

SELLER'S GUIDE

Your Ultimate Selling Companion: A Guide to Seamlessly Selling Your Home



AMBER JENSEN, REALTOR®

HAWKINS-POE
REAL ESTATE SERVICES | EST. 1946

WELCOME

Thank you for entrusting me to partner with you in this significant life decision! I understand your home is more than just a property; it's a place filled with memories and a reflection of your style and identity.

Navigating the process of selling your home can be overwhelming, leaving you unsure of where to begin. I'm here to guide you through every step, from preparing your home and staging it to creating compelling marketing materials and handling expert negotiations.

In the realm of real estate, my focus extends beyond transactions; it's about creating a smooth and stress-free experience for you. You can rely on me as your dedicated guide, offering transparency and honesty throughout the entire journey.

From getting your home listed to the final closing, I'll handle all the necessary details with expertise to ensure your home shines amidst the competition. Your satisfaction is my main focus, and I take pride in representing my clients with genuine care.

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LIST TO SELL

Are you wanting to list your house or sell your house? The distinction between these two approaches can determine the success of your home sale. The various aspects we're about to discuss are crucial in maximizing the value of your home. Here, I'll share insights I've gathered over the years to ensure your sale is a huge success!

Who represents you in the sale of your home and how they do it truly matters, I can't emphasize this enough. We'll discuss the many factors that go into properly preparing your home to sell.

DID YOU KNOW

The timing of when you list your home matters? Typically, listing on a Wednesday or Thursday provides the opportunity for a broker's open (depending on area) and generates excitement for weekend open houses.



"In addition to my love for our community, I bring a wealth of experience and insights to the real estate table. Whether it's tips on enhancing your home's appeal, guidance on staging, or knowledge about current market trends, I'm here to help you make informed decisions that maximize the value of your property. I'm not just a real estate expert; I'm your trusted partner in achieving your selling goals"

Basic Rules to PREPARE FOR SELLING



Clear

Start the packing process! If you're planning a move, it's something you'll need to do eventually, so why not get a head start? One of the most cost-effective and impressive ways to enhance your home's appeal is by decluttering. Clutter can make your home appear smaller and disorganized.

To begin: Grab three boxes and label them as 'KEEP,' 'GIVE AWAY,' and 'THROW AWAY.' You can kick off the process by decluttering your closets, pantry, and garage. Cleaned-out closets will create the impression of more space. Buyers want to envision themselves living in your home, but it can be challenging for them to do so when they're distracted by your personal belongings.

Clean

Your home should shine! When you're preparing to sell, a thorough cleaning is essential.
**A professional cleaning is always included in my services.*



Fix

Do you have a leaky faucet or a cracked tile that you've been meaning to address? Now is the perfect time to tend to these minor issues. Neglecting these small deficiencies can create a negative impression for potential buyers. By addressing these matters, you're conveying that your home has been well-maintained. Additionally, consider hiring a professional for a pre-listing home inspection. While this might seem daunting, it eliminates surprises during the buyer's inspection and provides you with valuable time to explore contractor options for any significant repairs needed.

Neutralize

Neutral colors are essential! As I've mentioned, buyers want to imagine their future in your home. Providing them with a blank canvas makes it much easier for them to envision their own lives there.

GETTING YOUR HOME MARKET READY

Staging your home:

Staging is what creates the "WOW FACTOR" when a buyer walks through the door. It's about emotionally connecting the right buyers with the right property.

I understand that selling your home seems like a daunting task. It takes time and financial investment to properly prepare. Once you've gone through the effort of getting your home market-ready, it's important to remember that selling your home and living in your home are not the same. Staging appeals to the buyer but is not a practical way of living. The good news is that it is temporary and the more better prepared your home is, the sooner you will receive an offer and you can move forward.

Benefits of Staging:

Creates clean, fresh and attractive looks

Homes that are staged sell on average up to 25% higher than un-staged homes

Staging emphasizes a property's strengths and minimizes its weak points

**As part of my service, I provide a professional staging consultation and 30 days of staging to assure your home will shine!*



Listing TIMELINE

LISTING WALKTHROUGH

WE WILL WALK THROUGH YOUR HOME AND COME UP WITH A PLAN AND TO-DO LIST TO BEST HIGHLIGHT YOUR PROPERTY FOR MARKET.

CLEAN & PREP YOUR HOME

DECLUTTER AND REEMOVING PERSONAL ITEMS. ANY REPAIRS WILL NEED TO BE MADE THAT WE PREVIOUSLY DISCUSSED OR CAME UP ON INSPECTION.

