

# HOME SELLER GUIDE

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THINK BOUTIQ REAL ESTATE

### THANK YOU



Thank you for choosing to put your trust in me for the process of selling your home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! We've this book created 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. My focus is on your complete satisfaction.





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Good service speaks for itself.
I look forward to earning your referrals too!

### **CONSULTATION**

# WALK THROUGH YOUR HOME TOGETHER

During this walk through, we will discuss any recommended actions, such as de-cluttering, staging, or any home repairs that should be addressed before we begin the marketing process. This is also where we'll talk openly about your home's best features as well as any potential drawbacks we see.

Discovering what what drew you to the home in the first place, will help me market the home most effectively to potential buyers.

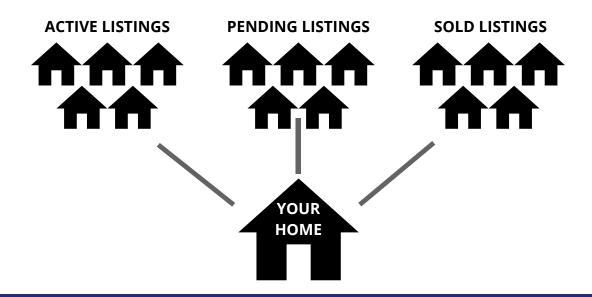




### MARKET ANALYSIS

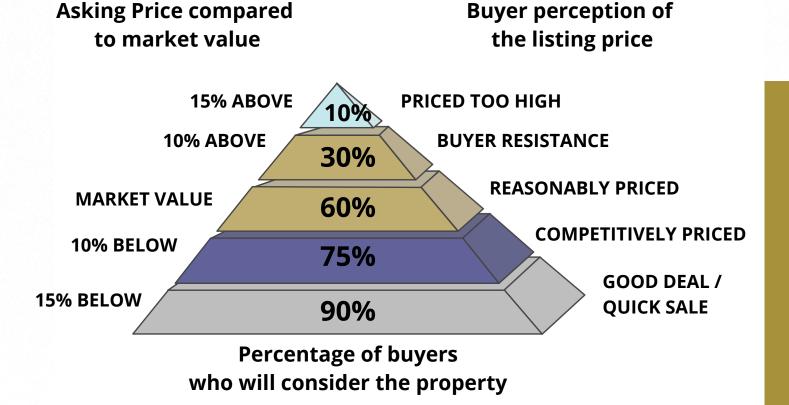
Thorough research of the local real estate market is an important part of determining a listing price. I'll complete what is known as a comparative market analysis - using both currently listed properties and sold properties in your area.

By adjusting for feature differences - such as when the property sold, where the property is located and characteristics of the home, a data driven estimate of value can be made.



### PRICING STRATEGY

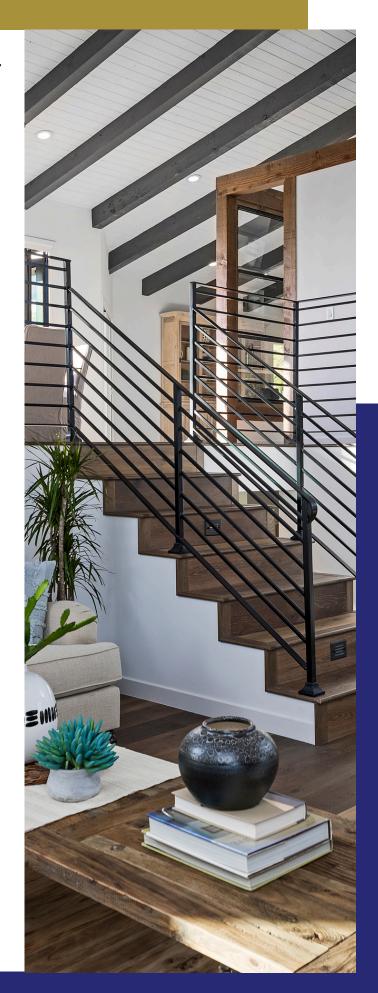
Pricing your home properly from its first day on the market is critical to your success as a seller. Our goal is to price your home correctly from the start. Doing so will save you time, and most importantly, money. Market knowledge is the only solution to correct pricing. The familiarity and experience I have with our local market helps to yield the most accurate, reasonable listing price for your home.



