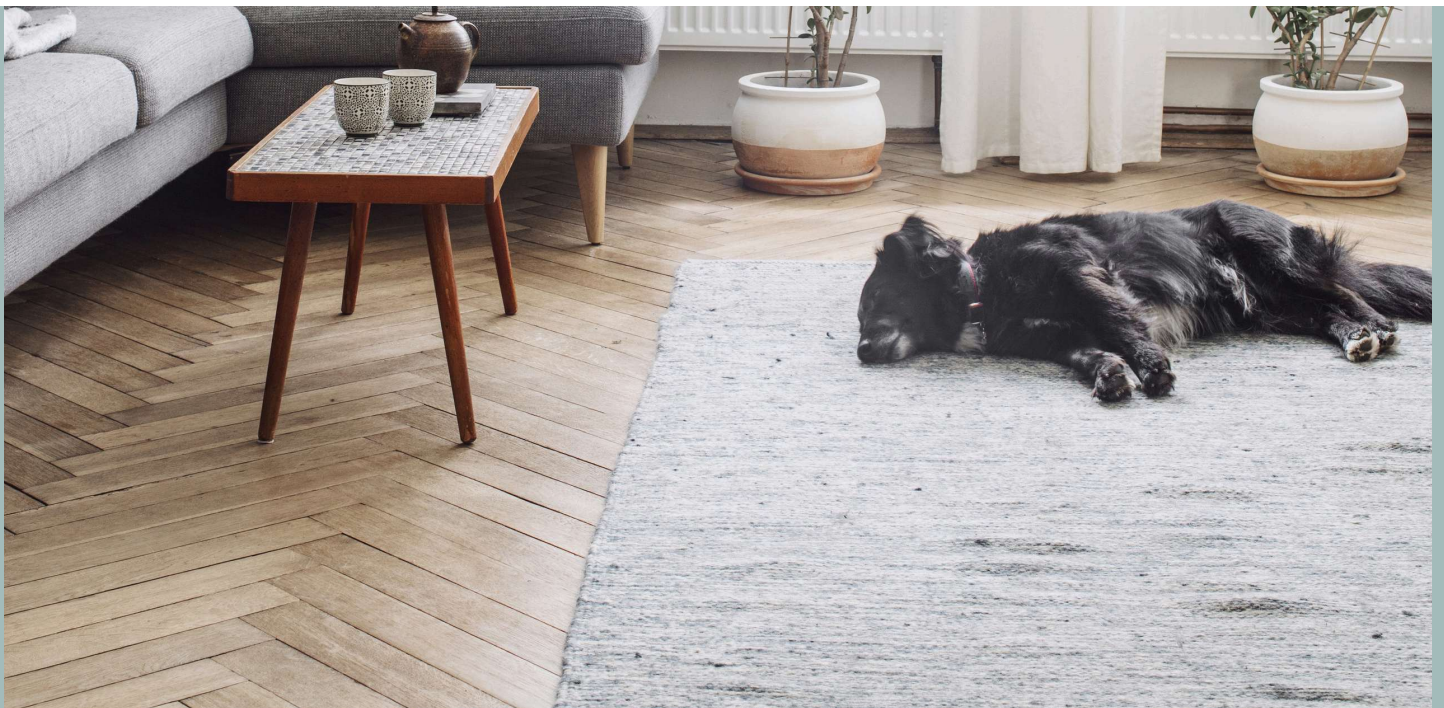


# HOME SELLER GUIDE

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SELLING YOUR HOME DOESN'T HAVE TO BE STRESSFUL



# HOME SELLING PROCESS

## Interview Listing Agents

The process of finding the right agent can include asking friends, family and coworkers for referrals, reviewing agent websites, and sitting down for an interview with top picks.

01



02

## Pick a Competitive Listing Price

I will review what a competitive marketing price will be for your home in the current market.

