



GEM
FINDER
REAL ESTATE



YOUR GUIDE TO

SOLD

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Alanna Ralph

REAL ESTATE *Residential & Commercial*

a little about me...

I'm not your average Realtor—I approach the home selling process differently.

I think outside the box when it comes to pricing, marketing, and negotiation to position your home as a true standout. I'm a licensed Realtor in PA & NJ, based in Philadelphia with Homesmart Realty & GEM Finder Inc. My philosophy is simple: **quality over quantity**. I work with a limited number of clients at a time so I can give you my full attention and ensure your goals are met with precision and care.

This is where I shine!

With my background in marketing, and business. I know how to market your property effectively, creating customized campaigns in multiple ways, getting it front of as many people as possible. Using some or all of these examples below, I will create a full plan for maximum exposure and gaining maximum value. Some strategies include:

- Listing on every MLS system
- Dedicated featured webpage for your property
- Unique and eye catching advertising campaigns
- Professional Photography, Drone Photography
- Digital & Print flyers / post cards
- Network & Brokerage connecting
- Blanket marketing on all online databases like Zillow, Realtor, Trulia, Facebook etc
- Open houses & private tours
- Email all Broker and agent contacts
- Email list blasts
- Vetting qualified buyers
- RENE Certified Negotiation Expert
- Home Staging & Design
- Luxury Home Marketing Suite
- Stand out with our Strategy Plan



let's connect



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HOME SELLER'S *Roadmap*

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!

1

FIND AGENT

Find a great agent that you're comfortable working with

2

PRICING

Work with your realtor to price your home competitively

3

STAGING

Prepare your home for showings

6

SHOWINGS

Be as flexible as possible to get the most potential buyers viewing your home

5

LISTING

Your home is live and viewable by potential buyers

4

MARKETING

Your realtor will ensure that your home is marketed across multiple platforms

7

OFFERS

Your realtor will help you consider all offers presented and negotiate fairly

8

UNDER CONTRACT

The contract becomes binding after you and the buyer agree on the contract terms

9

FINAL DETAILS

Start packing and be prepared for settlement. Typical timeline from Contract to close is 21-45 days

10

CLOSING

Attend the closing meeting, transfer keys and celebrate!



HOME SMART
www.FINDMYGEM.com



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REALTOR, PA & NJ



REAL ESTATE *Terms*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



“

REAL ESTATE IS AN
IMPERISHABLE ASSET, EVER
INCREASING IN VALUE. IT IS THE
MOST SOLID SECURITY THAT
HUMAN INGENUITY HAS DEVISED.
IT IS THE BASIS OF ALL SECURITY
AND ABOUT THE ONLY
INDESTRUCTIBLE SECURITY.



”

RUSSEL SAGE



10 STEPS TO *selling a home*

01 TALK TO ALANNA RALPH

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS & NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING

Preparing
to Sell

1

FIND A GREAT REALTOR

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of selling your home.



Connect YOUR HOME WITH PROSPECTIVE BUYERS

Agents often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

Get YOU MORE MONEY

Agents will be able to help you negotiate top dollar for your home.

Attention TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you submit a strong offer and negotiate with the buyer on your behalf.

Expert GUIDE

Realtors are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

2

ESTABLISH A PRICE

PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers.

Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

WHAT DETERMINES THE PRICE?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



3

PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

PREPARING Checklist

EXTERIOR

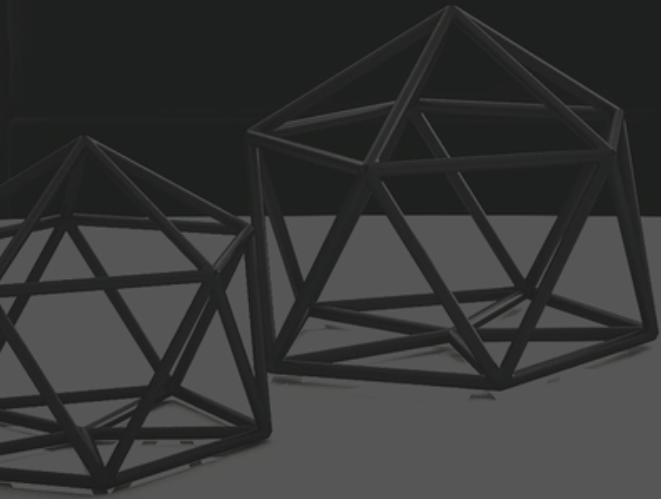
- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



