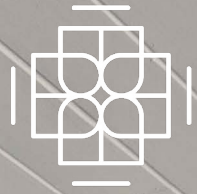


# SELLER'S GUIDE

COMPASS



IRMA BRAINARD





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# THE JOURNEY BEGINS

Aligning your goals with the HOME SELLING PROCESS.

SO YOU'RE INTERESTED IN SELLING?  
Ready to learn more?  
LET'S GO!

Whether you've already found your next place, or you're just testing the waters, selling a home is a major financial and emotional undertaking. In this guide is designed to help you understand the selling process before you put your home on the market, and it will help you make smart decisions every step of the way.



- For answers to questions about your specific situation, consult your real estate agent

# CO-PILOT OR GOING SOLO?

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These days, there are tons of real estate guides, data, and tools available online. With all the information out there, it's tempting to think you can sell your home all on your own. Nevertheless, 88 percent of sellers last year decided to work with an agent. Here are a few reasons why!

Real Estate Agents are professional navigators of the property world. They have seen it all – and know just how to duck, dive and barrel roll through it.

Many people think they have what it takes to jump in the pilot's seat and sell their homes themselves. Take a moment to ponder the info below before you undertake this important mission on your own.

## Your real estate agent:



Understands **local market conditions**



Uses their **problem solving** expertise to facilitate a successful sale



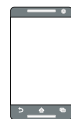
Knows how to price your home realistically, to secure you the **best price**



Creates **demand** for your home by advertising strategically



in negotiations



Remains **on call** answering the phone at all hours



Listens to & **respects** your opinions



Maintains **errors & omissions** insurance

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## Are you ready to fly solo?



Do you know how to determine whether or not a buyer can qualify for a loan?



Are you prepared to give up your evenings and weekends to show your home to potential buyers and "looky lous"?



Are you ready to handle volumes of legal paperwork in a heavily regulated environment



Are you a good negotiator? Do you have the knowledge and sales skills needed to sell your home?



Many factors determine how to price a home correctly. Do you know how to determine your home's current market value?



Are you aware that prospective buyers will expect you to lower your cost because there is no agent involved?

# WHO YOU WORK WITH **MATTERS**

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FOR MOST PEOPLE THE SALE  
OF THEIR HOME IS THE MOST IMPORTANT  
FINANCIAL TRANSACTION OF THEIR LIFE.

Who you select to represent you in the sale of your home can have a tremendous effect on the amount of equity you walk away with when your sale is complete. For most people, their home is their largest asset and the Realtor they select can make a difference of tens to hundreds of thousands of dollars to their net worth.

The information in this guide will help you make the right choice in your Realtor. A Realtor who will do all they can to maximize your equity upon sale.

At Brainard Homes, Our main objective is to provide you as a Seller: the most amount of money, in the least amount of time and with the fewest hassles. Our unmatched expertise, phenomenal service, and aggressive marketing allows us to achieve that goal time and time again for our clients.

# FREQUENT QUESTIONS

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## **WHAT IS MY HOME WORTH?**

In order to price your home we will look at similar homes within a 1/2 mile radius of your property that have sold within the past three months. This will give us a great idea of the “comps” and what your home is worth.

## **HOW MUCH WILL I WALK AWAY WITH?**

We will provide you with an estimated net sheet. The net sheet will give you a low, medium and high valuation of how much you will net.

## **HOW LONG WILL IT TAKE TO SELL MY HOME?**

Timing will greatly depend on our pricing strategy. Typical escrow is 30 days.

## **HOW LONG IS A TYPICAL ESCROW?**

A closing time-frame is typically for 30 days from the date that an offer is accepted, depending upon if you are obtaining financing or paying cash.

## **WHAT ARE MY CLOSING COSTS GOING TO BE?**

For the most accurate estimate, escrow will draft a Good Faith Estimate once we accept an offer. We will provide a net sheet with closing cost estimates.

## **DO YOU HAVE A LIST OF RECOMMENDED INSPECTORS AND VENDORS?**

Yes! We have many favorite inspectors and home service providers that we look forward to sharing with you.