SCHEDULE SEPTIC PUMPING

IF YOU HAVE A SEPTIC SYSTEM IT WILL BE REQUIRED TO BE INSPECTED AND PUMPED BY THE COUNTY. THE COUNTY WILL ISSUE AN RSS, THIS CAN TAKE TIME SO STARTING THIS PROCESS BEFORE LISTING ASSURES IT WILL NOT HOLD UP CLOSING.

STAGING | PHOTOS | VIDEO

STAGING YOUR HOME WILL HIGHLY INCREASE YOUR CHANCES OF A GREAT OFFER. THIS CAN BE A FULL DAY PROCESS. ONCE YOUR HOUSE IS TRANSFORMED, PHOTOS AND VIDEO WILL DONE THE FOLLOWING DAY AND PHOTOS SHOULD BE DELIVERED THE DAY AFTER.

KEY BOX AND SIGN GO UP

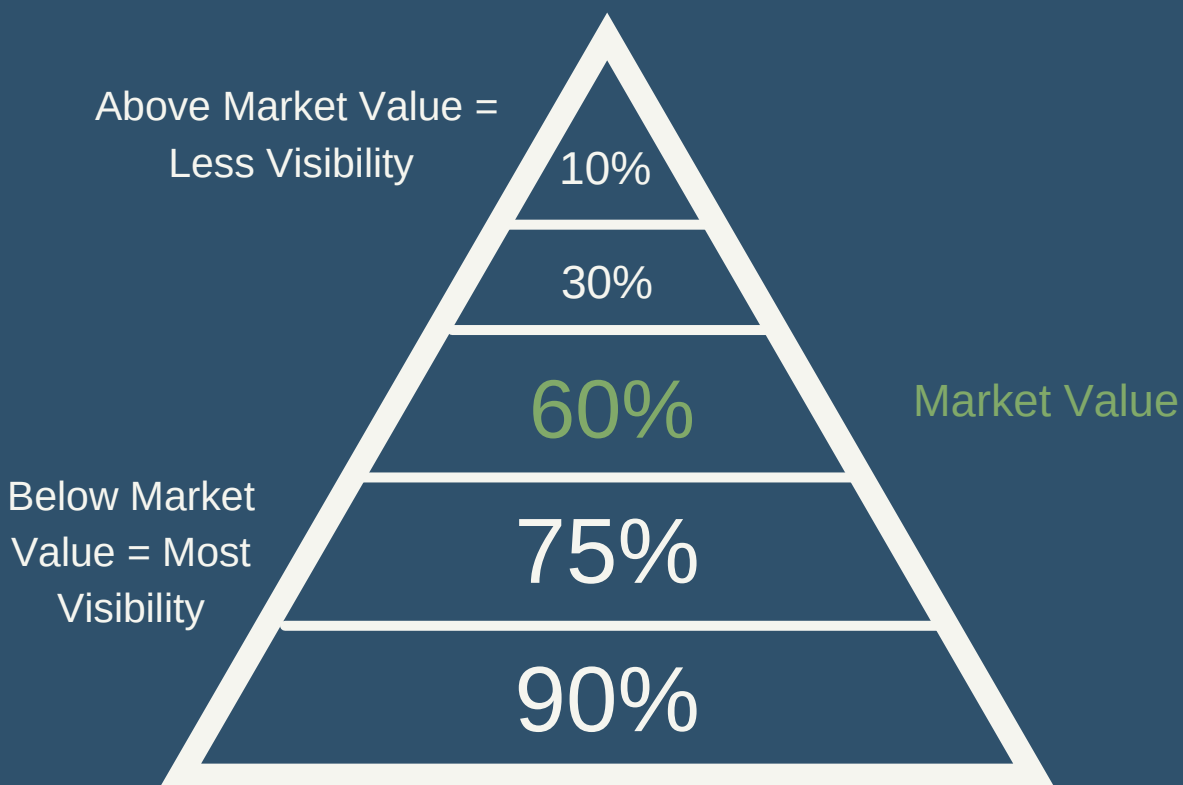
TO ALLOW SAFE ACCESS TO YOUR HOME, A KEY BOX ONLY ALLOWED BY AGENTS WILL BE ATTACHED TO YOUR DOOR OR NEARBY. I WILL HAVE ACCESS TO ANYONE ENTERING YOUR HOME THROUGH THIS. THE POST AND SIGN WILL BE PUT UP AS WELL.

YOUR HOUSE IS OFFICIALLY LISTED

I WILL BE DELIGENTLY WORKING BEHIND THE SEENS WITH A PRE MARKETING PLAN TO GENERATE THE MOST INTEREST FOR THE GRAND DEBUT.

ENSURING THE RIGHT HOME PRICE: You Have Only One Initial Impression

Pricing Impact on Visibility



Pricing your home correctly is key to getting the most attention on your home!