### **PHOTOGRAPHY**

Working with professional real estate photographers, we'll create a look that showcases your home at its highest potential to ensure that these spaces look as beautiful online and in print, as they do in real life.

These images are the first impression you make on potential buyers, and high-quality images give you a professional look and competitive edge.





### PLACEMENT ON THE MLS

Once your home is listed on the Multiple Listing Service, the details, specs, and photos are disseminated nationally. This is paramount when it comes to selling property - as it will be exposed to over thousands of web, video, social media and mobile sites.

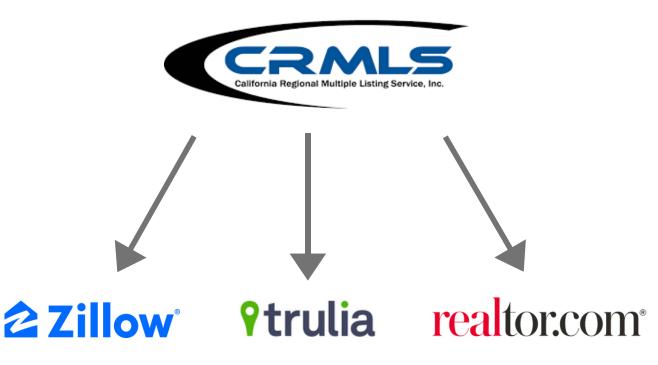
Over 80,000 real estate agents in California are notified directly through the MLS about your listing and can now begin bringing prospects to view your property.





### MAXIMIZE EXPOSURE

Properties listed on the Multiple Listing Service also feed into the top recognizable real estate websites. Buyers overwhelmingly utilize these apps to search for homes. More exposure on these sites means a larger pool of potential buyers.



### **SOCIAL MEDIA**

Utilizing popular social media networks, such as Facebook, Instagram, & Twitter is another way I'll market your property.

Social sharing is a powerful real estate tool that makes it possible to quickly find listings and local information passed along by friends and acquaintances.







## OPEN HOUSES

Open Houses give buyers an opportunity to browse your property in a stress-free environment. Prospective buyers will see an advertisement for the open house on multiple platforms from MLS notification, agent to agent , social media or your front yard. .

Open houses also allow us to receive instant feedback to find out what buyers like, or do not like, about your home. If we need to do any additional staging or decluttering, we can make necessary changes quickly.

### THE SALE PROCESS



#### STEP 1

### • Evaluate your needs

- Determine time frame
- Research
- Set the right price
- Implement marketingplan

#### STEP 2

- Prepare your property for sale
- Show to potential buyers
- Take feedback& makeadjustments

#### STEP 3

- Receive, negotiate, accept offer
- Open Escrow
- SellerDisclosures
- Buyer's Inspection process
- Appraisal

#### STEP 4

- Buyer loan secured
- Final walk through
- Buyer loan funds
- Record title
- Closed

# F.A.Q

#### Do I need to pay buyer agent commission?

For sellers, paying a buyer's agent commission has never been mandatory, but it does give sellers a competitive edge, which explains its common use. Buyers already deal with numerous upfront costs, so when a seller is open to receiving offers including a buyer agent commission, it dramatically increases the pool of potential buyers who can afford the home.

#### When is the best time to sell?

Traditionally, spring is the season to sell. Listing numbers rise in early April and continue into early summer, however, the more properties on the market, the more competition! Homes do sell all year round, so consider what is the best time for you. When will you have time to prepare your property? Do you have a time constraint, such as moving to start a new job? Do you need to work around school terms? Sometimes the best time to sell is when you're ready!

#### How long will it take to sell my house?

While the answer will vary depending on market conditions, average sale times range between 55 and 70 days, from listing to closing. Influencing factors include economic conditions such as interest rates, supply and demand, the time of the year, the size, type, condition, and location of your property. Correct pricing and a great marketing strategy will help give you the best chance of selling quickly.

#### Should we sell before buying another home?

If you want to buy a new home before selling your current home, first consider whether you are financially able to carry two mortgages. Check with your lender if this is an option. Also consider the feasibility (and stress) of physically maintaining two homes, even for a brief time.