# DETERMINE **YOUR** NEEDS

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Our **top priority** is not only the **successful sale** of your home, but most importantly to provide you with a real estate experience that is **stress-free** and **satisfying**. The more we can know about why you are selling, and how soon you need to be sold, will help us determine the **proper marketing timeframe** to produce the most beneficial results.

**Mutual communication** will help us to fully understand your needs, concerns, and expectations. **We are committed** to always work for your best interests because our goal is the same as yours, **to sell your home!**

## **THE FIRST FEW STEPS TOWARDS SELLING YOUR HOUSE ARE:**

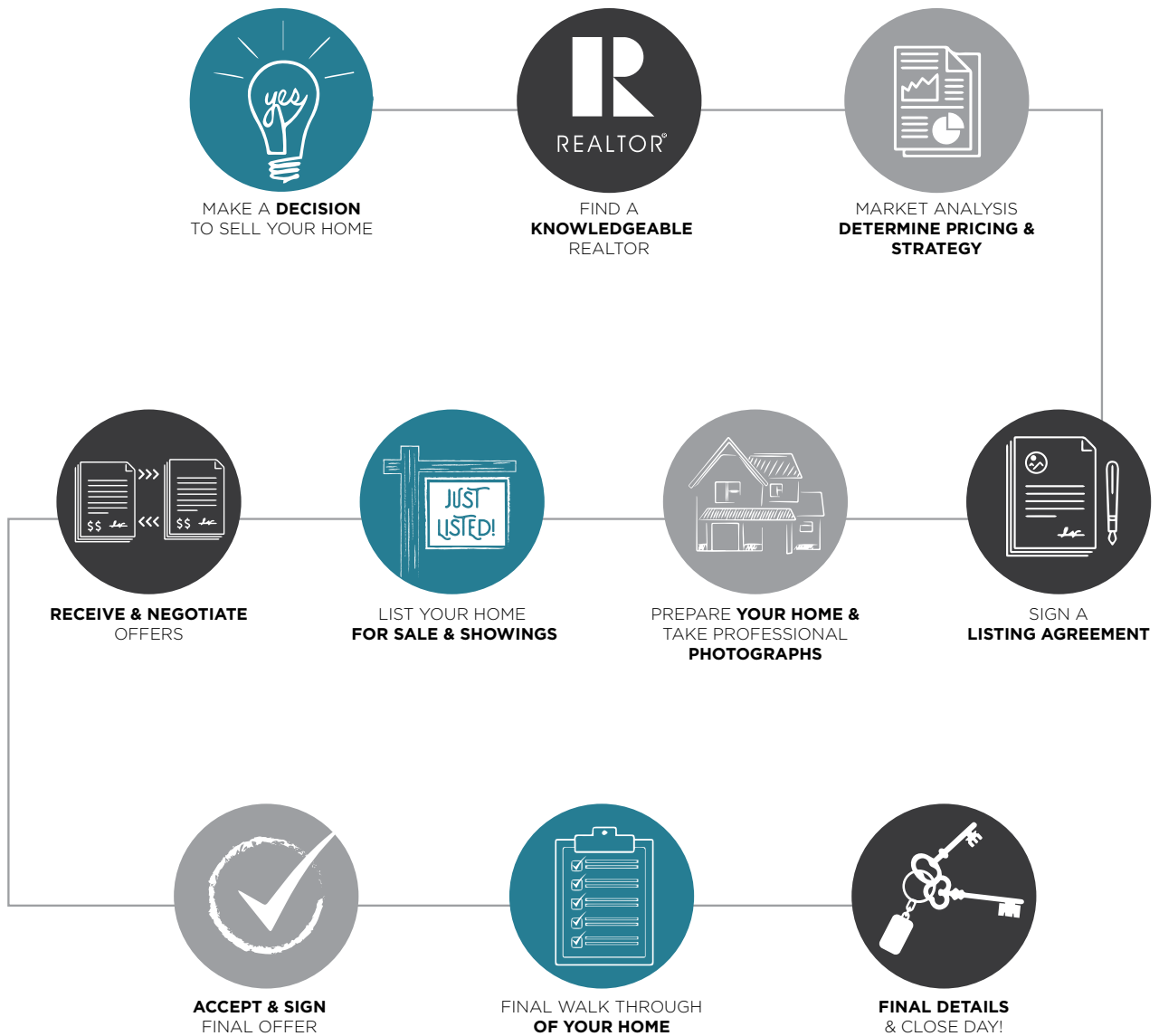
- Clarifying and prioritizing your expectations
- What is your perception as to what a good agent will do for you
- What is the most important thing to you in choosing an agent
- Defining the story of your house and neighborhood
- Agreeing on a process - how everyone will work together

