

# Home Seller Guide

COURTESY OF BRIDGET THOMAS, REALTOR

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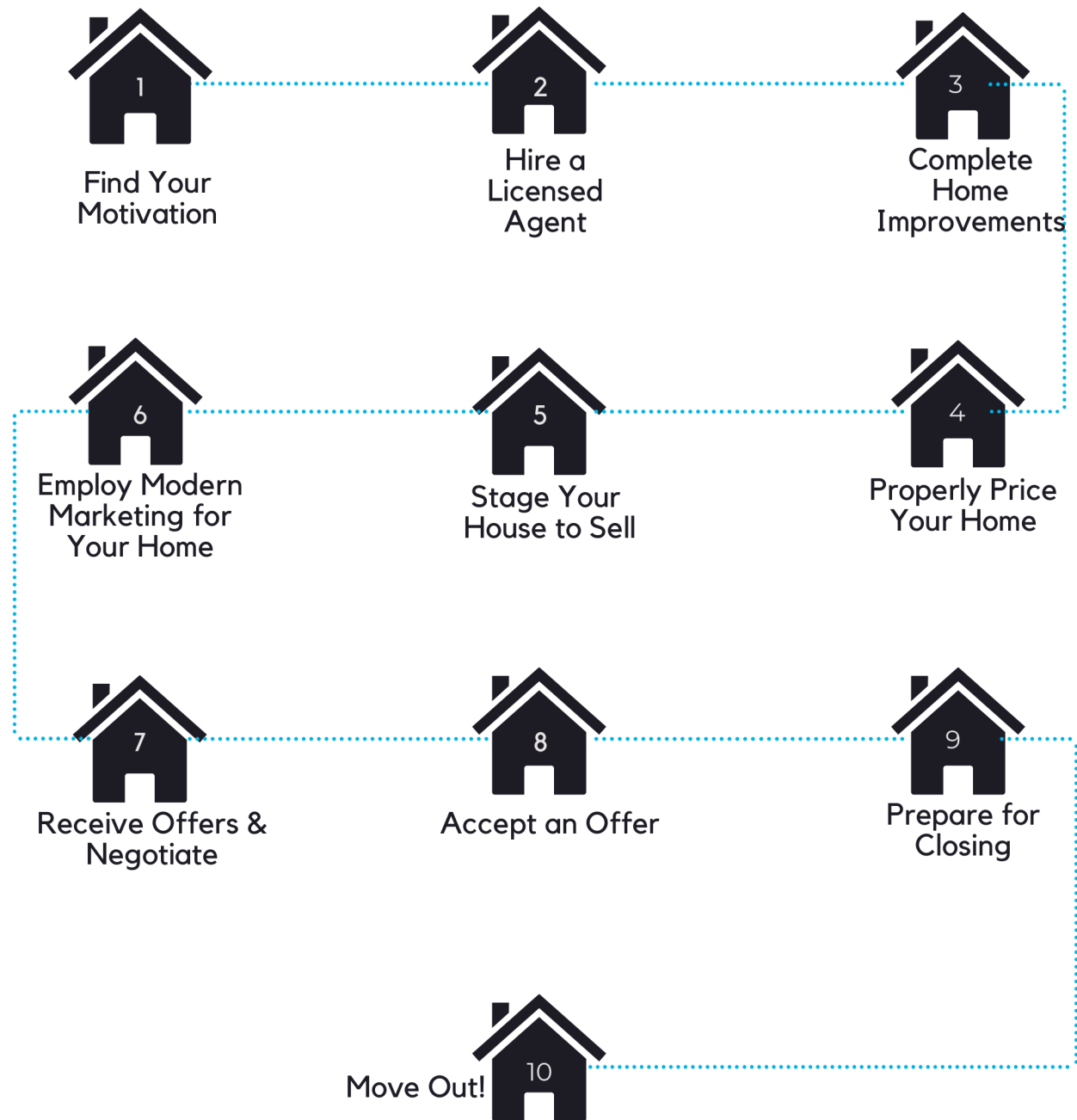
*Let's get you Home.*

[RavenRealtors.com/Bridget](https://RavenRealtors.com/Bridget)



# 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.





## 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.

Spend some time talking with your family about all the reasons you want to sell and make sure this is the right decision for you, as you do not want to get too far into the selling process and have a change of heart. It can get costly to change your mind.

