



THE
GOOD LIFE
GROUP



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HOME SELLER GUIDE



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10 STEPS TO SELLING YOUR HOME

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.



SELLING YOUR HOME VIRTUALLY

Selling a home during Covid-19 has changed protocols a bit. Most agents and their sellers are able to work together virtually through most of the home selling process.

Here are some options to working with your agent virtually:

VIRTUAL CONSULTATIONS & MEETINGS

VIRTUAL HOME TOURS

VIRTUAL OPEN HOUSES

E-SIGNATURES FOR ALL CONTRACTS

ELECTRONIC HOME INSPECTION REPORTS



FIND YOUR MOTIVATION

Selling your home is a big decision. You will most likely be leaving a place you made a home and it can be tough to let go.

Moving and selling a house is typically viewed as one of the three most stressful experiences in life together with death and divorce. There are however lots of joyful reasons for selling a house as well. You may be wanting a bigger home to start a family or you may be looking to downsize to free up some capital, or perhaps you've decided to travel more and be less tied down to a brick and mortar home. Whatever the reason, committing to the decision and making a plan is your first step!

Once you have made the decision to sell your home, I'm here to walk you through each step so you know what to expect and there aren't any surprises.

QUESTIONS TO ASK YOURSELF WHEN SELLING

- What is your time-frame to move?
- What is your budget for pre-listing home improvements?
- What is the minimum sales price you will accept?
- Do you have a plan a & b to where you will move next?

HIRE A LICENSED AGENT

There is a lot that goes into selling a house, from marketing, to dealing with potential buyers, the tedious paperwork and closing on the home.

The process can be daunting. I promise to bring qualified potential buyers, offer valuable advice, and coach you through the entire home-selling process – and save you from the often-frustrating complexities of deciding how to best market your home.

Like most relationships, the buyer-agent relationship thrives on communication, loyalty and trust, but the biggest consideration is chemistry and personality compatibility. My pledge is to help you feel empowered and educated on your real estate options... While having a little fun to boot.

WHAT A LISTING AGENT DOES FOR SELLERS

Price Your Home Competitively

Market Your Home Across Multiple Mediums

Negotiate Offers & Terms

Coordinate inspections, appraisals, & closing details

Setup Showing Services

Guide You Through The Escrow Process

Resolve Any Issues Prior to Closing

Make Sure All Deadlines & Terms of the Agreement are Met

Plus so much more...



WHY MY SELLERS CHOOSE TO WORK WITH *ME*

I love homes! With close to 25 years in the sales and marketing industries, I have a passion for real estate and a mission to help buyers and sellers in the Omaha metro area create memorable experiences throughout the process. I thrive under pressure and pride myself in finding the comedy when the unexpected happens... Because it inevitably will.

I'm here to hustle, so you don't have to.

THINK OF ME AS YOUR REALTOR BFF! LET'S WORK TOGETHER & DO COOL STUFF.

CLIENT TESTIMONIALS



We couldn't have asked for a better and more amazing realtor! Heather goes above and beyond her job to ensure success. Even when rates surged up and things felt like a stand still, she checked in and talked me off the ledge more than once ???. She is so knowledgeable and has great intuitions. I would recommend her a thousand times over!

Heather did an amazing job selling my home for me. From first contact until the final close date. I was stress free because she handled EVERYTHING. I highly recommend her whether you're buying or selling. You won't be disappointed. 10 stars

Heather is friendly, enthusiastic, professional, and flexible. She worked with us on our schedule and sold the house VERY quickly after we moved a family member into assisted living. Highly recommend! Heather knows her stuff and will guide you through all the steps of selling your home.

**I WANT YOU TO MAKE AN EDUCATED REAL ESTATE DECISION AND HAVE FUN DOING IT!
I LOVE WHAT I DO AND LOOK FORWARD TO THE OPPORTUNITY TO WORK WITH YOU!**



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COMPLETE HOME IMPROVEMENTS



Preparing to sell your home typically takes some work. Whether that's your own sweat equity with some deep cleaning and home repairs, or some professional improvements, you will need to get your home in top shape if you expect top dollar.

You want buyers to fall in love with your home, like you did when you first bought it. So spend some time getting your home move-in ready, in a way that will appeal to the broadest range of potential buyers. Like painting that deep purple wall a more neutral color.

You will also want to think about getting a home inspection before you put your home on the market. A pre-inspection can help you avoid surprise repairs or issues with the home, that may turn away buyers. Buyers will most likely hire an inspector of their own and the more issues they find, the more turned off they may be with your home and back out of the offer.

HOME IMPROVEMENT CHECKLIST

- | | |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Repair any broken items | <input type="checkbox"/> Cut back over-grown trees |
| <input type="checkbox"/> Paint walls neutral colors | <input type="checkbox"/> Add seasonal flowers in pots |
| <input type="checkbox"/> Switch out dated kitchen hardware to more modern ones | <input type="checkbox"/> Get rid of popcorn ceilings |
| <input type="checkbox"/> Upgrade your appliances or replace with stainless steel | <input type="checkbox"/> Get your home professionally cleaned |
| <input type="checkbox"/> Get floors and carpets professionally cleaned | <input type="checkbox"/> Organize your closets and clear out personal items |
| <input type="checkbox"/> Power wash the driveway & porch | <input type="checkbox"/> Get rid of any funky odors |

PRICE YOUR HOME COMPETITIVELY

Finding the right listing price for your home can be a challenge, but it's one of the most important factors in a successful home sale.