### **Details:**

- Motivation - Why are you selling your home at this time?
- Time Frame - How soon must you sell your home?
- Debt - How much do you owe?
- Price - Within what range do you expect to sell your home?
- Decision Makers - Who are they, and do you all agree?
- Communication - How often do you prefer to talk?  
Text / email / phone?
- Exclusions - Are you keeping any of your fixtures?
- Upgrades - Have you made any improvements?
- Relocation - Do you need help finding a new home?

# THE LISTING PROCESS

## THE PATH TO SELLING YOUR HOME



# MARKETING PLAN

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The key to our marketing plan is timing. Every real estate agent will tell you about their marketing plan and how unique it is.

Truly... there are only so many ways to market a home. Our methods are active and physical, meaning that we get in front of the right people to bring them to view your home. Active marketing combined with the right timing makes the difference and you can count on us to make that happen.

## **SIGNAGE**

Each listing will have a custom sign rider on the property.

## **INTERNET**

All of our listings will be shown on our website along with all of our social media accounts. We include the homes professional pictures as well as any videos that we create. In addition to our website, our listings are also syndicated to other major listing websites such as Zillow and Realtor.com.

## **JUST LISTED POST CARDS AND FLYERS**

Once your property is listed, we take digital photos of the property and create a brochure that offers colored photos and great details regarding your home.

Within 5 days of your home being listed in the MLS, we will notify your neighbors of the listing. We will deliver custom marketing flyers or a “Just Listed” postcard. Appealing to them, helps us find a buyer and reminding them that a strong home sale for you is a positive for the whole neighborhood. Your neighbors are often the biggest advocates for the area and may have friends who want to live nearby, so while some of them may just be curious or “nosy”, we want them to be informed as possible.

## **CALL SURROUNDING AREA**

We personally call your surrounding area and neighbors to tell them about your upcoming listing and invite them to our Open House.

## **VALUE-ADDED SERVICES**

- Team service 7 days per week
- Weekly status updates
- Appointment center – open 7 days a week
- **Supra Lockbox** service for safety and convenience

# STAND OUT IN THE CROWD

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## VISUALLY STAND OUT AMONGST THE COMPETITION

Professional photography is essential to a successful home sale. Our team uses drone footage, video walk tours along with our professional photographer to give your listing the best “life” possible and to show off why the buyers would love to buy your home.

If you’ve searched for homes in the market lately, you’ve likely noted that many properties are photographed with digital cameras or even smart phones, and the result is obvious. We want our properties to stand out and impress potential buyers at first glance, and draw people in to want to see more. A buyer will often see hundreds of home photos before they will ever set foot in a property, so we need our “first showing” of your home to be as impressive as possible.



# UNPARALLELED EXPOSURE

COMING  
SOON

We are able to post your home on Zillow and Realtor.com as a *coming soon listing*.

## ZILLOW ENHANCED LISTING

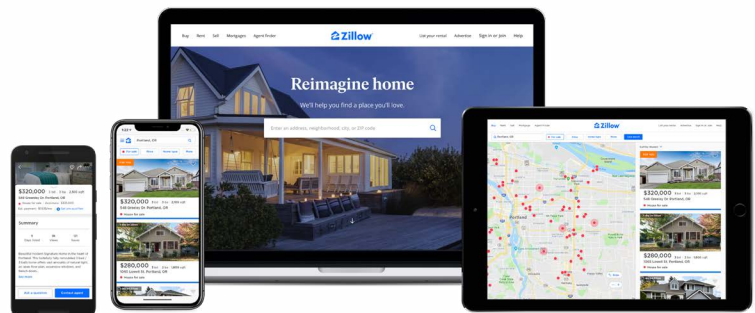
We are a Premiere Agent Team with Zillow. This allows us to show off your home in ways that will bring attention to buyers browsing on the site. We have enhanced placement as well as the ability to upload numerous photos and provide a personal video walk through of your home. This in return boosts your exposure and allows your home to be viewed higher on the ranking on Zillow.

