

# SELLERS *Guide*

A complete guide to the home selling process.





*Michelle Seed*

## GET TO KNOW YOUR REAL ESTATE AGENT

Hi! My name is Michelle Seed and I'm so excited to be working together! Purchasing a home is one of the biggest decisions of your life, and I'm honored to have the opportunity to help and guide you through the entire process. My biggest goal is to make sure that YOU are taken care of - I'm here to ensure that your transaction goes smoothly, questions are being answered, you're being advocated for, and that your home buying experience is as easy and smooth-sailing as possible!

Originally from Houston, Texas and a Colorado resident since 1991, I am also a mom to two beautiful children, and the proud business owner of Brick and Mortar Realty.

When I first started this business in 2007, I had been a broker for 4 years and the Denver housing market was just entering the real estate recession and the market was flooded with bank-owned, foreclosure and short sale listings. In addition to working with individual buyers and sellers, I worked with asset management companies to assist with the sales of bank owned listings. After that, I assisted sellers and buyers with short sales when that became the best opportunity to sell their homes during the hardships, especially with the sudden low value of so many properties.

Today, we live in an extremely fast paced real estate market, filled with multiple offers, immediate showings after listing and these challenging points require experienced and savvy negotiations.

I want to help you find your perfect home or investment property, and sell your home for top dollar in this competitive market. Let my expertise and over 16 years of experience in real estate assist you in making that happen.

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# Seller questionnaire

What's your timeframe?

Do you need to close on a specific date?

Have you found home?

Have you started looking for a new home or have you already found one?

Have you started thinking about pricing?

What do you have in mind when it comes to the listing price?

Exterior

Do you know of anything outside the house that could deter potential buyers?

Interior

Do you know of anything inside the home that may be a "turn-off" for buyers?

# before we list

## THE FIRST STEPS

### HAVE A SET PLAN:

It's important to check in and confirm that you are 100% sure you're ready to move before starting the official selling process. Be sure to ask yourself, "Am I ready to make the move?" and "Do I know where I'm headed next?" before going further. Selling your home is a big decision - it's smart to emotionally, mentally, and financially prepare. Your home could sell in a day or two, or it could take some time to receive an offer. Are you ready for those scenarios to come up? Look closely at your finances, consider your moving options, prepare yourself, and set a good plan.

### PREPARE YOUR HOME:

Decluttering, cleaning, and tidying up allows potential buyers to be able to envision their life in your home. Cleanliness shows that the house has been well taken care of, so deep cleaning and making sure everything looks presentable is a huge priority when listing your home. Declutter by taking down family photos and albums, trinkets, and other personal items and go through your closets, drawers, garages, and cabinets to get rid of unnecessary items. Easy handyman improvements and little upgrades can also go a long way when it comes to fixing up your house. Preparing your home is important for listing photos, but also for general showings and walk-throughs

### START THE PACKING PROCESS:

You can definitely start packing before officially listing your home. This step isn't necessary before going up on the MLS, but packing your "not-as-important" items (hallway closets, bathrooms, etc) can benefit your sale and help you to declutter. Throwing away or donating things in this stage is GREAT to dodge unused or unneeded items to make the main packing easier later. You don't have to go crazy and pack the entire house, but starting the process shows buyers you are actually serious and are ready to move out.



# THE INITIAL PROCESS

## *Consultation*

I would love to talk with you about your needs, wants, and wishes for your home sale!

How long have you been thinking about selling your property?

Where are you moving once you sell?

Have you already found your new home, or are you still looking?

What is your plan B if we don't sell as quickly as we hope?

What first attracted you to this home?

Do you have an idea on a listing price for your home?



## *House preparation*

This is a crucial step in the home selling process. Preparing your home is necessary to get attention from potential buyers and speed up the timing of your sale. Some things you should probably do? Focus on the area around your front door and entryway, wash your blankets and pillows, get rid of unnecessary clutter, spruce up with light decor, neutralize colors and minimize your things, depersonalize by stashing away photos and other personal items, clean up the exterior, wash off your driveway and sidewalk, do some general landscape maintenance, organize closets and cabinets, tidy up the garage, wipe down appliances, and deep clean. There may be other things you'll need to do to prepare your home for the selling process, but this is a good start.

# THE INITIAL PROCESS

## *Marketing*

This step is one of the most important parts of my job - I'll be sure to tailor marketing to attract the right buyers and will do the following:

Create a strong MLS listing with an eye-catching description

Hire a photographer to get professionally taken, top-notch listing photos

Use my connection and relationships to find potential buyers and clients

Host open houses and showings

Amplify the listings marketing with advertising

Utilize social media by using flyers and other posts to spread the word about your listing

Use email to get the listing in lead's inboxes

Share listing information with other agents in the area.



## *Review/accept offer*

This is the exciting part! Once we receive our first offer(s), it's time to sit down and look through the contracts. It's important to understand every detail, including timelines, pricing, contingencies, etc, to ensure you're making the right decision and have all the correct information. I'll be able to guide you through each step, advise and give my opinion, and answer any questions you may have!