Homes that are accurately priced are more likely to sell in a timely manner. According to Zillow research, 57 percent of homes nationwide sell at or above listing price when they accept an offer in the first week. In the second week on the market, that drops to 50 percent and trends downward as the weeks go on.

Your agent will have all the tools available to know exactly where to price your home.

STRATEGIES USED:

List Strategy 1 Here

EX: Talk about your strategy in your current market

List Strategy 2 here

EX: Talk about your strategy in a buyers market

List Strategy 3 Here

EX: Talk about your strategy in a sellers market

List Strategy 4 Here

Ex: Talk about how you use neighborhood comps and any other tools you use to find their listing price.

STAGE YOUR HOME

Staging your home to sell is an important part of the sales process. According to Forbes, for every \$100 you put in to staging, you should see a return of \$400. If you want to sell for top dollar, you might want to consider this important step.

Buyers expect to walk into a home and envision what it would be like for their family to live there. Therefore, you should do your best to make the home inviting and as neutral as possible. Highlight your home's strengths and downplay its weaknesses to appeal to the largest pool of prospective buyers.

Start with a few things that you can easily do yourself. Declutter, clean, and depersonalize: Too much stuff in a room can make your home feel small, crowded, and lacking in storage. Having too many personal items, like family photos, can make it hard for buyers to picture themselves living in the home.

But, home staging is more than just cleaning and getting rid of clutter. You can opt to hire a professional stager if you are really looking to sell your home for top dollar.

A professional home stager has the design talent, knowledge of local trends, and resources to ensure all areas of the home are presented in a manner that showcases the greatest value and appeal.

Staging your home is about creating an inviting space that attracts a majority of potential homebuyers, which provides you with an amazing opportunity to sell your house at the best price.

ACTION PLAN

STEPS TO ORGANIZE AND STAGE

■	_____
■	_____
■	_____
■	_____

DEADLINE:

.....
.....
.....
.....

MARKET YOUR HOME EFFECTIVELY

Once your home is ready for buyers, the next step is getting your listing in front of as many buyers as possible.

To do so, I will hire a photographer to get professional photos, set up your home on the MLS, and begin to advertise your home.

All agents have different ways of marketing your home. It is important to ask your agent what their marketing plan is.



HOW I EFFECTIVELY MARKET MY SELLERS HOMES FOR TOP DOLLAR

- Professional photographers, videographers, and creative listing descriptions to let your house shine and stand out from the rest.
- Online advertisements on various platforms - Google, Facebook, Realtor.com, etc
- Award-winning Social Media Strategies to get your listing in front of the most dynamic audience.
- Email Marketing to more than 5000 local real estate professionals
- Printed flyers distributed at various neighborhood locations



RECEIVE OFFERS & NEGOTIATE

At this stage, your home is now on the market and potential buyers are making appointments for showings and may be ready to make an offer.

If you priced your house competitively, we should receive an offer and possibly multiple offers. We will work together to negotiate terms that work best for your unique circumstances. In a multiple offer situation, I will review all offers and outlining terms of the contract and the pros/cons of each offer. We can accept, decline, or send a counteroffer after each review.

Once an offer is accepted, it is signed and legally binding. It is important that you understand each part of the contract and terms.