Once you have made the decision to sell your home, you will want to first call your current lender provider and discuss your current finances about your home. Find out how much equity you have in your home, deduct selling expenses, and make sure to have some cash for making any necessary home improvements. Also make sure that you have enough equity to put in to your new home.

## Questions To Ask Yourself When Selling

- What is your timeframe 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 and confusing unless you decide to hire a professional real estate agent. They have the training, resources and pull to make the home selling process significantly smoother.

If you have decided to hire an agent to take care of all this for you, it is important to hire one that you feel will represent your home best and get it sold quickly and for top dollar.

## A Few Things Listing Agent Should Do

Price Your Home Competitively & Assist with Proper Staging and Professional Photography / Videography

Market Your Home Across Multiple Mediums, including social and digital

Negotiate Offers & Terms, Explain Legal and Financial Requirements

Schedule Showings / Open Houses and Maintain Logs for sufficient follow-up

Guide You Through the Escrow Process

Track all relevant deadlines to avoid loopholes that impact closing

Answer every call and text ... QUICKLY



## Why Sellers Choose To Work With Me

*"If you want something done, have a Mom do it."*

When I was working in tech startups, this was the mantra we thrived on. A whole team of women who were crushing it at work and at home. We were efficient and effective because we had to be.



Real estate is a detail business that requires a keen ability to go to task for your clients. After almost a decade negotiating 6-figure contracts for health systems and national brands, I am thrilled to be putting my skills to use for something more tangible – working for my friends and neighbors to build their futures and generational wealth.



Finding the right home is one of the most exciting and stressful milestones in someone's life – I've been there! My husband and I bought our first home fresh out of grad school in the Great Recession of 2008. When a relocation brought us to the Coulee Region, we met another stellar agent who drove us all over La Crosse County to find the perfect lot to build our dream home on. And when we decided we'd rather live in a flip than a new build, we once again relied upon the expertise of a qualified REALTOR® to help make that dream come true.



Whether you're new to the region, looking to build, buy or remodel – I've done it ALL. And I look forward to being your partner to bring your dreams to life.

# Complete Home Improvements



Preparing to sell your home typically takes some work. It may be 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 and dusting the cobwebs from the corners and light fixtures.

When you work with me, we will do a walkthrough prior and create a list of all improvements/repairs that should be done right away. Additionally, I'll provide a custom checklist of prep to do on your home to get it ready to sell.

## Home Improvement Checklist Sample

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|--|---|
| <input type="checkbox"/> Make sure light bulbs are working and the same shade  | <input type="checkbox"/> Cut back over-grown trees                          |
| <input type="checkbox"/> Paint walls neutral colors                            | <input type="checkbox"/> Add some seasonal flowers in pots                  |
| <input type="checkbox"/> Switch out dated kitchen hardware to more modern ones | <input type="checkbox"/> Wipe down all door knobs and handles               |
| <input type="checkbox"/> Swap out light switch plates to all match             | <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 and porch                     | <input type="checkbox"/> Get rid of any pet/food smells                     |

# 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% 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. Try to avoid the temptation to "list high so there is room to negotiate." Buyers are smart and have smart Realtors, too. Pricing high almost always backfires.

## Shifting Market

When things are changing, it's a bit of a moving target and more important than ever to have a licensed pro on your side. In these situations, I'm monitoring things like mortgage rates and competition houses multiple times per day. Pricing and marketing may need to change rapidly and often.