# THE INITIAL PROCESS

## *Home inspections*

Once you are under contract, the next immediate step is for the buyer to schedule a home inspection. They will have a set number of days to complete this task after the offer is accepted (which is stated in the contract). If according to the inspection report, the home is in a good condition and doesn't need any repairs, you're good to go! If the inspection report states that the house is in need of repairs, there will be a negotiation process and we'll sit down to decide on next steps. Most of these reports just include some small fixes and improvements, which you may be able to do yourself, or hire professional help to get the job done and continue moving forward with the sale.



## *Appraisal, earnest money, lender letter, etc.*

**APPRAISAL** – An appraisal is an estimate of the property value. Buyers will use an appraiser to make sure the price is right and to secure the best price possible for the house. Most lenders will actually require their buyer to have an appraisal to justify the buyer's investment and to make sure the home is actually worth its purported value. As long as we're priced appropriately, this shouldn't be a problem in the sale whatsoever.

**EARNEST MONEY** – Earnest money is a deposit made to the seller that shows and represents the buyer's good faith to buy a home.

**FINAL LENDER LETTER** – Final commitment lender letter approves a home loan! This means that your buyers have been approved for the loan submitted and that the lender is prepared to make a loan to the borrower

**CLOSING DATE AND FINAL WALK THROUGH** – Your closing date is where you will sign a LOT of paperwork, including signing the deed to the property over to the new buyer. Typically the final walkthrough takes place a day or two before closing.



# THE STEP-BY-STEP PROCESS

## *Closing time*

The closing process finalizes the purchase of your home

## *Bring to closing*

A few things to remember to bring with you...

A government issued photo ID

Keys to the front door, back door, garage, porch, gates, and backyard

Punch codes for gates, garages, fences, and door locks

Access information for smart devices, thermostats, doorbells, and appliances

Any other remotes or devices that control systems in the house

## *Closing costs*

Closing costs are a variety of fees (seperate from agent commissions) that are paid by buyers and sellers at the time of closing. In total, the costs range from 1-7% of the sale price, but sellers typically pay anywhere from 1-3%, according to Realtor.com



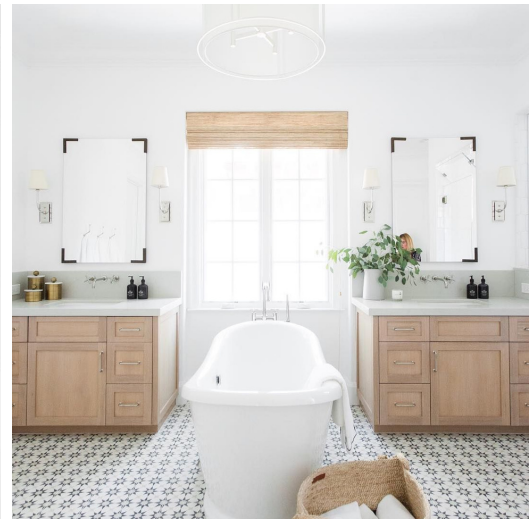
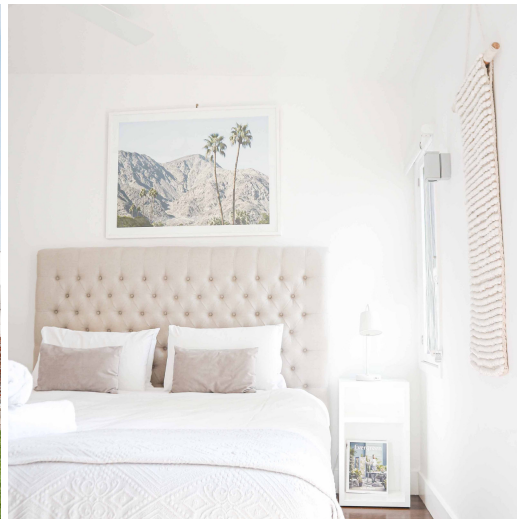
# Mover Recommendations -

It's crucial to trust the company responsible to help you pack and get your things moved safely and efficiently. Choosing the right people to assist you in moving from point A to point B is key to making the process go smoothly. Below are a few trusted moving companies we highly recommend to help you move your things and start your new chapter.

Amazing Moves  
(424) 339-1299

Take Me Home Movers  
(303) 223-0848

Movemasters  
(303) 893-8200



# Cleaner Recommendations -

It's important to hire a cleaning company to come into your home and deep clean your house to prepare for listing photos and showings. Your home needs to be as spotless as possible so that buyers can envision themselves there and not be distracted by a mess. Below are a few cleaners we recommend to help you clean up and get your home ready!

Accent Cleaning  
(303) 904-3599

Alpine Maids  
(720) 507-6208

BROOM  
(720) 295-8551