Reasons why you should *AVOID* overpricing:

1. Other agents won't show your home
2. Buyers will compare your home to others in that price range
3. Appraisers will not appraise the value
4. Once it sits on the market, buyers will offer less than asking price

Promoting YOUR HOME

Professional Photography

Most home buyers score the internet, it is imperative that your homes first impression makes the A+ list! Crisp, clear photos will make your staged property pop online and maximize visual appeal with highly trained photographers who specialize in real estate photography so you can be assured your house will shine amongst the crowd.



Professional Video

Video is a must for an effective digital marketing campaign and can provide a distinct advantage in a competitive market. We will work together to come up with the best option to make your home stand out.



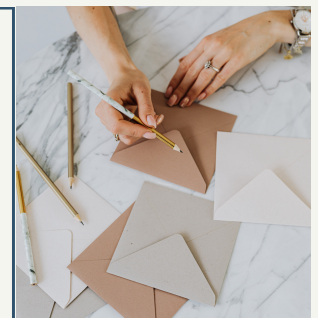
Silet Sellers

Posted notecards around the house to highlight unnoticed amenities and surrounding amenities like parks, restaurants, schools, etc. Along with a list of your "Favorite Things" and "Upgrades" to showcase your homes best features.



Print Marketing

High Quality Flyers and Eye Catching "Just Listed" Mailers will go out to your neighbors and beyond. In addition to local distribution, I take a targeted approach by mailing to potential buyers and investors, expanding the reach of your property listing along with brochures or informative packets for interested buyers to take home.



Promoting YOUR HOME

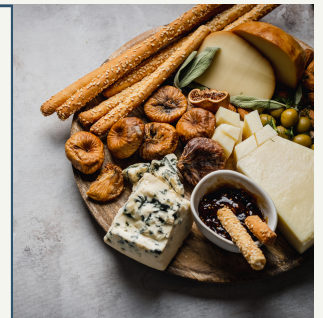
Social Media

I am continually finding new and innovative ways to market online. I will post your listing in all digital platforms for maximum exposure. The more eyes on your home, the higher chance of obtaining the best offer.



Brokers Open

This is an exclusive catered event for local brokers to provide them with a firsthand look at recently listed homes, including yours. This collaboration serves as the initial introduction of your property to the "active" market



Open House

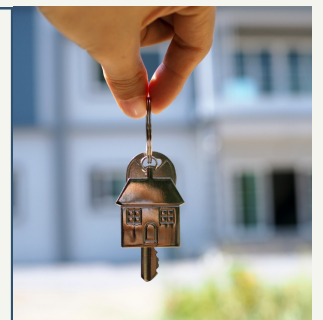
Getting the most exposure in the first week is critical to make the best first impression! We will come up with an open house schedule before going "live" on the market.

This will include proper exposure on social media, etc., open house signage, and live video to help attract the right buyers.



Networking

After your home is listed, my role extends beyond just listing it; it continues until we secure a fair offer. I will persistently market your property and explore creative strategies if necessary to attract potential buyers and facilitate a successful sale.



Getting your home
SHOW READY

Once your home is "ACTIVE" it is time to bring in the buyers! Here are some tips to make your house show worthy!

Have the yard mowed and weeded. Curb appeal is the first thing a buyer will notice!

Make sure front porch is pristine (buyers will be looking around while waiting to go inside)
Leave lights on

Play soft music and/or have the fire place on if it's appropriate

Leave interior doors to rooms open (less touching)

Open window coverings

Put dishes or any odds & ends away

Take out trash

Make sure there are no funny smells (food, animals, smoke, etc.)

Make sure to lock up medications, jewelry, firearms or any other valuables

Take pets with you or have them safely secured

Vacate the property while it is being shown (Recommend leaving 10-15 minutes early)





GOING TO MARKET

After meticulously preparing your home with professional staging and photography, it's time to unveil your home to the public and others can discover its one-of-a-kind features and special qualities.

I'm always on the lookout for the latest technology and marketing strategies to ensure your home receives the attention it deserves.

What to expect from me once we go “live”

Regular communication with you to keep you fully informed of everything going on regarding your home.

Provide feedback from all showings and open houses.

Update you on both real estate and money market changes that could affect your property's sale.

Available to pre-qualify potential buyers.

Promptly present and evaluate each offer with you.

Negotiate the highest possible price and best terms for you.

Manage contractual, title and transaction details to keep you informed.

Ensure that important items are signed, sealed and delivered on closing day.

Provide you with a moving company and contractors to help facilitate repairs if needed.

