

SIMPLY SELLING

HOME SELLER FREQUENTLY ASKED QUESTIONS



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THE *simply* SELLING PROCESS

Whether you are not sure if you're ready to say goodbye to your home, or you're ready to pass off those keys to someone else ASAP - this guide is for you! I've compiled all of the answers to my most frequently asked questions about selling a home into this guide. Use this to refer back to throughout the process, or whenever you decide it's time to list.

What does the home selling process look like?

This is my most frequently asked question, so it's the perfect one to kick this off with. Here is a the home selling process in a simple 4 step process:

01 PREPARE IT
Meet with me
Clean, declutter, paint

02 ADVERTISE IT
Determine price
Strategic marketing

03 SHOW IT
Negotiate offers
Get under contract

04 SELL IT
Inspections + appraisals
Closing day!



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HOME SELLER FAQ

When should I sell my home?

An easy answer is when it's best for you! Obviously, if you are closing on a home purchase, moving for work, or want to get settled before the new school year, you have a timeline you need to work with. But, if you have the luxury of choosing when to sell, there are a few considerations. Spring is traditionally a time when there are more buyers looking, but you may also have more competition. Fall, and closer to the holidays, is a good time to get a higher price from buyers that need to move before the new year. Watching the market is always smart. A seller's market, meaning there are more buyers than sellers, is always a good time to list.

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

Should we price it higher just to see what happens?

Setting a very high price just to "see what we get" is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



at market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



over market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



FAQ'S WITH SANDY

There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time! Here are some questions you can ask your prospective agents - I've provided my answers so you can see how I stack up!

- How long have you been in real estate?

I started my career in commercial real estate in Florida in 2000. After my move to Vermont, I decided instead to focus on residential real estate and have been doing that here for the last 6 years! I have sold over \$38 million in real estate in the last few years and rank in the top 5% of agents in Vermont.

- How long do homes usually stay on the market?

Not long! My goal is to produce the best quality listing materials and then GET THOSE IN FRONT OF THE RIGHT PEOPLE. Then we have as many qualified buyers see the home as possible in the first few days, resulting in a quick and highly profitable sale.

- Where are most of the homes that you've sold?

I live in and have sold over 100 homes in Chittenden County just over the past few years. I also work in Franklin, Addison, Grand Isle, and Washington counties and have sold many homes in these markets as well.

- What will you do to market my home?

This is such an important question that it deserves it's own page, which I have included! My firm's marketing, combined with my own, is second to none and I am able to get listings in front of the most interested potential buyers, both in and out of state.

- Will I be working directly with you or a team?

You will deal directly with me 100% of the time.

- Are you a part-time or full-time agent?

Real estate is my 100% full time job!

- What is your list-to-sold price ratio?

Homes that I sell have averaged 105% over asking price, though that number has been higher in 2022 and 2023. I believe in pricing my listings fairly and according to recent comparable sales, which I believe is the best strategy for this market.

- What price ranges do you specialize in?

Homes in the \$500-800k range are about 60% of my business. I have sold homes from \$100k up to \$1.5million in the last few years, I am extremely familiar with the inventory in all ranges here.

- How much do you charge to list my home?

We'll discuss the details of this, but you can expect 5-6% in real estate commission, which I share equally with the brokerage who brings the buyer. Homes listed with full-service agents, such as myself, sell for top dollar and sellers see higher profits even after paying real estate commissions when they use a top-tier full service agent. And that's in addition to doing all of the heavy-lifting for you.

PREPARING YOUR HOME FOR THE MARKET

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass |
| <input type="checkbox"/> | <input type="checkbox"/> | Kitchen appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls where needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Electrical panel |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean off counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize all drawers and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean floors |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels and stage decor |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove any unnecessary items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean any moldy areas |

PREPARING YOUR HOME FOR THE MARKET

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. We can consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting |
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence is in good shape |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

STRATEGIC MARKETING



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, I work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

The photos to the left are examples from pervious listings of mine.

What's Included in my Marketing Plan:

- VIDEO walkthrough / Virtual tour on all platforms
- Listing on VTRECO's high-traffic website
- Listing on Zillow, Realtor.com, Trulia and hundreds more
- Bold "coming soon" campaigns on social media
- Paid social media ads in out of state markets
- Professional photography, including drone
- Open house
- Dedicated property website
- Email marketing to email list of over 14k people
- Virtual staging, if necessary
- Decluttering/Organizing services

Examples of my Previous Listings



382 Queen City Parkway Burlington

Listed at \$365k and sold at \$425k in 4 days

- I strategically priced the home at \$365k, because two similar homes up the street had sold in that range. This home had beautiful features and I knew it would outperform those homes but I didn't want to scare buyers with a high price out of the gate. We had a tremendous amount of interest.
- Over 50 people came to the open house, resulting in 14 offers for my clients to choose from. We opted for a high offer with a quick closing and a rent-back for my seller allowing them plenty of time to move.
- I put it on the market on a Thursday so buyers could get excited to see it for the weekend. I'd run a 'coming soon' campaign earlier in the week and then started advertising the upcoming open house Saturday.



11 Fox Run Lane South Burlington

Sold in 4 days for \$45k over asking with no contingencies

- Open house had 18 walk ins and generated 7 interested buyers.
- Zillow listing received 3750 views and 112 saves
- Generated and worked 5 competitive offers.

The sellers of this home had a huge plumbing leak that flooded the basement while we were under contract! I worked with them to have the repairs done via their insurance, and kept the buyer's side calm, and we still made it to closing right on time!!

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- I use an app called Showingtime to track appointments and gain feedback from anyone who has seen the house. You can download the app and follow right along, or not!
- I use an electronic lockbox that allows ONLY buyers' agents to access your house key. These boxes also notify me any time they are opened and then closed, so no one is accessing your home without my knowledge.
- Potential buyers will be asked to remove shoes and limit touching of surfaces etc.

What to Expect Next

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

In Escrow

Once the purchase agreement is signed by all parties, the buyers will deposit their escrow. These funds will be held by my firm until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the escrow money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward. Often we can select an offer with the fewest contingencies because we should have a choice of offers!

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon conditions were completed and the property is in good condition.





Thank you!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.

Sandy

Next Steps

- ✓ Sign listing agreement and property disclosures
- ✓ Determine list price
- ✓ Schedule Photographer