLAN A & B TO WHERE YOU WILL MOVE NEXT?





Hire a *Licensed Agent*

There is a lot that goes into selling a house, from marketing, to dealing with potential buyers, the tedious paperwork and closing on the home.

The process can be daunting unless you decide to hire a professional real estate agent. They have the training, resources and pull to make the home selling process significantly smoother. They may even help you get a great return on investment.

If you have decided to hire an agent to take care of all this for you, it is important to hire one that you feel will represent your home best and get it sold quickly and for top dollar.

What a Listing Agent does for Sellers

- PRICE YOUR HOME COMPETITIVELY
- MARKET YOUR HOME ACROSS MULTIPLE MEDIUMS
- NEGOTIATE OFFERS & TERMS
- SCHEDULE SHOWINGS
- GUIDE YOU THROUGH THE ESCROW PROCESS
- MAKE SURE ALL DEADLINES AND TERMS OF THE AGREEMENT ARE MET

Plus so much more!



Complete *Home Improvements*



Preparing to sell your home typically takes some work. Whether that's your own sweat equity with some deep cleaning and home repairs, or some professional improvements, you will need to get your home in top shape if you expect top dollar.

You want buyers to fall in love with your home, like you did when you first bought it. So spend some time getting your home move-in ready, in a way that will appeal to the broadest range of potential buyers. Like painting that deep purple wall a more neutral color.

You will also want to think about getting a home inspection before you put your home on the market. A pre-inspection can help you avoid surprise repairs or issues with the home, that may turn away buyers. Buyers will most likely hire an inspector of their own and the more issues they find, the more turned off they may be with your home and back out of the offer.

Home Improvement *Checklist*

- ☐ REPLACE SINGLE PANE WINDOWS WITH ENERGY EFFICIENT ONES
- ☐ PAINT WALLS NEUTRAL COLORS
- ☐ SWITCH OUT DATED KITCHEN HARDWARE TO MORE MODERN ONES
- ☐ UPGRADE YOUR APPLIANCES OR REPLACE WITH STAINLESS STEEL
- ☐ GET FLOORS AND CARPETS PROFESSIONALLY CLEANED
- ☐ CUT BACK OVER-GROWN TREES
- ☐ POWER WASH THE DRIVEWAY AND PORCH
- ☐ ADD SOME SEASONAL FLOWERS IN POTS
- ☐ GET RID OF POPCORN CEILINGS
- ☐ GET YOUR HOME PROFESSIONALLY CLEANED
- ☐ ORGANIZE YOUR CLOSETS AND CLEAR OUT PERSONAL ITEMS
- ☐ GET RID OF ANY FUNKY ODORS

Price Your Home *Competitively*

Finding the right listing price for your home can be a challenge, but it's one of the most important factors in a successful home sale.

Homes that are accurately priced are more likely to sell in a timely manner. According to Zillow research, 57 percent of homes nationwide sell at or above listing price when they accept an offer in the first week. In the second week on the market, that drops to 50 percent and trends downward as the weeks go on.

Your agent will have all the tools available to know exactly where to price your home.

Strategies Used

Extensive research of the comparables in the neighborhood

Up-to-date knowledge of the current market

Strategic pricing to get the most eyes on your property

Strategic pricing to get you top dollar for your home

Market Your Home *Effectively*

Once your home is ready for buyers, the next step is getting your listing in front of as many buyers as possible.

To do so, your agent will hire a photographer to get professional photos, set up your home on the MLS, and begin to advertise your home.

All agents have different ways of marketing your home. It is important to ask your agent what their marketing plan is.

How I *Effectively* Market My Sellers Homes For *Top Dollar*

STRATEGY #1

Strategic Pricing

STRATEGY #2

Targeted Online Marketing

STRATEGY #3

Weekend Sales

STRATEGY #4

Staging

STRATEGY #5

Powerful Negotiation Strategies

Receive Offers & *Negotiate*

At this stage, your home is now on the market and potential buyers are making appointments for showings and they are ready to make an offer.

If you priced your house competitively, you should soon receive an offer, if not multiple offers. If offers are lower than your asking price, don't hesitate to make a counteroffer or ask for full price. You can also change any of the terms in the offer that better suits you. Buyers like to "test the waters" to see how you might respond, while still making room for negotiation.

Once an offer is accepted, it is signed and legally binding. It is important that your offer contain all requirements as there will be no going back to make changes.

Negotiate Contract Terms

SALES PRICE

CLOSING DATE

CONTINGENCIES

TRANSFER FEES

HOME REPAIRS

**AMOUNT OF DAYS FOR
INSPECTIONS**





Understanding *Seller's Agent Compensation* & the Importance of Offering a Buyer's Agent Commission

As a potential home seller, it's essential to understand how seller's agents are compensated for their services and why offering to pay for a buyer's agent commission can benefit you in the selling process. Here's a breakdown of how seller's agent compensation typically works and why including a buyer's agent commission is important.

01 Commission Structure

Seller's agents are typically compensated through a commission paid by the seller upon the successful sale of the home. The commission negotiated with the listing agent is negotiable and is agreed upon in the listing agreement between the seller and their listing agent.