03

## Devise a Marketing Plan

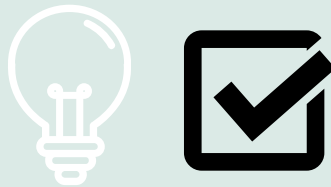
We have developed and tested many marketing methods, softwares, and more in order to perfect the perfect marketing plan!



04

## Prepare for going active

I will walk through your home and let you know what will need to be done prior to getting professional photos done on your home!



## Go Active on the market!

Once we go active, you will receive sharable links so everyone you know can spread the word.

05

# HOME SELLING PROCESS

## Negotiation Time

The great thing about selling a home in a seller's market is that there is often room for negotiation. I'll guide your negotiations on your behalf to make sure the contract terms align with your selling goals.

06



07

## Wait Out the Escrow Period

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date, as well as addressing duties such as scheduling an appraisal, and conducting a property inspection.

## Negotiate Repairs, if necessary

If the buyers ask for any types of repairs, they will also send over any/all inspection reports for us to review. I will guide you through making the decision about whether or not the repairs the buyer is asking for may be a "deal breaker."

08



09

## Seller Documents

In advance of the true closing of your home, the Attorney that we are working with will ask you to fill out "Seller Documents" so they can perform a title search and order your mortgage pay-off so that your mortgage is truly paid off by the sale of your home.

## Prepare for Closing

My Director of Operations, Laurie, will check in a week prior to closing to remind you that you don't need to be present for closing and that you will need to be moved out at least two days prior to closing.

10

# BEFORE YOU LIST

Tips



- **Start spreading the word.** Just because your home isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available. You will be surprised how many people know of someone that is looking to move!
- **Toss out, recycle, or donate what you don't need anymore.** You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Buyers want to be able to see themselves in homes when they go for a showing, and having a bunch of the previous owner's things lying around can really mess with that vision. Plus, who couldn't use a good ole purge of things they do not need anymore!
- **Start staging.** Staging is the art of designing your home to highlight its best features. And even if decorating isn't your strong suit, it's a part of the home selling process you can't really ignore—49% of buyers' agents state that home staging has a positive effect on how buyers view a home, according to the National Association of Realtors' 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a home and decreases the time it sits on the market. Staging can be as simple as clearing your counters, or putting a new welcome mat on the front porch!
- **Figure out a plan for kids and/or pets.** If you have little ones at home, two-legged or four, make sure that you have a plan in place for when showings happen. During showings you will be asked to leave your home with your family, so that the buyers can really take in the property while they tour it!
- **Boost your curb appeal.** In addition to staging inside your home, you also want to put some effort into making the exterior of your home look as inviting as possible. After all, while the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, and tidy up as necessary.
- **Find another place for personal items.** A fundamental part of selling your home quickly and in as stress-free a manner as possible is depersonalizing it. Photos on the wall are fine, but remember that anything in the marketing photos of your home will be visible online for the public to see!
- **Deep clean.** Part of the stress that comes with living in a house that is for sale is having to keep it museum-levels of clean all of the time. Start with one deep clean and then a quick tidy-ing up prior to showings will be all you need to keep up with the cleanliness!

# HOME SELLER

## *Common Mistakes*

### **UNDERESTIMATING THE COSTS OF SELLING**

The total cost to sell a home can amount to much more than the 6% in agent commissions that most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price. Using an experienced agent will be the most cost effective decision you can make!

### **SETTING AN UNREALISTIC PRICE**

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which can have consequences.

### **IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS**

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection—many buyers will require an inspection before closing.

### **LIMITING SHOWINGS**

Once you've put your home on the market, you'll have to try to accommodate agents wanting to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

### **NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION**

Many sellers don't have a clear picture of their financial situation before selling. This can lead to painful surprises. Before you make the decision to sell, it may be helpful to assess your income, debt, and any upcoming expenses during your move. Melanie will make sure you are aware of any/all expenses that can be incurred when selling your home in advance.

# ENHANCING YOUR

*Home*

## EXTERIOR



### **Clean the home exterior.**

Houses can become dirty over time, and not cleaning before selling can be a mistake. This is especially true in homes with automatic sprinklers, which can kick up mud around the base of the house near the garden beds. Use a pressure washer or wipe down your siding to really make your home shine.

