

# HOME SELLER GUIDE



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# ABOUT ME

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As a dedicated top-producing Realtor in the Chicagoland area, Nick is committed to exceeding client expectations at every stage, from the initial showing to well beyond the closing. His unwavering dedication ensures that your needs are not only met but surpassed, providing exceptional service throughout your real estate journey.



## Nick Kein

Realtor, ABR, SRES



630-405-3855



[www.kanecountyhomes.com](http://www.kanecountyhomes.com)



415 E State Street, Ste B, Geneva, IL



# SELLING PROCESS

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01

## Seek Guidance from Professionals

Collaborate with a real estate agent and other relevant professionals to ensure a smooth and successful selling process.

02

## Determine a Competitive Price

Set a fair and competitive price for your home based on market research, comparable sales, and expert advice.

03

## Prepare Your Home for the Market

Enhance your home's appeal by decluttering, depersonalizing, and making necessary repairs or improvements.

04

## Get Your Home Ready for Showings

Create a welcoming and inviting atmosphere by staging your home, keeping it clean and organized, and maximizing its visual appeal.

05

## List Your Home for Sale

Strategically market your property through various channels, such as online listings, social media, and traditional advertising, to attract potential buyers.

06

## Enter into a Contract

Carefully review and negotiate offers, contingencies, and contract terms to reach a mutually acceptable agreement with the buyer.





# SELLING PROCESS

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## 1. GET READY

Identify your selling goals, Choose a Realtor & discuss a selling plan, Sign a listing agreement, Know your costs and responsibilities.



## 2. SET A PRICE

Discuss comparable home sales with your Realtor, Know the difference between list price and sold price, Set an appropriate market price for your home.



## 3. SHOW YOUR HOME

Prepare your home for viewings, Deep clean and declutter, Make needed repairs, Take professional photos & create video, Start promoting your house online and offline (social media, flyers, signs..), Schedule open houses.



## 4. NEGOTIATE OFFERS

Your Realtor will discuss each offer with you, Negotiate any repair requests & issues, You can either accept, deny or counter-offer, Accept the best offer presented, Agree to all the terms and sign the contract.



## 5. PRE-CLOSING & TITLE

The buyer will perform an inspection to reveal any needed repairs, Title search verifies you own the property, A property survey is completed, Buyer's final walkthrough within 24 hours prior to closing.



## 6. CLOSING

Review closing statement, Deed is delivered to buyer, title transferred & agreed-on costs are paid, Sign closing documents & hand over keys.

# PREPARING YOUR HOME FOR THE MARKET

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## Exterior

Assess the exterior of your home, including landscaping and front entrance, for any necessary repairs or enhancements to create an appealing first impression.

## Major Components/Mechanicals

Review major systems like plumbing and electrical, identifying any necessary repairs or updates to increase the value and appeal of your property.

## Measure

Evaluate the layout, furniture arrangement, and decor of your home's interior, identifying areas for improvement such as decluttering and rearranging to enhance visual appeal.

## Analysis

Conduct a thorough analysis of recent sales trends, comparable properties, and buyer preferences to determine an appropriate listing price and positioning strategy.



# GETTING YOUR PROPERTY SALE-READY

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First impression is everything! Preparing a Property for Sale is crucial to attract the right buyers for your home. Evaluate the property's condition, make necessary repairs, and declutter the space. Consider staging the property to highlight its best features and optimize the flow of each room. Enhance curb appeal as needed for a positive first impression.

To maximize marketability, declutter and depersonalize the space. Stage the property by arranging furniture, adding tasteful decorations, and even consider utilizing attractive scents. These steps create an inviting atmosphere and increase the likelihood of attracting the right buyers for your home.







# IMPORTANT INFO

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In the real estate market, being informed is crucial for a successful home sale. Stay updated on local market trends, buyer preferences, and the selling process. Gather essential details about your property, such as square footage, upgrades, and recent renovations. Understand comparable properties to determine a competitive listing price. Stay knowledgeable about your mortgage, insurance, and any outstanding liens. Being prepared with this important information will empower you to navigate the selling process with confidence.





# UNDERSTANDING YOUR HOME SELLING JOURNEY

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# 1

## **Define Your Goals and Objectives**

Clearly establish your selling goals and objectives to guide your decisions throughout the process and ensure alignment with your desired outcomes.

# 2

## **Create a Budget**

Develop a financial plan that outlines your budget for selling, including expenses for upgrades, repairs, and closing costs. Also, consider what your net income will be from the sale and how those funds will be used.