## ENHANCED REALTOR.COM

All of our listings are enhanced on Realtor.com. This pushes buyers to your home before seeing those of your competitors. Enhanced listing feature more photos, lengthier property descriptions, interactive mapping, and custom neighborhood information pages. They have increased exposure as well as differentiation on the Search Results pages and Listing Detail pages, and according to Realtor.com, received 3x more views than regular listings.

## YOURHOME.COM

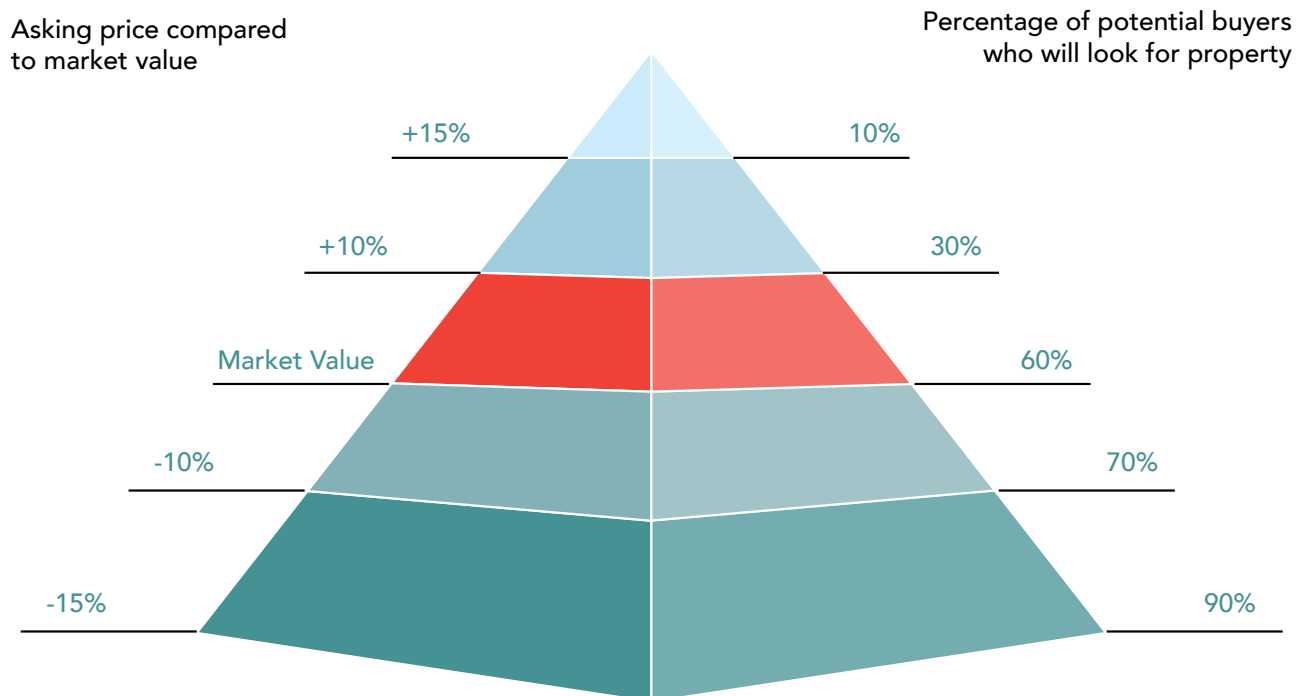
We'll create a custom website specific to your home. It will have a unique domain name for your street address, and it will be syndicated to more than 20 major property search portals such as Zillow, Trulia, and homes.com.