Seller Fees

- One half of the escrow fee (per contract)
- Work orders (per contract)
- Owner's title insurance premiums
- Real Estate commission
- Any judgements, tax liens, etc. against the seller
- Any unpaid Homeowner Association dues
- Home Warranty (per contract)
- Any bonds or assessments (per contract)
- Any loan fees required by buyer's lender (per contract)
- Recording charges to clear all documents of record against seller
- Payoff of all loans in seller's name (or existing loan balance being assumed by buyer)
- Interest accrued to lender being paid off, reconveyance fees and any prepayment penalties
- Excise Tax (% based on county and sale price)



CLOSING COSTS



Buyer Fees

- One half of the escrow fee (per contract)
- Lender's title policy premiums (ALTA)
- Document preparation (if applicable)
- Tax pro-ration (from date of acquisition)
- Recording charges for all documents in buyer's name
- Home Owner's insurance premium for first year
- Home Warranty (per contract)
- Inspection fees (according to contract): roofing, property, geological, pest, etc.
- All new loan charges (except those required by lender for seller to pay)
- Interim interest on new loan from date of funding to first payment date

**These are set guidelines and subject to change*



AFTER YOU CLOSE

How to Prepare for New Owner Possession:

Leave keys, garage door openers, instructions for entry (key codes or how to change them)

Clean your house, no one wants to move into a dirty new home.

I would suggest:

Wipe down counters and inside cupboards and drawers
(especially those crummies)

Clean floors

Clean bathrooms (I think this one is self explanatory)

Wipe out fridge and other appliances if they are staying

Leave a note with any tips for your old home or neighborhood that could be helpful to the new home owners.

ABOUT ME



Amber Jensen, REALTOR®

Being a long-time resident and professional in Gig Harbor, I have a deep appreciation for what makes our community and its residents truly unique. From adored traditions like the Maritime Parade and Blessing of the Fleet to the Local Farmers Market and unique boutiques and eateries, Gig Harbor holds a special place in my heart. I'm not just a real estate expert in negotiation and marketing; I'm also a passionate advocate for our community and the people who call it home."

How you can get in touch with me:

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Follow me on Social Media:



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TESTIMONIALS



Amber was more personable and responsive than anyone I have encountered in any customer service realm. She managed to make an intimidating purchase a much more relaxed and straightforward process. The work she put into the hunt for my new home was immeasurable. I am incredibly grateful to have had her as my agent. She helped me narrow down what was most important to me in a new home, and streamlined our search to meet my preferences. Now I have a beautiful home with everything I wanted. ❤️ I will always recommend Amber to those I know looking for an honest and experienced real estate agent.



She is amazing, works hard, friendly and will ensure you get the best options available!



My family and I decided it was time to leave our home in Tacoma that we have lived in for over 10 years. We were so thankful to have found Amber, who not only successfully sold our home to a wonderful buyer (and quickly), but she also found us our dream home that checked all the boxes. We were not ready to settle for anything and we had an enormous list of “must-haves”. Amber was able to find us everything we wanted for the right price and within a market that has slim pickings. She checked in with us daily, helped us to stay organized and she made the whole experience (that we were honestly dreading) of selling and buying a home smooth and enjoyable. Because of Amber, we love our new home and couldn’t be happier.

TESTIMONIALS



Amber is an amazing Realtor! I worked with her to buy my first home which was a great experience. Then 5 years later she helped me sell my home and it was such an awesome experience! She provided a ton of useful information and referred me to several great companies to help complete some work before listing my home. Amber is great at communicating every step of the way and ensuring that everything is taken care of. After selling my house Amber helped me find my next home and helped make sure that experience was as low stress as it gets! I would highly recommend Amber to anyone looking to buy or sell a home in the near future. Thanks for everything!!



This was the hardest sale I will probably ever do in my lifetime, having to demo my childhood home that had caught on fire and sell the property. I didn't even know where to start but Amber helped with every single step (and there was A LOT of them), and stayed in constant contact with me with entire time. I would definitely recommend her for any real estate needs, she really is the best!



Amber Jensen was amazing she is polite, courteous and understood what I was looking for in a home. She always returned calls promptly and made sure that everything ran smooth between all the different moving parts. I would definitely recommend her to family and friends and I will use her services for future purchases.

TESTIMONIALS



Amber helped us find our dream home in Gig Harbor and we could not be happier! She helped facilitate a smooth transaction and kept us informed at every step along the way. If you are buying or selling real estate in the puget sound area, we highly recommend reaching out to Amber!



When it came time to sell our very challenging house, Amber worked with my husband and I closely, she made us understand how the processes worked and what it was gonna take to sell. She was honest, up front and really new what she was doing. Best of all it didn't take long until it was SOLD.



Amber is simply the BEST!! She is an expert communicator, extremely knowledgeable in the field, and personable. She always answered my questions promptly (and I had many!). She is fierce, which is needed in today's Gig Harbor market, yet friendly and empathetic. The perfect combination in a real estate agent. She was straight forward and honest. Her hard work and diligence helped us find our dream home! We are forever grateful!

