



## HOME SELLER PACKET

The home selling process can be overwhelming for most, but we are here to keep it as simple as possible. There are many steps to the process and contract, please take your time to review them all and ask questions as we go along!

# THE PROCESS

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## Step 1 – Is now the right time?

- Have you owned 2+ years?
- Do you have a new location picked out and a great agent?
- Is your home in the condition to bring your price point?

## Step 2 – Get preapproved for a mortgage

- How much can you afford with you proceeds?
- What are the different loan programs available? (FHA, VA, Conv)
- Is your credit is in good shape?

## Step 3 – Prepare your home for the market

- Declutter and stage your home to show the best for ALL
- Clean up outside and brighten the curb appeal
- Complete a pre-listing maintenance review
- Update or address maintenance items as needed

## Step 4 – On the Market

- Be prepared at all times for a showing 8AM to 8PM
- Complete disclosures and listing documents
- Select a room or garage to continue packing and decluttering

## Step 5 – Marketing Bonus Options

- Open House
- Share with your friends and family or social network
- Pass along any questions or interested parties to your agent!



# PREPARING FOR THE MARKET



# SERVICES

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## Maintenance Checklist

- Flooring
- Windows
- Painting
- Handyman
- Plumbing
- Roof & Siding
- Staging
- Landscaping
- Movers
- Pool Service
- Disposal Services for Debris/Garbage
- House Cleaning
- Kitchen Cabinets/Countertops
- Drywall Repair
- Tile Work
- Moisture Inspection



# LIST PRICE

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## How Market Value is Determined

The market value of your home is determined in several ways. Below are comprehensive ways to understand how the value of your home is determined.

The market value of your property is not:

- What you have in the home
- What you need out of it
- What you want
- What it appraised for
- What you heard your neighbor's home sold for
- What the tax office says it's worth
- How much it's insured for
- Based on prices of homes where you are moving
- What Zillow says it's worth

The true market value of your home is what a buyer is willing to pay for it.

The market value of your property is based on:

- Today's market
- Today's competition
- Today's financing
- Today's economic conditions
- The location
- Normal marketing time

How can your property be a "10" and sell in today's market?

- By improving the condition, sometimes dramatically
- By offering good terms
- By improving the way the home shows
- By adjusting the price

# SELLING FACTORS

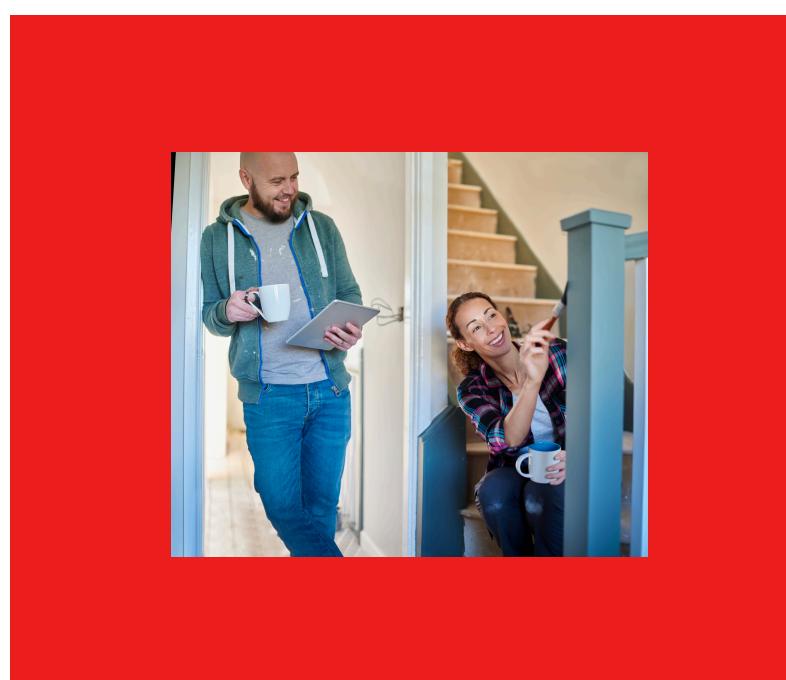
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**PRICE**



**LOCATION**



**CONDITION**

# GETTING THE OFFER

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Is it priced right for the market?

- What is the buyer activity?
- Have showings been successful?
- What other homes are for sale in the neighborhood?
- What has sold recently in the area?
- How long has it been on the market?

What is your motivation?

- Proceeds from the sale?
- Do you need to lease back, sell quick, offer options?
- How long of an escrow are you looking for?

Will you offer concessions for closing costs?

- Closing costs such as title, escrow, and lender fees usually cost between 1-3% of the sales price for a buyer. Helping them can increase your offer terms and timeline.

Be prepared for multiple offers on the property?

- This is not uncommon for homes priced right for the market and in great condition. Often times you can ask for your “highest and best” offer. In other words, create multiple offers to review and decide which is the best.

# ESCROW

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Once your offer is accepted and you are on contract, we will help navigate the process with you, buyer, lender, and the escrow officer.

The due diligence period is first, the only time the buyer can inspect the property with a professional to proceed or cancel.

Appraisal of the property happens before the lender can receive the final approval from the underwriter. This will tell you the market value of the property for the financing program. You may have to go back to the negotiating table if the appraisal is below the purchase price, we will help you navigate this process.

Escrow and Lending will balance the settlement statement then let you know what your proceeds will be. You will set your appointment to sign your documents and instruct how those funds will be paid out.

The day of closing, the lender will send their wire transfer to "fund the loan" to the escrow company. Once escrow has determined all funds are there and the documents are signed and notarized by both parties, they will send the Title to the county to record electronically. This must be completed by 4:00PM to process before close of business.

Once the Title has recorded with the county, the home is the buyers. You will want to make sure at this time you are off the property and it is free of debris and personal belongings. The Utilities will be setup in the buyer name to start the next morning!



# CONGRATULATIONS