# PRICING YOUR HOME

## PRICING VS. POTENTIAL BUYERS

**Properly priced**, you will have the possibility of many more buyers coming for your property.



### Two key indicators will tell us if we need to adjust our pricing:

- 10 Days without a showing
- 10 Showings with no offers

The market will tell us very quickly if we have priced your home correctly. The question is whether or not we listen.

If the market tells us that the home is priced wrong and you have to reduce, you are actually moving your price closer to **REAL MARKET VALUE**.

# PRICE IT RIGHT

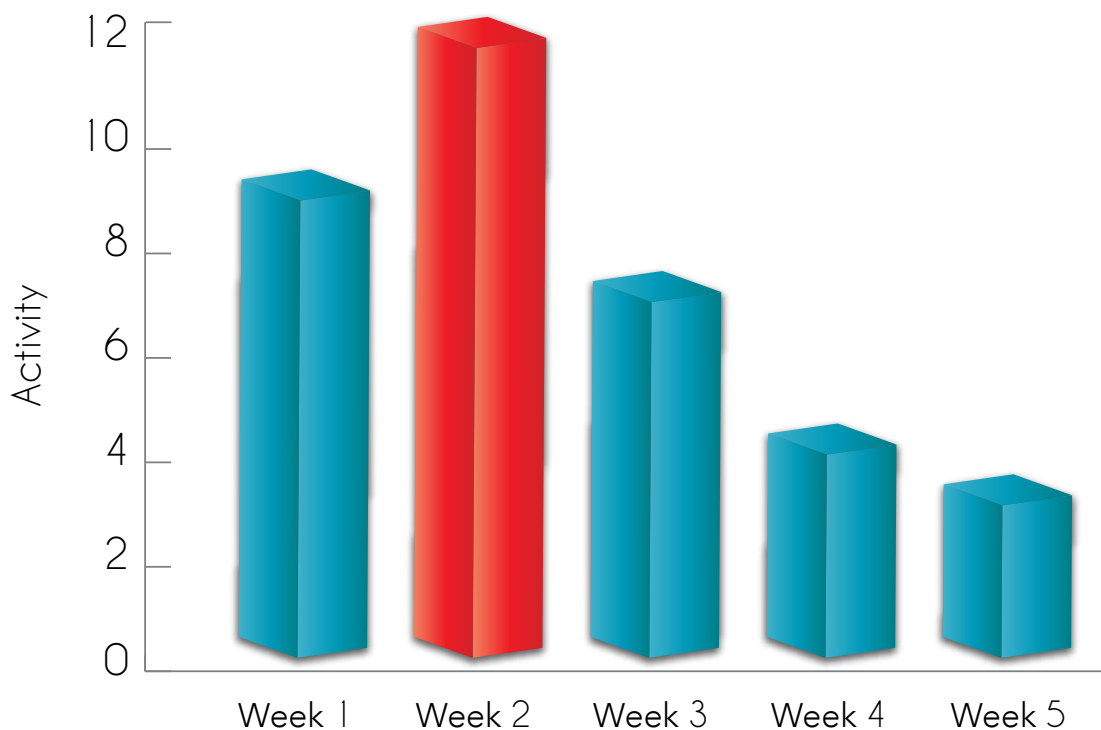
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## **89% OF ALL YOUR SHOWINGS WILL BE IN WEEKS 1-3.**

Competitive and strategic pricing is vital to the sale of your home. A competitively priced home is likely to generate multiple offers which results in a higher closing price. The highest rate of showings occur in the first few weeks of listing.

**Therefore, it is imperative that you are  
priced correctly from the beginning.**

### **POOL OF POTENTIAL BUYERS**



# NOTES

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# SATISFACTION GUARANTEED

## OUR TEAM POLICY

If you are not completely satisfied with our teams service as promised, We are happy to follow the terms of our loyalty agreement. However, I'm so confident that our real estate system will work for you and you will be thrilled at the service that you receive!



“Listen, Plan, Respond, Solve”

**BRAINARDHOMES.COM**



**Irma Brainard**

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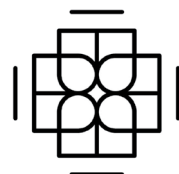
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