## Seller's Market

Every Seller's dream is a hot market where the whole process lasts just a couple days. In these cases it is crucial to properly price and not get carried away, as Buyers may simply move on without touring. Worse yet, presuming you have a bidding war and not participating.

## Buyer's Market

As markets favor Buyers, the process may slow for you as a Seller. Don't get discouraged - it just means people are taking their time to make good choices. Your Buyer is out there, just be patient and rely on your Realtor to help get it sold.

## Any Market

No matter what the current situation is, the biggest predictors to your success are going to be 1) Getting it prepped and staged properly (don't cut corners!), 2) Marketing in a strategic and targeted way, and 3) Pricing correctly.

# 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. So if you are wanting 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. And 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 may want to opt to hiring a professional stager if you are really looking to sell your home for top dollar. A professional home stager has the design latent, 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.

We can work through this together, but know - you will want to spend money to make money. We can figure out together which areas you need to focus on. And remember - don't take this personally! It's all in the name of getting you moving.

## Action Plan

Steps to ORGANIZE AND STAGE

Deadline



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# Market Your Home Effectively

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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 home photographer to get professional images, drone footage, and a video to 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. If they don't have a plan for things like outdoor/out-of-home, social, digital, face-to-face, email, etc. - ask why not.

## My Standard Marketing Plan

### Professional Photography

It's all about a good first impression! You've seen bad listing photos before. Why rely on cell phone images to showcase your home? We work with professional home photographers to get all the best shots.

### Sponsored Advertising

We invest in you!  
Your listing will be in front of the right people, at the right time with the right mix of organic and paid advertising.

### Full-Time REALTOR Team

It's a team effort!  
The reason behind our success is the team effort. We work together to make sure all Agents are in the know and ready to promote your home.

### Generous Split with Buyer's Agents

Get other agents to show your Home!  
Offering a higher percentage of our commission to other Agents means more eyes on your listing.

### 360° Video & Drone Capture

It's more than four walls!  
Aerial photos and 360 virtual tours can truly showcase your property's special features and increase the views online and in person.

### Professionally Hosted Open Houses

We'll bring the snacks!  
When an Open House makes sense, we'll have professional Realtors onsite to provide expert answers and...the best refreshments!

### Sophisticated Staging Advice

Make it sparkle!  
We'll walk through your home together and discuss ways to make it more inviting. Fresh eyes with attention to detail matter.

### Expert Sales Negotiation

We're in your corner!  
As a client, you will get guidance and advice to get you the deal you deserve. Whether it's sales price, closing cost assistance or fresh paint - we'll fight for what matters to you.



# Receive Offers & Negotiate

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

If you priced your house competitively, you should soon receive an offer, if not multiple offers. If offers are lower than your asking price, don't hesitate to make a counteroffer or ask for full price. You can also change any of the terms in the offer that better suits you. Buyers like to "test the waters" to see how you might respond, while still making room for negotiation.

Once an offer is accepted, it is signed and legally binding. It is important that your offer contain all requirements as there will be no going back to make changes.

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## Commonly Negotiated Contract Terms

