

Preparing To Sell

WHAT I DO AS YOUR LISTING AGENT

YOUR GUIDE WHEN SELLING YOUR HOME



1. VALUATION AND ASSESSMENT



- Schedule a Home Evaluation - Begin with a professional evaluation to gain a clear understanding of the current market value, and discuss potential improvements to boost appeal.
- Identify Unique Selling Points - Identify unique features, layout, landscaping, and amenities to showcase its standout qualities to buyers.
- Discuss Market Comparisons - Review similar homes which have sold to understand local market dynamics, set realistic expectations, and ensure your home is competitively positioned.

2. MAINTENANCE AND REPAIR PLANNING



- Address Immediate Repairs - List known issues like leaky faucets, wall cracks, and other visible wear. Tackling these early builds confidence in buyers and prevents surprises during inspections.
- Focus on High-ROI Updates - Simple upgrades in high-impact areas, like kitchens and bathrooms, can yield excellent returns. We'll pinpoint updates that fit your budget while increasing your home's appeal.
- Professional Inspections - Consider a full home pre-inspection from a licensed professional, along with a septic system inspection if applicable. This proactive approach reveals any hidden issues and gives you time to address them.
- Create a Long-Term Maintenance Schedule - Addressing non-urgent repairs like HVAC servicing or roof maintenance now will save time and money later and ensure your home remains market-ready.

3. DECLUTTERING AND PRESENTATION



- Sort and Organize Personal Belongings - Start decluttering with 'keep,' 'donate,' and 'discard' categories. Creating a cleaner, more open space allows buyers to better envision themselves living in your home.
- Optimize Storage Spaces - Organized closets and cabinets showcase your home's storage potential, a major selling point. Reducing the contents makes spaces appear larger and more functional.
- Staging Consultation and Advice - Expert staging advice or a professional staging consultation to maximize your home's appeal. Staging helps potential buyers imagine the possibilities and perceive higher value.

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4. MARKET TRENDS AND TIMING



- Discuss Seasonal Selling Strategies - We'll plan to highlight your home's best qualities in the season you prefer to sell.
- Monitor Local Market Shifts
- Keep you updated on local market trends, buyer demand, inventory, and recent sales, so we can align your timeline with the most favorable market conditions.
- Consider Interest Rates and Economic Factors - External factors, like interest rates, impact buyer motivation. By staying aware of market factors, we can strategically plan the most opportune time for listing.

5. FINANCIAL PREPARATION AND NEXT STEPS



- Estimate Selling Costs - Beyond the sale price, we'll budget for agent fees, repairs, staging, and closing costs to ensure a clear financial picture.
- Plan for Future Housing Options - From upsizing to investing, we'll explore the best next steps based on your goals. I can connect you with financing experts, so you're fully prepared when purchasing your next property.
- Prepare for Offers and Negotiations - I'll guide you in evaluating potential offers, making sure you understand terms/contingencies, to better reduce your risks, and to maximize your bottom line.

6. FINAL PREPARATIONS FOR LISTING



- Professional Photography and Videography - High-quality visuals are essential for showcasing your property. I'll arrange professional photos and video tours to present your home in the best possible light.
- A Pre-Listing Inspection (Optional) - A pre-listing inspection allows you to uncover and address any potential issues before buyers do, which can enhance the appeal and marketability of your home.
- Create a Targeted Marketing Plan - Together, we'll design a marketing plan tailored to attract your ideal buyers, whether through virtual tours, open houses, or online listings.

READY TO START?

- By following this guide, you'll be well on your way to a smooth, profitable sale whenever the time is right. Working together, we'll turn your home into a buyer's dream, enhancing its value and ensuring your transition is seamless.



WHAT CLIENTS SAY:

“So easy to work with. The suggestions he gave for selling our house were spot on, and the house sold easily, for more than we expected. Bill really listened to our needs and wants, and helped us find and navigate the purchase of the new house. His knowledge and professionalism, coupled with his friendliness and sense of humor made our experience so positive. ...After a lifetime of countless moves, if we do it again, we certainly want to be working with Bill Kibby!



“Absolutely the most outstanding realtor I’ve ever had the pleasure and privilege to work with. Furthermore he’s fun and caring, professional, organized and essentially superb. I give him a truly A+ rating buying and selling!”



“Exceptional job with the purchase of our house. He made sure we were satisfied and worked with us and the builders to help us get what we wanted. He had knowledge of all we needed to buy our house including recommending a mortgage loan specialist. I would work with him again and recommend him for anyone.”



“A great job. He was very responsive. We had some extraordinary circumstances and Bill was a calming source and readily accessible. We would highly recommend Bill. Even after closing he was still available to answer questions we had.”



“I enjoyed working with Bill as an individual, and Real Estate agent. He has a great personality, and understanding of the industry he works in”



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SELLER'S LISTING CHECKLIST

DOCUMENTS:

- Relationship Rights Agreement
- Preliminary List Price Target Range \$_____
- Exclusive Right to Represent Agreement Form
- Property Disclosure – Fill out
- List of improvements; recommended to add to property disclosure
- Lead Disclosure – if built before 1978 – fill out
- Property Disclosure Rider – for Condo – fill out
- Video & Audio Recording Disclosure – fill out
- Copy of Deed
- Copy of plot
- Copy of Tax Bill
- What do you like about living here?



PROCESS:

- Staging Consultation Date: _____
- Home Clean Up – notify Bill when ready for photos
- Photographer / video tour – Schedule
- Photographer / video tour – Complete

OTHER:

- Utilities sheet
- Emotional Appeal Letters? Not accepted due to Fair Housing

NEXT STEPS

- Client's Target Date for Disclosures Complete _____
- Client's Target Date for Pictures _____
- Target Listing Date _____
- Target Open House dates & Showing instructions _____
- Set of keys/access
- Agree on Final Price \$_____
- **Offer Review & Acceptance Plan**