



SELLING MADE *Simple*

FREEDOM
PROPERTY GROUP

ROCK HOUSE
REALTY



YOUR DREAM.

our mission.

We're so honored to be able to help you along your journey to sell your home, and strive to make this process as SIMPLE and seamless as possible for you. Here's what you can expect from us:

1. Appointment to discuss your home's value and strategically determine the listing price based on an analysis of comparable homes.
2. Professional photographs to optimize your home's best features.
3. Effective marketing- Your home will be marketed to ALL available websites, including local multiple listing services for all Realtors to see, as well as third-party sites such as Zillow, Realtor.com, Trulia, etc. Additionally, your home will be displayed on numerous social media platforms and groups online.
4. Open House(s) held by a licensed professional Realtor to bring prospective buyers through your home if needed.
5. Fast, reliable communication at all times.

There will be several steps along the way as we work toward selling your property once it is officially listed:

1. Showings- We have a professional scheduling service to set up showings for your home. Depending on your preferences, you will receive a notification to alert you of requests to show your home via email, text message, or both.
2. Offer- Any offers will be sent directly to me. Once received, I can present to you at your convenience either in-person or electronically. I will work hard to help you negotiate the best terms!
3. Inspection- Once your home is under contract, the buyer will likely request to inspect the home. There will be a designated amount of time for the buyer to complete any inspections, and there will be a set amount of time for us to come to an agreement regarding any repairs with the buyer.
4. Appraisal- Once repairs are agreed upon, the lender will order an appraisal to ensure the value of the home is greater than or equal to the purchase price.
5. Closing- The last step is CLOSING where you'll sign several documents, officially signing over the home to its new owners! Congratulations!



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let's get social



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THE *simple* 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! We've compiled all of the answers to our 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 our 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 us
- 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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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 and summer are traditionally when more buyers are 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 best 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

- 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, which means back to negotiations



How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. We are always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in two to three months. If you need to sell fast, that should be reflected in the list price.

How much will I pay in commissions?

The standard real estate commission is 6% of the sales price, split between the listing and selling sides. Commissions are not paid directly to the agents, but to our brokers. As your agent, we will work tirelessly to represent you ethically and with your best interests always the priority. If you have any questions about the commissions, we'd be happy to talk with you further.

What do I need to do to get my home ready to sell?

Please see the Home Selling Checklist included in this packet. It is a great resource to best prepare you and your home for a successful sale. We will also make any needed recommendations when we tour your property together!

How will the showing process work?

We will decide together on how to handle showings. We can arrange them however you'd like-- appointment required, certain days and times, "go and show," and much more. We utilize a professional scheduling service, ShowingTime, to coordinate all showings. They perform a background check on everyone who requests a tour, verify that they hold a legitimate license, and ensure they are qualified to be there!

What marketing will you do to help sell my home?

We employ a robust marketing plan that strategically targets hundreds of thousands of potential buyers within days of being listed. Combining MLS that reaches nearly 10,000 agents and their buyers, social media, as well as nearly 400 other third-party home searching websites, such as Realtor.com, Zillow, and Trulia, our marketing strategy has helped many sellers earn top dollar for their homes!

Should I consider FSBO or a flat fee listing service?

We strongly discourage those routes, not only because we want to help you sell your home, but also because they can be a huge burden and don't get you the best price. Buyers know that when a home is sold FSBO or on a flat fee service, that the seller is paying little or no commissions, so they will offer less. Consider that when you sell your home by yourself-- you will have to be present for all showings, all communications between multiple agents, lenders, title companies, inspectors, and appraisers, and you won't have someone to advocate for you through all the steps of the contract and closing process. If something goes wrong, you'll want us in your corner to prevent problems or save the deal, so you don't have to start over.



HOME *selling* CHECKLIST

Here is a comprehensive list of items to consider when preparing to sell your home-- from curb appeal to tips for inspection day! We will go over specific recommendations together, but this list gives you a great place to start to set yourself up for success when the home goes live on the market, as well as when it comes time for the inspection and appraisal!

1. PREPARE FOR LISTING

- Find a great Realtor®
- Spruce up curb appeal
- DECLUTTER
- Depersonalize
- Repaint walls to neutral
- Fix loose handles
- Remove foul odors
- CLEAN, CLEAN, CLEAN!

2. CLEAN INSPECTION ACCESS POINTS

- Clean furnace filter
- Clean stove and oven
- Empty storage from attic
- Organize closets
- Ensure easy access to attic/basement
- Clear 4-6" around exterior perimeter

3. TEST FUNCTIONALITY OF HOME ITEMS

- Open/close windows & test locks/seals
- Flush toilets and run faucets
- Run ceiling/bathroom fans
- Test all light switches
- Open & close garage manually/remotely
- Confirm weather stripping is intact
- Ensure downspouts are properly diverting water
- Ensure heat ducts are connected
- Ensure fan ducts are properly venting

4. TAKE BASIC SAFETY/SECURITY MEASURES

- Replace batteries in smoke detectors
- Test carbon monoxide detector
- Have fire extinguisher available
- Cap gas lines or chimney entry points
- Exterminate bugs or rodents

5. MAKE NECESSARY REPAIRS TO THE PROPERTY

- Replace light bulbs
- Re-caulk around bathtubs and sinks
- Repair any water damage in bathrooms or kitchen
- Remove any drain clogs
- Update any dingy grout
- Replace torn screens or cracked windows
- Replace damaged insulation in attic/crawl space
- Replace any missing roofing
- Cover crawl space with 6mm plastic sheeting

6. COMPLETE EXTERIOR HOME IMPROVEMENTS

- Sweep debris off the roof (or pressure wash)
- Trim trees that are near the roof line
- Clean gutters
- Clear debris from around the AC compressor, downspout drainage, and foundation vents
- Slope soil away from the home for water runoff

7. PREPARE FOR INSPECTION

- Plan to leave your home an hour early
- Take pets with you
- Leave remotes for garage door, ceiling fans, lights, etc.
- Leave keys for gates, outbuildings, and electrical boxes
- Turn on pilot light for gas-fired appliances, including the water heater
- Ensure all utilities are on
- Take laundry out of washer and dryer
- Remove dishes from sink and dishwasher
- Leave a sketch showing location of well and/or septic tank
- Leave paperwork for any maintenance, repairs, or insurance claims



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TURNING "FOR SALE" INTO *Sold!*

We look forward to guiding you along your selling journey! **It is truly an honor to be able to help you.** Our team will work tirelessly to ensure all of your **expectations are exceeded!**

We also want you to know that our goal is to be your "real estate resource" **forever.** We always want you to contact us with any real estate questions.

We would be honored to help any of your family or friends with their real estate needs! Your referrals are always appreciated, and **we will always treat your friends and family like they're our own!**



more questions?

We're 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.



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