

HOME SELLERS

Guide



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REAL ESTATE
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Hi, I'm Mary Beth!

As a licensed real estate agent, I specialize in helping home sellers like you find a buyer quickly who's willing to pay top dollar.

And, just as importantly, I'm excited to provide an enjoyable selling experience for you! I know the process can feel overwhelming. Between the prep work, the showings, and all the disclosures, there's a lot to be done. But it will be so worth the time and effort when you collect your proceeds on closing day and can start the next chapter of your life! I'm here to make the process easier for you so you can stay focused on what comes next.

To start your home sale off on the right foot, I put together this Home Seller's Guide for you. It's packed with useful information about navigating the selling process.

And if you have any questions, I'm here to help! I'm just a call, email, or text away. Here's to you and your next chapter!

Overview of the SELLING PROCESS



1.

Get Ready

- Identifying your selling goals and know where you're moving to.
- Choose a Realtor, discuss a selling plan and sign a listing agreement.
- Know your costs and responsibilities.

2.

Set a Price

- Discuss with your Realtor comparable home sales.
- Be aware that list price and sold price, are different.
- Determine the appropriate market price for your home.

3.

Show Your Home

- Be prepared for buyers. to view your property.
- Tidy up and declutter.
- Lock away valuable items and keep personal information (mail, private documents or photos) out of sight.

4.

Negotiate Offers

- Your Realtor will present any offers.
- You can either accept, deny, or counter-offer.
- An offer isn't binding until both parties agree to terms and sign the contract, subject to contingencies.

5.

Pre-Closing & Title

- An inspection reveals any needed repairs.
- Title search verifies you own the property.
- A property survey is completed.
- Buyer's final walkthrough within 24 hours prior to closing.

6.

Closing

- Review closing statement.
- Deed is delivered to buyer, title transferred and agreed-on costs are paid.
- Sign closing documents.
- Hand over keys.



GET READY

Even before you start prepping your home for sale, there are a few items to discuss.

1.

What are your goals for this sale?

Most sellers want to sell quickly for top dollar. But some sellers are willing to take slightly less if it means selling as quickly as possible. Other sellers have a specific dollar amount in mind, and they're willing to wait for months to see if they can get that amount.

2.

What are your costs and responsibilities?

Knowing upfront what your selling costs will be (home improvements, real estate fees, and closing costs) will help you make informed decisions when it comes to evaluating offers later. You also need to understand your legal responsibilities regarding disclosures and the condition of the property. I can help you with all of that!



With these items addressed, you're ready to start the cleaning, depersonalizing, and updating that will make your home stand out for buyers!

PRE-LISTING

Checklist

1.EXTERIOR

- ☐ Mow the lawn
- ☐ Clean the patio furniture
- ☐ Trim any trees and shrubs
- ☐ Add fresh plants in any bare areas
- ☐ Replace windows and shutters as needed
- ☐ Repaint the front door
- ☐ Pressure wash walkways
- ☐ Remove any cobwebs
- ☐ Remove any weeds and add fresh mulch
- ☐ Clean window wells
- ☐ Clean the gutters

2.KITCHEN

- ☐ Remove magnets from the fridge
- ☐ Declutter countertops
- ☐ Leave fresh flowers or a bowl of fruit as decor
- ☐ Deep-clean all appliances
- ☐ Go through pantry and donate extra food
- ☐ Remove trash
- ☐ Wipe all cabinet doors and knobs
- ☐ Remove dishes from sight

3.LAUNDRY

- ☐ Organize shelves and cabinets
- ☐ Put away all clothes
- ☐ Clean appliances
- ☐ Declutter and wipe any surfaces

4.BATHROOM

- ☐ Re-caulk sinks, tubs, and showers
- ☐ Remove any rust and/or stains
- ☐ Place fresh towels and rugs
- ☐ Clean or replace shower curtains
- ☐ Clean tile grout
- ☐ Clean toilet bowls
- ☐ Remove any soap residue
- ☐ Check water pressures

5.BEDROOM

- ☐ Rearrange furniture as needed
- ☐ Dust furniture and light fixtures
- ☐ Clean sheets and bed covers
- ☐ Declutter and organize closets
- ☐ Clean window covers / shades

6.OVERALL INTERIOR

- ☐ Clean floors, baseboards, and trim
- ☐ Remove personal photos
- ☐ Clean filters and vents
- ☐ Organize every room and closet
- ☐ Eliminate / neutralize odors
- ☐ Dust furniture and light fixtures
- ☐ Fix anything not working properly
- ☐ Add lamps in darker areas
- ☐ Re-paint walls in neutral shades
- ☐ Remove nails / screws in walls



SET A PRICE

Pricing your home correctly is the single most important factor in deciding whether your house will sell immediately or sit on the market with no buyer interest for months. Any defect (or perceived defect) in any home can be overcome with a price adjustment.

The goal is to price the home in line with the market from Day One. If you underprice, you risk leaving money on the table. And if you overprice, buyers and their agents might not believe that you're a serious seller. The problem with overpricing is that you need to reduce the price later. And when you reduce the price, many buyers start thinking there might be something wrong with the house.

Price correctly from the beginning, and you get to take full advantage of the hype around your new listing!

Once we agree on the price, we can sign the Listing Agreement and take your house to the market!





SHOW YOUR HOME

I know home showings can be stressful for sellers. You'll probably feel like you're constantly cleaning. Or you'll feel like you live in a museum where you're not allowed to touch the exhibits!

Just remember, this is temporary. And, since we are doing everything possible to find a buyer quickly, we'll make this showing period as short as possible!

