

# *Seller* RESOURCE GUIDE





# agent responsibilities

## Expert Guidance

- Research the comps in your area & complete a competitive market analysis to determine the best list price for the sale of your property.
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers.
- Suggest quality professionals, including attorneys, handymen and inspectors.
- Guide you in making informed decisions leading to a satisfactory sale.
- Present and respond to all offers in a timely manner.
- Negotiate the best price & terms available, always keeping your specific needs in mind.

## Responsiveness

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines

## Accounting

- Track receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

## Loyalty

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed

# SELLING IN



# TEN STEPS

1

## DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2

## LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3

## PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

4

## LAUNCH DAY

It's time!  
Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

5

## BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed via until we reach a sales agreement.

6

## SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7

## INSPECTIONS

Your buyer will probably hire an inspector to review your home. The inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

8

## LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

9

## CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-48 hours prior to closing.

10

## CLOSING

The last step! Documents are signed, Keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. I am there to help after the sale of your home - whenever you need me!





## ENHANCE YOUR PROPERTY'S INTERIOR AND EXTERIOR APPEAL

### *Interior:*

- Cleaning every room and removing clutter. This alone will make your house appear larger and brighter.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters and closets.
- Removing all personal photos from the walls, and patch the holes where they are removed.
- Re-surfacing soiled or strongly colored walls with a neutral shade, such as off-white or beige, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks and signs of dampness in the attic and else where throughout your home.
- Repairing holes or damage to plaster, wallpaper, paint and tiles.
- Replacing broken or cracked window panes, molding or other woodwork.

### *Exterior:*

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Adding colorful annuals near the front entrance in spring and summer.
- Keeping your garage door closed.
- Applying a fresh coat of paint to the front door.







## show home ready in one hour.

- ( ) Make the beds
- ( ) Grab a basket and put personal items of clutter in your car
- ( ) Make sure the bathroom towels are clean, straightened and match
- ( ) Wipe down toilets and put the lids down
- ( ) Wipe down all counter tops and sinks
- ( ) Open all blinds & Turn on all the lights in the house
- ( ) Make sure the house temperature is comfortable
- ( ) Make sure the house smells good, but don't over do the air freshener
- ( ) Vacuum all carpeted areas, sweep all surfaces
- ( ) Clean all mirrors
- ( ) Sweep the front doorway and wipe off the mat





# 4 FACTORS THAT AFFECT THE SALEABILITY OF YOUR HOME

## Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value: *location, design, amenities, competing properties, economic conditions.*
- Factors that have little or no influence: *price the seller originally paid, amount spent on improvements*

## Market Conditions

The real estate market is always fluctuating, and as your agent I will be able to discuss the pros and cons of listing during varied market conditions.

## Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed, or if professional staging is required, I will be there to assist and offer my guidance and network.

## Market Exposure

I will focus on what we're able to control - market exposure and negotiating offers. I want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing plan, your home will get noticed in any market.



# INFORMATION PREP

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it. Below is a list of items that buyers, lenders, and title companies might request during this phase of selling your home.

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## Gather:

Manuals for appliances

Receipts of work done to the home - including all major & minor renovations

All keys and garage door openers

Surveys previously done

A list of utility providers & average costs per month

Alarm instructions

## HOA Communities:

Check in with the HOA to see if there are any restrictions or policies when listing your home, condo/townhome

If you have any known info regarding assessments, certification letters or HOA covenants, please have those available for buyers





# SUCCESSFULLY

## Negotiating the deal

Disclose everything. Be proactive to disclose all known defects to buyers – avoid legal problems later.


Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknowns.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. Don't delay.

Meet halfway if there are disagreements about small expenses – split the difference and move on.

Stay calm, even if the situation is tense.



**HAVE YOU FOUND  
THE RIGHT  
BUYER?**

Make the deal happen.



# UNDER CONTRACT PROCESS



## OFFER ACCEPTED

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, due diligence, inspection, appraisal, and loan conditions. The under contract process can normally take anywhere from 30-60 days.

## INSPECTION

One of the most crucial steps in buying a home is performing an inspection. The buyers may elect to complete an inspection. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. It should take anywhere from 2-3 hours depending on the size of your home. After inspection, the buyer's agent will send an inspection objection requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety are pertinent.

## APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. I will guide you through the process on the right moves to make if the appraisal comes in low. After the appraisal, we wait for the loan process to be completed.



# CLOSING 101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.

## A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

## WHAT TO EXPECT

The escrow officer will look over the purchase contract and identify what payments are owed and by whom/ prepare documents for the closing; conduct the closing/ make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

## YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable

## AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- Copies of all closing documents
- All home improvement receipts on the home you sold