### **Touch up paint.**

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce these concerns, while also greatly boosting your curb appeal.

### **Make the lawn healthy.**

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home.



# ENHANCING YOUR *Home*

## INTERIOR



### **Lighten up dark spaces.**

Countering a design weakness can involve a simple fix. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.

### **Update lighting**

Modernizing your home with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, Giles says it's worth replacing outdated ceiling fixtures with contemporary ones.

### **Freshen up paint.**

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people, therefore making your home more desirable.



# PREP YOUR HOME



## *For photographs*

### BEDROOMS

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- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/ chargers
- Put away toys and declutter

### BATHROOMS

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- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc. from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/ cleaning items

### KITCHEN

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- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/ dish towels/ pot holders

### EXTERIOR

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- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/ walkup
- Remove cars from driveway

### GENERAL

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- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs
- Open blinds/ curtains for natural light

# PRE LISTING

## checklist



### CLEAN

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- Dust shelving and wall art
- Dust and clean all lighting
- Dust and wash vent covers and air returns
- Wash refrigerator and freezer (in and out)
- Wash oven and range hood
- Clean kitchen cabinets
- Clean interior doors
- Wash all windows (in and out)
- Wash walls and doorknobs
- Clean switch plate
- Magic erase baseboards
- Clean window ledges
- Wash bed sheets and linens
- Wash curtains
- Have carpets professionally cleaned

### PAINT AND CAULK

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- Touch up interior doors
- Re-caulk counter tops
- Remove nails/screws in walls, patch & paint
- Re-caulk cabinetry
- Re-caulk showers

### DECLUTTER

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- Organize pantry, fridge and freezer
- Drawers in kitchen
- Playroom
- Bookcases
- Closets
- Storage areas
- Linen closets
- Surfaces, counters, desktops
- Floor space

### TASKS

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- Replace lightbulbs
- Replace air filters
- Remove personal items and photos
- Hang mirrors in dark/ small spaces
- Add lamps in bedrooms

### EXTERIOR

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- Clean windows wells/ wash windows
- Pressure wash deck/patio
- Paint front door
- Add fresh doormat
- Weed and add fresh mulch
- Add fresh flowers to planters

# SELLER

## *etiquette*



Before a home showing here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips:

### **Completely leave the site when prospective buyers are viewing your house.**

You want perspective buyers to imagine themselves in your house and they can't do that with you there.

### **Take your pets with you.**

In addition to allergies, a barking dog doesn't really set the tone for potential buyers as they tour your home.

### **Move your car.**

Make it easy for visitors to park and view your home.

### **Prep your house for your guests.**

This means, bringing in light by opening all the blinds, turning on lights, and bumping down the thermostat.

### **A clean house is a happy house.**

Make sure your home is tidy before having potential customers view your home.

### **Put away personal items.**

You want potential buyers to imagine themselves in your home and it may be hard with lots of your family photos and personal items around. stash away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves in your home.

# HOME *Inspection*



A home inspection is a visual assessment of a house's physical structure and mechanical systems, including the roof, ceilings, walls, floors, windows and doors. The inspector will check that major appliances are functional, scrutinize the heating and air-conditioning system, examine the plumbing and electrical systems and may even poke around in the attic and basement.

The goal of a home inspection is to uncover issues with the home itself.

An inspection is not a pass-fail exam. No fixes are mandatory after a home inspection, though it may uncover issues that prompt further negotiations.



# HOME

## *Appraisal*



A home appraisal is a licensed or certified appraiser's opinion of a home's value. The appraisal is based on research of recent sales of comparable homes in the area, an analysis of the property and the appraiser's judgment. The mortgage lender requires an appraisal to help gauge risk of making a loan. The property serves as collateral in case the borrower defaults, so the lender wants to make sure the loan isn't too big, compared with the property's value.