INTERIOR

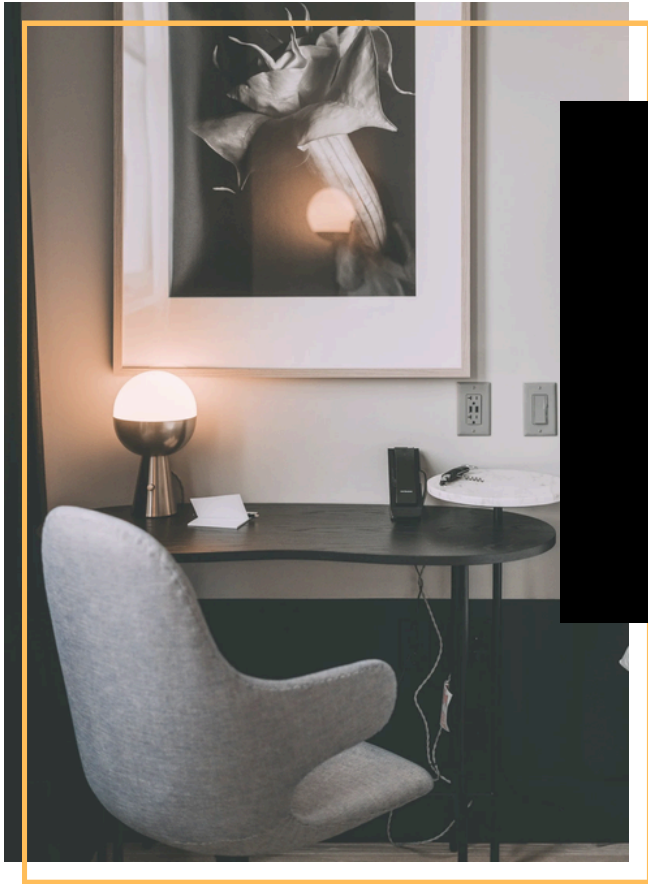
- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room

Finding a Buyer



4

MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions and advertising that draw in potential buyers.

Marketing Tips

- Prepare house for great showings
- share unique and eye catching marketing campaigns
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

5

LISTING

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed will be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

6

SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

SHOWING Checklist

...if you have ten minutes

- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes in dishwasher
- Put out your nice towels
- Pick up all toys and personal items
- Turn on all lights

...if you have an hour

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies



Final
Steps



7

OFFERS & NEGOTIATIONS



Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

8

UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

9

FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

10

CLOSING

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

WHERE DOES MY TIME GO *GO*

- Prepare Listing presentation for seller
- Research Comparable properties
- Create a property value report
- Locate tax records
- Tour sellers home
- Take notes of home and verify information
- Present listing presentation
- Answer questions
- Offer advice on preparing home for selling
- Explain current market and expectations
- Create a checklist
- Discuss sellers goals
- Share value opinion
- Explain benefits of using me as the Realtor
- Explain Marketing Ideas and strategy
- Create a custom marketing plan for seller
- Explain the buyer pre screening process
- Create an internal file for seller
- Create and prepare listing
- Create listing documents for seller
- Provide and explain seller disclosures
- Obtain mortgage loan information
- Establish buyer showing time schedule
- Discuss different buyer finance options
- Explain appraisal process and pitfalls
- Discuss Lead based paint disclosure
- Determine inclusions and exclusions of items
- Discuss repairs and staging options
- Install lockbox and signs
- Set up time to Take listing photos
- Create online presence
- List the property on multiple listing services
- Create listing flyers and post cards
- Connect with other realtors
- Host an open house
- Gather showing feedback
- Track showing activity
- schedule weekly updates with seller
- Present and explain offers
- Confirm buyer financing
- Negotiate terms
- Get all signatures on documents
- Discuss expectations and inspections
- Discuss possible repairs or pitfalls
- Connect with title / Conveyancing
- Verify title report information
- Meet appraiser
- Connect with lender & buyer agent
- Weekly conversations with all of them
- Coordinate settlement time/day
- Confirm title document information
- Verify fund delivery method
- Confirm if seller is attending settlement
- Confirm funds are dispersed
- Collect sign and lockbox
- Change status on MLS
- Close out file with brokerage
- Be available for questions post settlement
- Celebrate another successful transaction

SOLD!



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