NEGOTIABLE CONTRACT TERMS

SALES PRICE

CLOSING DATE

CLOSING COSTS

CONTINGENCIES

HOME REPAIRS

OCCUPANCY DATE

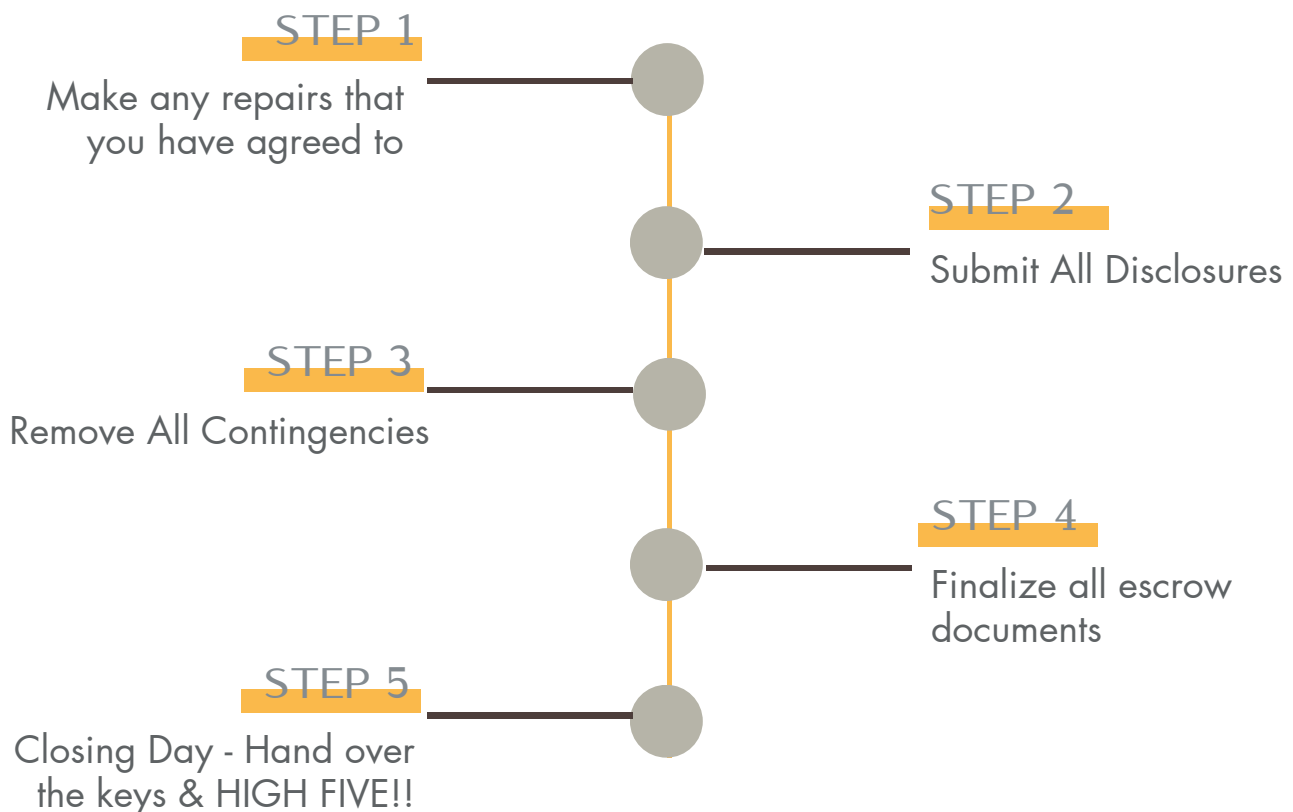
FINAL STEPS TO CLOSE

After an offer is accepted, it's time to prepare for closing. In this step, the buyer will have the opportunity to do a home inspection, finalize their financing, and your home will be appraised if the buyer is using a lender.

Be prepared that each of these steps can come with a few hiccups. Buyers may back out of the deal if something major is found during the home inspection. Sometimes buyers lose their financing, your home could come under purchase price during the appraisal, along with a myriad of issues that may arise. But it is also possible for everything to move along like a dream! So, let's focus on that!

Regardless of any hurdles along the way, I will be by your side to help guide, advise, and keep your best interest in mind to get your home sold quickly and with ease.

Below are the final steps you will need to take to close on your home:





HOW TO BUY & SELL AT THE SAME TIME

1 Negotiate Seller Possession After Closing (aka a leaseback Agreement)

It is becoming more and more common in this market for buyers to allow a seller to stay in the home they are purchasing from anywhere from a few days up until a few months to allow the seller time to secure their next home. For many sellers, possession after closing allows you time to find the next home with the funds on hand and no sale of home contingency. Usually the leaseback agreement is negotiated at the time of contract and can be free or sometimes the market value of a rental/buyers new mortgage payment.. depending on the terms.

2 Move into a Short Term Rental

Selling your current home and moving into a short-term rental while you look for your next home to purchase relieves the pressure of having to compete with a home-sale contingency. Not only does this allow for time to search for a new home, it provides better negotiating polr to write non-contingent offers while also holding the proceeds from their previous home available for their down payment and earnest deposits.

3 Work Out an Extended Closing Period

For buyers who aren't comfortable allowing sellers to remain in the home after closing, this can be a great alternative. With this option the buyer and seller agree to a closing date that is pushed out later than what's typical to allow the seller extra time if that's an important thing for them!

4 Buy First, Sell After

For many people this is the best option if they can financially make it work. Basically you buy the new house and then after that closes sell the first house. This isn't an option for everyone but especially in a hot market - there are less worries about being able to sell the current house and you have time to move. Often I have clients who are shocked they are approved for the second loan - so it is worth checking with your lender!

5 Use a Bridge Loan

For those buyers who have the financial ability to be approved for a new home before they sell the current home and enough equity to use for the down payment. Not all banks offer bridge loans so it's important to discuss the best option for you with a qualified local lender. Buyers who use the option will often put their home for sale once they go under contract on their next home. In other instances buyers will wait to sell the existing home until they have closed on the new home.

These are just a few of the options I have seen buyers successfully use to buy and sell in today's competitive market. All of these options have pros and cons which I'll discuss before writing any offers.

LET'S DO THIS!

Let's go sell your home!

Still have some questions? Ready to sell? Want to know what your current home is worth? Text, call, or email me and let's get a plan together.

With me as your agent, you will never have to go down the long road of selling your home with doubts or confusions. I will be right by your side every step of the way. Let's Do This!

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*"Don't wait for the
right opportunity.*

Create it."

-Unknown



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LOOKING FORWARD TO HEARING FROM YOU!



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