An appraisal is an assessment of home value. The appraiser considers the home's condition as part of the analysis of how much the property is worth, as well as other factors, such as the local housing market. The appraiser doesn't make recommendations for repairs.





## WHAT TO EXPECT *at Closing*

The closing is an important day for you as a home seller. You will transfer the property to the buyer, fully pay off any mortgages, and receive your sales proceeds. If you are using the proceeds for a new home purchase on the same day or shortly thereafter, it is particularly important that your closing runs smoothly.

Unlike the buyer, who may have to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the seller, will not attend the closing appointment at the attorney's office.

After a completed closing, you are no longer the owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the home by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances. You are expected to have completely moved your household possessions out two days prior to the closing appointment, and left the place broom-clean, at a minimum.

# SERVICES

*we provide*

## TO EACH CLIENT:

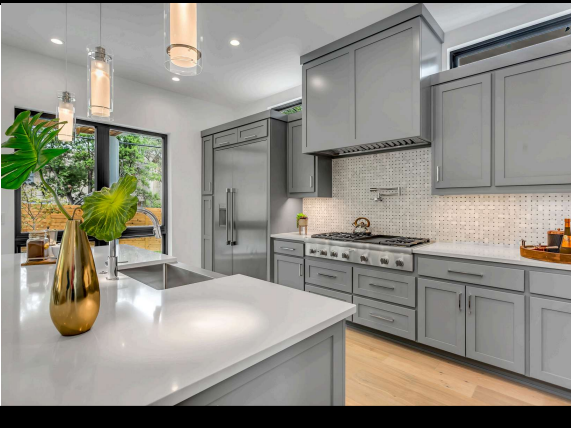
Below we'll also spell out the services that are included in the commission expense. Please remember your commission rate pays for our firm and team to represent you as well as the buyer's agent that bring us a qualified buyer.

### Marketing, Advertising & Promotion

- Contact Management (client database)
- Design Marketing Materials
- Write & Place Advertising
- Produce Graphics and Feature Sheets
- Professional Photography
- Prepare Listing Packages
- Prepare Buyer Packages
- Organize Promotional Events
- Implement Promotional Campaigns
- Design Lead Capturing Websites and Advertisements
- Research new marketing opportunities so each property is being included in marketing leading campaigns

### Seller Servicing

- Visit and evaluate property
- Research the market and prepare an accurate CMA (current market analysis)
- Prepare and deliver a pre-listing package
- Analyze the needs and goals of the Seller Client in order to create a Marketing plan and Pricing Strategy
- Provide clients with an Estimated Seller Net Sheet
- Arrange for Electronic/ Monitored Lockboxes
- Signs to be set up in the Yard within 24 hours of listing the Seller's home
- Put accurate information in the MLS (Multiple Listing Service; Real Estate Agent's Database) and all third party websites (Zillow, Realtor.com, etc)
- Provide any/all feedback from each home tour
- Evaluate/Negotiate Offers on Seller's Behalf
- Educate Seller throughout the entire process so they are never unsure about a decision they make
- Protect the Seller's interests during and after the sale of their home



# REAL ESTATE

## *Terms*

### **APPRAISAL**

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.

### **CLOSING COSTS**

All settlement or transaction charges that home buyers need to pay at the close of escrow when the property is transferred.

### **APPRECIATION**

Increase in the value or worth of an asset or piece of property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

### **MLS**

A computer-based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most homes currently on the market. The public can now access much of this kind of information through websites like

### **ASSESSED VALUE**

This is the dollar value that a public tax assessor assigns to your home for the purpose of city/state taxes. This value is separate from a home appraisal value or market value..

### **CONTINGENCY**

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the closing.

### **ESCROW**

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.

### **HOME INSPECTION**

An examination of the condition of a real estate property. A home inspector assesses the condition of a property, including its heating / cooling systems, plumbing, electrical work, water and sewage, as well as some fire and safety issues.

### **TITLE**

Ownership of real estate or personal property. With real estate, title is evidenced by a deed (or other document) recorded in the county land records office.