Importance of Offering a Buyer's Agent Commission

Offering to pay for a buyer's agent commission is essential for attracting more potential buyers to your property. Many homebuyers work with a buyer's agent to assist them in the home buying process, and not offering a commission may deter agents from showing your property to their clients.

By offering a competitive buyer's agent commission, you increase the likelihood of your property being shown to a broader pool of buyers, potentially leading to more offers and a faster sale.

02

03

Inclusion in the Listing Agreement

The compensation for the seller's agent and any offered buyer's agent commission is typically outlined in the listing agreement between the seller and their listing agent. This agreement specifies the total commission amount, how it will be split between the listing and buyer's agents, and any other relevant details.

It's important to discuss the buyer's agent commission with your listing agent and consider offering a competitive commission rate to incentivize buyer's agents to show your property to their clients.

Maximizing Exposure and Offers

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Offering to pay for a buyer's agent commission maximizes exposure to potential buyers and increases the likelihood of receiving multiple offers. When buyer's agents know that their commission is covered, they are more inclined to show your property to their clients, resulting in increased interest and offers.

By attracting more potential buyers and offers, you create a competitive environment that can lead to a higher sale price and better terms for your property.

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Discussing Compensation with Your Agent

If you have any questions or concerns about the buyer's agent commission or how it may impact the sale of your home, don't hesitate to discuss them openly with your listing agent before signing the listing agreement. They can provide you with guidance and recommendations to help you make informed decisions about offering a buyer's agent commission.



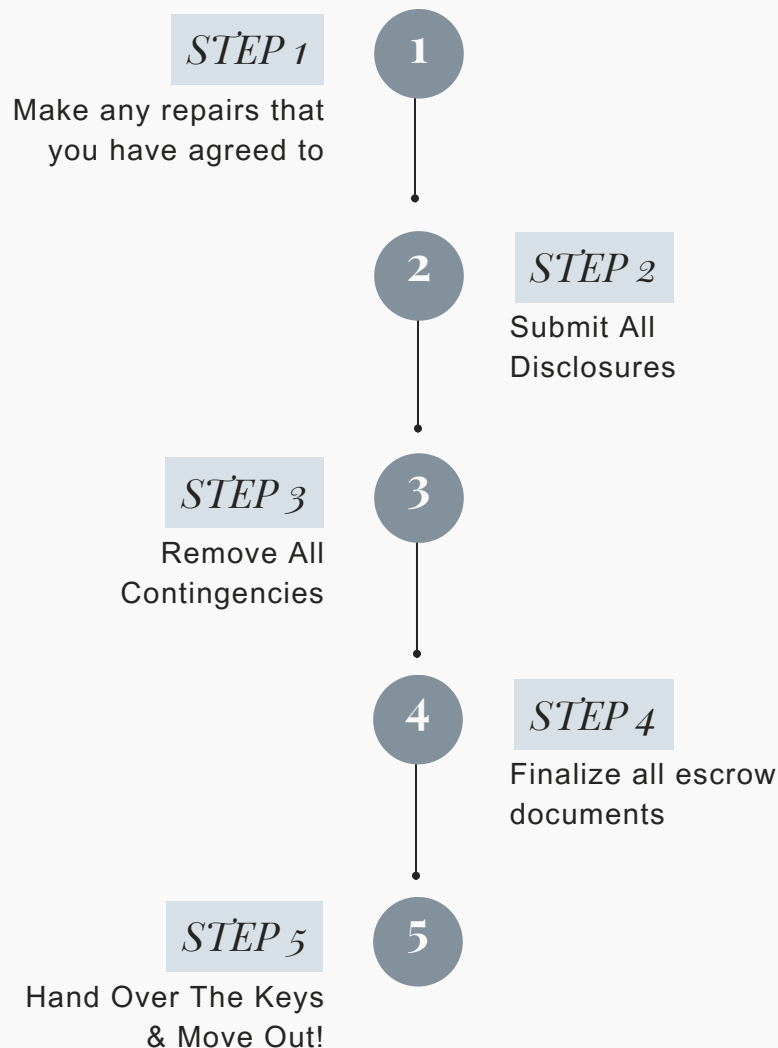
Final Steps To *Close*

After an offer is accepted, it's time to prepare for closing. In this step, the buyer will have the opportunity to do a home inspection, finalize their financing, and your home will be appraised if the buyer is using a lender.

Be prepared that each of these steps can come with some setbacks. The buyer might back out of the deal if something major is found during the home inspection. The buyer could also lose their financing and lastly, your home could come under value or over value during the appraisal and cause some issues.

This is why it is so important to have an agent by your side to help you avoid these hurdles and get your home sold quickly and with ease.

Below are the final steps you will need to take to close on your home:



Let's Do This!

Congratulations! You have just sold your home.

Still have some questions? Ready to sell your home? Want to know what your current home is worth? Great! Let's discuss. Message me, call me, email me. You have my contact information below.

With me as your agent, you will never have to go down the long road of selling your home with doubts or confusions. I will continuously be right by your side every step of the way. Let's Do This! **Looking forward to hearing from you!**



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*"Don't wait
for the right
opportunity.
Create it."*