#### What is the market like right now?

There are many indicators that show what the real estate market is doing at a given time. One of the most important indicators is the average number of days that homes remain on the market. This gives you an idea of how quickly homes are selling when listed. Other stats to consider are the average sale price of homes similar to your own, and the ratio between average list price and sale price.

#### What should I disclose to potential buyers?

It's always best to be honest and upfront about the condition of your home. Consider what you would expect as a buyer. Where possible, fix any faults before listing. As a home inspection is likely to be requested by the buyer, it's to your advantage to prevent or reduce potential problems. Avoid nasty surprises by repairing or disclosing significant defects. Undisclosed defects could lose you the sale.

#### Why is the assessed value of my home different from the market value?

The assessed value of a property is used by your local municipality for tax purposes. The assessed value is often not the same as the current market value of your home or its potential sale price.

#### Should I sell my home when it's vacant?

Only consider selling a vacant house if your furnishings are very poor and you will not have it staged. A vacant home can communicate a need to sell that weakens your position during negotiations.

#### Should I provide a home warranty?

A warranty may be worth considering if your home is more than ten years old. Expect to pay, on average, \$600. A warranty can be an incentive that gives potential buyers more confidence to purchase.

#### How long do I have to respond to an offer?

Some buyers will specify a timeframe in their written offer. However, it is customary to respond within 24-48 hours of receiving an offer.

#### What should remain in the house after it's sold?

As a general rule, all 'fixtures' are included in the sale. Fixtures are defined as things that are affixed, fastened to, or an integral part of, the home or landscaping. Examples include lights and light shades, built-in dishwashers, blinds, and curtain rods, and often curtains, built-in bookcases, trees, shrubs, and permanent landscaping features. You should specify any item you intend to take with you (e.g. a garden statue), and consider removing or replacing it before showing.

#### When will I meet my prospective home buyers?

Your listing agent usually represents you during showings and open houses, and also during negotiations with the buyer and their agent. It is recommended that you are not present during these stages, so you may not actually meet the buyer. After closing, however, you may arrange to meet with the buyer if you both wish. This can be a nice gesture, and a chance to show them appliances, alarms, aspects of the garden, etc.







#### YOUR PERSONAL CONCIERGE FOR LIFE

Powered by Universal Home Protection.

We appreciate your business, therefore we have partnered with MoveEasy to offer you personalized concierge services for your move & home management absolutely free of charge!

You get a **dedicated concierge for life** in addition to a free personal dashboard (and an automated concierge if you have an Amazon Echo device) at no cost. Everything you need to help you with your moving & home management tasks. From Updating your Address, Finding Movers, Installing Cable and Internet Services to Finding the Best Home Pros & Lots More!







Cleaners

Electrician

Carpet Cleaner



#### WATCH OUT FOR AN INVITATION EMAIL FROM ME





### Buyer and Seller Legal Protection Plans

Think Boutiq Real Estate is proud to offer our clients the Buyer and Seller Protection plans, provided by **Real Estate Risk Management**, **Inc.** These plans can provide you with peace of mind by giving you access to a team of legal professionals before, during and after the close of escrow.

Legal questions may arise at any time during your transaction. RERM's Panel Attorneys can assist you with a wide variety of legal questions; providing assistance should you need it for the sale or purchase of property. The plan provides you with the following protections and services:

#### **Telephone Consultation**

Telephone consultation with a Real Estate Attorney for up to one-half hour per subject matter involving a non-dispute transactional question (there is no limit as to the number of matters eligible for consultations as long as they pertain to different legal matters).

Example: Disclosures, Bankruptcy, Deed in Lieu, Foreclosures, Title Issues, 1031 Exchange and more.

#### **Document Review**

Up to ten (10) pages of document review by the panel attorney.

Legal Advice is Available Before and One Year After the Close of Escrow.

#### **Reduced Hourly Fee**

Up to 25% rate reduction on attorney fees for any additional services.

#### After the Close of Escrow

#### **Lifetime Mediation Services**

A Certified Mediator is provided to resolve disputes with the property between you and a third party involved in the transaction. (This benefit can satisfy the mediation clause in your Real Estate contract and can save you thousands of dollars.)







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