Sales Price

Closing Date

Testings & Inspections

Transfer Fees / Closing Costs

Needed Repairs

Acceptable Financing

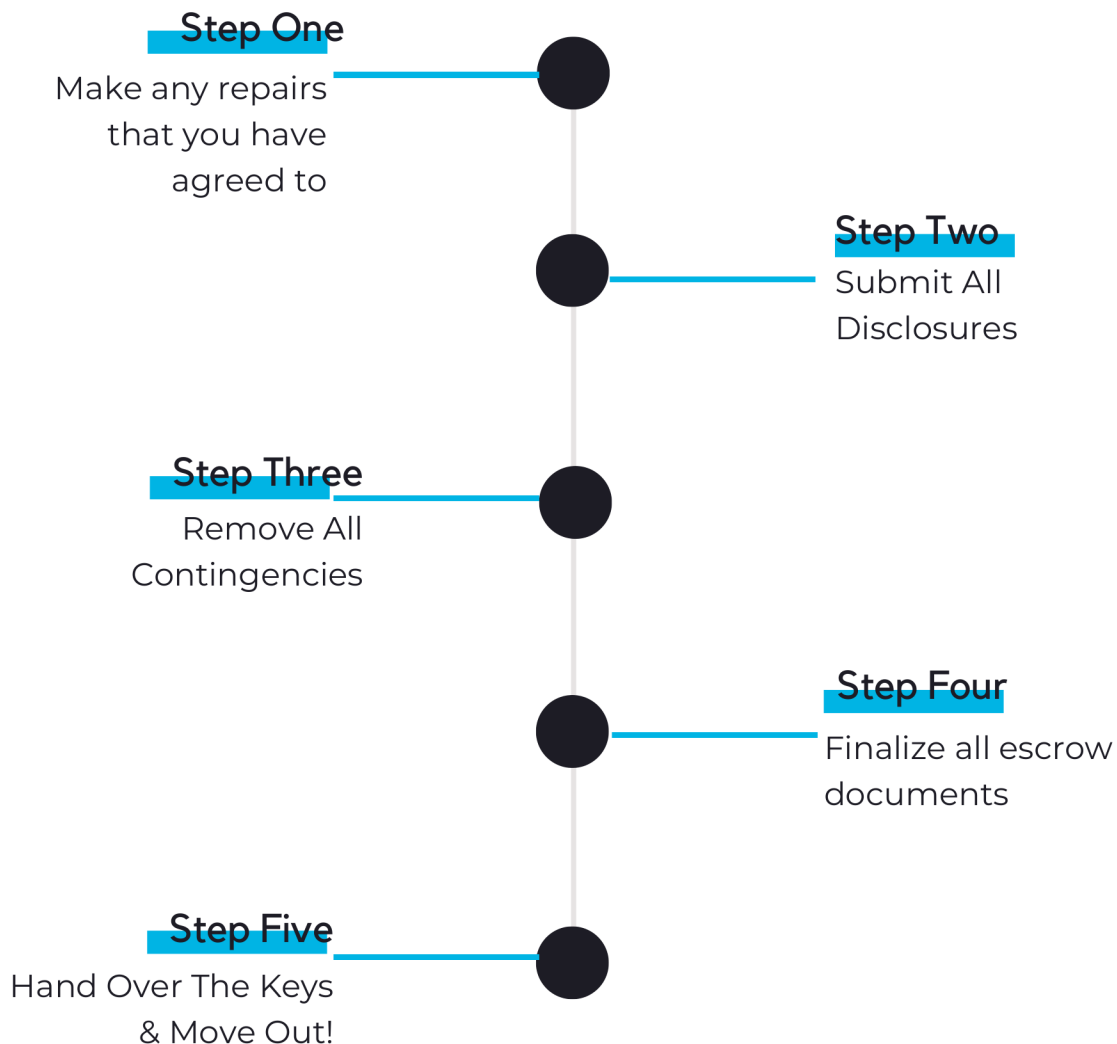
# Final Steps To Close

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 some setbacks. The buyer might back out of the deal if something major is found during the home inspection. The buyer could also lose their financing or your home could come under-value or over-value during the appraisal and cause some issues.

This is why it is so important to have an agent by your side to help you avoid these hurdles and get your home sold quickly and with ease.

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



# Let's Do this!

Congratulations! You have just sold your home.

Still have some questions? Ready to sell your home? Want to know what your current home is worth? Great! Let's discuss. Message me, call me, email me. You have my contact information below.

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 continuously be right by your side every step of the way. Let's Do This!

(920) 980-7356

[bridget@ravenrealtors.com](mailto:bridget@ravenrealtors.com)

*"Don't wait for the right opportunity. Create it."  
-Unknown*



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