# 3

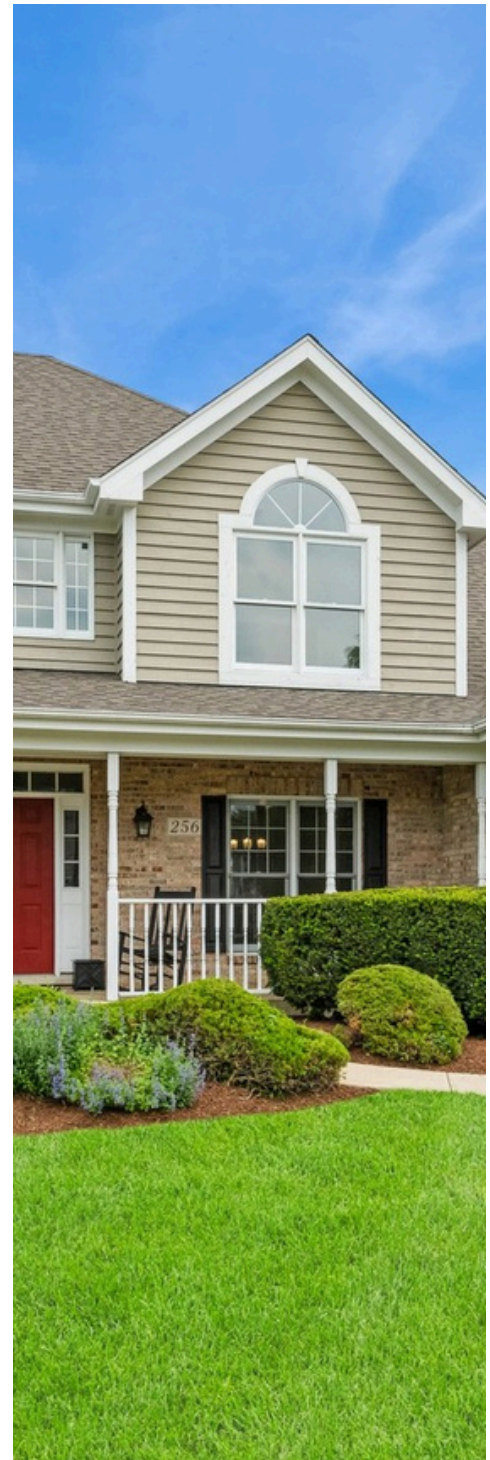
## **Make A Timeline/List of Tasks**

Organize a timeline and task list covering pre-listing preparations, inspections, document gathering, and showings to stay organized and on track.

# 4

## **Embrace Market Realities**

Stay informed about the current real estate market conditions, including local inventory and pricing trends, to set realistic expectations and make informed decisions.





# PROPERTY PREP CHECKLIST

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- ☐ Declutter and remove personal items.
- ☐ Deep clean the entire property.
- ☐ Repaint walls in neutral colors.
- ☐ Repair any visible damage.
- ☐ Enhance curb appeal with landscaping.
- ☐ Minimize furniture for a spacious feel.
- ☐ Optimize furniture arrangement for flow.
- ☐ Use strategic or natural lighting for ambiance.
- ☐ Stage rooms with tasteful décor.

# THE IMPACT OF ACCURATE PRICING

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## Competitive Positioning

Accurate pricing attracts more buyers, giving your property a competitive edge and maximizing its market appeal. This increases the likelihood of receiving strong offers in a timely manner and achieving optimal value for your home.

## Multiple Offer Opportunities

Accurate pricing creates a sense of urgency among buyers, leading to multiple offers and competitive bidding. This allows you to select the most favorable offer and negotiate terms that work in your favor.

## Faster Sales Process

Accurate pricing attracts serious buyers, resulting in a faster sales process and reducing the time your property spends on the market. This avoids the need for price reductions and enables you to move forward with your real estate goals more efficiently.





# FAQ's

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## **When is the best time to sell my home?**

Spring is generally considered the best time to sell a home due to higher buyer demand. Months like May and June often see homes sell for more and faster. However, local market conditions can vary, so consulting with a local real estate agent can provide more tailored advice.

## **How should I price my home?**

Pricing involves analyzing recent sales of comparable homes in your area, considering the current market conditions, and possibly getting a professional appraisal or comparative market analysis (CMA). Overpricing can lead to a longer time on the market, while underpricing might not maximize your return.

## **Should I invest in home repairs before selling?**

Yes, basic repairs like fixing leaky faucets, painting, and decluttering can make your home more appealing. Major issues like a damaged roof should either be fixed or the price adjusted accordingly to reflect these known issues.

## **Do I need a real estate agent to sell my home?**

While not mandatory, most sellers use a real estate agent due to their expertise in pricing, marketing, and navigating the sales process. Agents can also help manage the complexities of selling, potentially leading to a higher sale price and less stress for the seller.

## **How does the closing process work?**

Closing involves paperwork, financing, and transferring ownership. Your attorney and agent will guide you through the process and ensure all steps are taken.



# REACH OUT TO US

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As a dedicated top-producing Realtor in the Chicagoland area, Nick is committed to exceeding client expectations at every stage of the process - from the initial showing to well beyond the closing. His unwavering dedication ensures that your needs are surpassed by providing exceptional service throughout your real estate journey. A second-generation Realtor, Nick learned about the real estate industry from a young age and immediately became licensed after graduating with honors from Northern Illinois University School of Business. A Chicagoland native of over 35+ years, his expertise and intimate knowledge of local geography make him the perfect guide for all your real estate needs.