Also, remember that the way your home looks and feels has an incredible impact on potential buyers. The more diligent you are about keeping your house show-ready during this period, the more likely we are to find a buyer and move on to the next phase.

You'll find a showing checklist on the next page to help you keep your home showing its best.

Pro-tip: this checklist is also perfect for getting the best possible listing photos, which will bring in more potential buyers!

PHOTOGRAPHY & SHOWING

Checklist

1. GENERAL

- ☐ Hang a wreath on the front door, and add a welcome mat.
- ☐ Test all lights and replace bulbs as needed.
- ☐ Leave all lights on and all fans off.
- ☐ Touch up paint and fill holes or scratches in walls.
- ☐ Declutter as much as possible, removing excess furniture and family items.

2. KITCHEN

- ☐ Clear countertops of all appliances if possible.
- ☐ Empty sinks and put away all dishes. Put all sponges, brushes, and dish soap under the counter.
- ☐ Empty garbage and move cans and bins to the garage.
- ☐ Remove all artwork and magnets from refrigerator. Remove all items from the top of the fridge.
- ☐ Put animal dishes and kennels out of sight.
- ☐ Remove rugs, potholders, trivets, and dish towels.

3. BATHROOM

- ☐ Clear countertops of all personal items.
- ☐ Clear shower stalls and bathtubs of all personal items.
- ☐ Clean mirrors and glass surfaces, empty garbage and hide bins.
- ☐ Hang towels neatly.
- ☐ Remove plungers and cleaning items.
- ☐ Keep toilet seats and lids down.

4. BEDROOM

- ☐ Make beds and tidy the rooms.
- ☐ Put all clothing, toys, and valuables away.
- ☐ Remove family photos and any inappropriate artwork.

5. EXTERIOR

- ☐ The lawn should be freshly mowed and edged, and bushes trimmed.
- ☐ Neatly coil hoses.
- ☐ House numbers should be clean and visible (not faded.)
- ☐ Pressure wash driveway.
- ☐ Manicure gardens.
- ☐ Remove any yard clutter.
- ☐ Organize patio furniture and children's toys.



NEGOTIATE OFFERS



Before you know it, we'll have an offer to consider! Evaluating offers is about more than the purchase price. We also want to look at the terms, including:

- Financing,
- Contingencies,
- Proposed closing date, and
- Requests for concessions.

I will present all offers to you promptly and advise you on how to respond to each one. You can decide if you want to accept, reject, or make a counteroffer.

As an expert negotiator, I aim to get you the best price and the best terms.

Once we have an agreement with your buyers, we are officially under contract and are working toward the closing date!

PRE-CLOSE



Pre-close is mostly about the buyers completing their due diligence. This includes tasks like inspections, appraisals, and securing financing.

If you're buying a new home while selling your current home, you'll be doing the due diligence on your new home as well. Otherwise, your closing process is pretty simple. Your main tasks are to:

- Complete any required disclosure forms,
- Work with the title company if they have any questions about your right to sell the property,
- Respond to any request for repairs (which is common after the home inspection), and
- Prepare for your move!

SELLER CLOSING

Checklist



☐ **REPLY PROMPTLY TO REQUESTS**

Your real estate agent and other professionals may need additional information from you.



☐ **COMPLETE DISCLOSURES**

You'll need to document any material defects you are aware of with the property for the buyers.



☐ **BOOK MOVING COMPANY**

Reserve a moving truck or schedule a moving service. Ask about non-peak times to save money.



☐ **GET NEW INSURANCE**

If you're moving into a rental, you'll want to arrange renter's insurance. Otherwise, you'll need a new homeowner's insurance policy.



☐ **CHANGE OF ADDRESS**

Change your address at USPS and forward mail. Notify work, school, bank, DMV, etc. of your new address.



☐ **TRANSFER UTILITIES**

Set up electric, gas, phone, internet, water, etc. to be turned on or transferred.



☐ **CLEAR TITLE**

Work with the title company to clear any potential issues with clear title of the property



☐ **FINAL MORTGAGE APPROVAL**

Wait for the buyers to confirm that the loan is funded.



☐ **FINAL WALK THROUGH**

Make sure the property is accessible in the days before closing for the buyers to walk through.



☐ **GATHER MANUALS / WARRANTIES**

All manuals and warranties for home systems and appliances should be left in one place for the buyer.



☐ **SETTLEMENT STATEMENT**

Review the HUD Settlement Statement so you can get any questions answered before closing.



☐ **DOCUMENTATION FOR CLOSING**

IDs, the deed (if owned free and clear), receipts of utility payments made during escrow.



CLOSING



Get ready to celebrate in your new home!

On closing day, your home sale becomes official.

You'll just need to review the closing statement one last time (you'll see estimated drafts of this statement throughout the process, so you'll be familiar with the closing statement by then), and sign the final documents.

Then you turn over the keys, and the next chapter of your life can begin!



ARE YOU READY

to start your next chapter?



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I know, this is a lot of information. Selling a home is a complex process, and whether it's your first time or your fifth, the process can feel overwhelming.

But I'm here to make the process as smooth and enjoyable as possible for you.

I'll be here each step of the way to:

- Advise you on changing market conditions,
- Help you price your home correctly,
- Offer recommendations for helping your home show its best,
- Market your listing for maximum buyer exposure,
- Negotiate aggressively on your behalf,
- Draft your legal offers and contracts,
- Represent your best interest at each turn,
- Coordinate the inspectors, appraisers, and title officers, and
- Navigate the escrow process to a seamless close!

I'm always happy to answer your questions. And I'm ready to start the listing process whenever you are!

Call, text, email, or DM me anytime. And we'll find you a buyer so you can move into the next chapter of your life.