



SELLING YOUR  
**HOME**

*with Emily Parker*

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# MY COMMITMENT

## DEDICATED SERVICE

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

## HANDLING HARD CONVERSATIONS

When repairs or changes in price need to be made, I will be your guide through that process. I handle negotiating repairs, scheduling needed repairs, and any price adjustments so you don't have to.

## ON YOUR SIDE

A seller's agent will represent your best interests. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, I will make sure we calculate all benefits, and price accordingly .

## SUSTAINED COMMUNICATION

I 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

I will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. Hopefully making selling your home a fun and stress-free process.

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# HOME INFORMATION

BEDS	BATHS
YEAR BUILT	SQ FT
LOT SIZE	GARAGE
SUBDIVISION	SCHOOL DISTRICT
ANNUAL TAXES: \$	
HOA: YES NO	IF YES, ANNUAL FEE \$

WHAT SOLD YOU ON YOUR HOME?

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WHAT'S YOUR REASON FOR SELLING?

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DO YOU HAVE A TIMELINE?

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IS THERE ANYTHING WE NEED TO KNOW ABOUT YOUR HOME THAT IS HIDDEN FROM THE NAKED EYE?

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# PRICING YOUR HOME

HOW MUCH DO YOU WANT TO LIST YOUR HOME FOR?

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HOW DID YOU ARRIVE AT THAT VALUE FOR YOUR HOME?

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WHAT ITEMS ARE YOU LEAVING? (APPLIANCES, CURTAINS, BARSTOOLS, ETC.)

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## UPDATES COMPLETED

PLEASE LIST OUT IN DETAIL ALL THE UPDATES YOU HAVE MADE TO THE PROPERTY

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PLEASE LIST OUT IN DETAIL ALL THE REPAIRS YOU HAVE MADE TO THE PROPERTY

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# AVERAGE UTILITIES

ELECTRIC      GAS      WATER      TRASH

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

AVERAGE

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# SELLING EXPERIENCE

HOW MANY PROPERTIES HAVE YOU SOLD IN THE PAST?

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WHEN WAS YOUR LAST SALES EXPERIENCE? WHAT WAS IT LIKE?

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HOW DID YOU SELECT THE AGENT YOU WORKED WITH?

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WHAT DID YOU LIKE BEST AND LEAST ABOUT WHAT THAT AGENT DID?

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WHAT ARE THE TOP THREE THINGS YOU'RE LOOKING FOR FROM AN AGENT?

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# 4 STAGES OF HOME SELLING

## 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

## 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

## ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

## 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 me!

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# STEPS TO SOLD

## ONE: MAKE REPAIRS

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

## TWO: FINISH PROJECTS

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

## THREE: CREATE CURB APPEAL

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim, keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

## FOUR: DECLUTTER

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

**IF YOU CHOOSE TO SALE AS-IS, PLEASE DISREGARD!**

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## FIVE: DECLUTTER SOME MORE!

Don't overlook items on display on your shelves, tables, and countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

## SIX: THINK NEUTRALS

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

## SEVEN: REARRANGE YOUR FURNITURE

Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

## EIGHT: REMOVE PERSONAL ITEMS

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

## NINE: FIX PET ISSUES

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

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## TEN: WASH THE EXTERIOR

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

## ELEVEN: FIX FENCING

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

## TWELVE: ROOF REPAIRS

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

## THIRTEEN: FIX CRACKS

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

## FIFTEEN: CONDUCT A SMELL TEST

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

## SIXTEEN: PREPARE THE PAPERWORK

Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some of the paperwork that a seller will need includes deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.

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# MY PROMISE TO YOU



## ONE

I promise to tell you the truth about your property.

## TWO

I promise to respect your confidence.

## THREE

I promise to give you good advice.

## FOUR

I promise that you will understand what you're signing.

## FIVE

I promise to follow through and follow up.

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# TESTIMONIES

“YOU WON'T FIND A BETTER PERSON. EMILY IS NOT ONLY GREAT AT WHAT SHE DOES BUT SHE IS FAMILY. SHE IS A BULLDOG FOR A BUYER AND A WARRIOR FOR A SELLER. SHE WILL GET YOU THE BEST PRICE PERIOD. 100/10 RECOMMEND AND HOPE TO DO BUSINESS WITH HER IN THE FUTURE!”



THE HARGRAVES

“EMILY IS ONE OF THE BEST, SHE IS TRULY SO HONEST AND WANTS THE BEST FOR HER CLIENTS, SHE BECAME A LIFETIME FRIEND TO US IN THE PROCESS AND WE ARE SO GRATEFUL AND THANKFUL FOR HER AND ALL SHE DONE FOR US IN THE PAST SEVERAL YEARS OF LOOKING BEFORE WE FOUND THE ONE, SHE WAS SO PATIENT WITH US AND WE APPRECIATE ALL HER HARD WORK. YOU WON'T REGRET WORKING WITH HER WE CAN PROMISE YOU THAT!”



THE FREEMANS

“IF YOU ARE LOOKING FOR A DEDICATED, COMPETENT REALTOR WHO WILL WORK HARD TO FIND YOUR DREAM HOME OR SELL YOUR EXISTING HOME, EMILY PARKER IS YOUR GIRL. EMILY LISTED AND HAD OUR HOUSE UNDER CONTRACT WITHIN 48 HOURS OF LISTING AND ALSO FOUND US OUR NEW HOME AND HAD US UNDER CONTRACT WITHIN 24 HOURS. SHE IS VERY KNOWLEDGEABLE OF ALL THINGS REAL ESTATE AND WILL WORK HARD FOR YOU TO GET YOUR DESIRED END RESULT. IF YOU ARE LOOKING TO SELL, LET HER LIST FOR YOU. IF YOU ARE BUYING, SHE CAN HELP FIND WHAT YOU NEED.”



THE HAWKS