



seller's GUIDE

TO SELLING YOUR HOUSE WITH PEACE OF MIND



5 EASY STEPS

to sell your home

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STEP 1: *pre-listing*

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to obtaining the maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's **location**, its **condition**, its **improvements** (or upgrades), its **age**, and the **market conditions** experienced at the time of listing.

Therefore, our experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or moving all of your stuff out and renting furniture and decor to better suit the room's staging arrangements. Our goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like.

To help, we will give you personalized tips during our initial home tour, and we will provide you with a home staging checklist for reference on the following page.

MARKETING MATERIALS ARE DESIGNED AND PREPARED

While we go further into detail about our marketing strategy in the following pages, we will take high-quality photos of your home after staging your property. At the same time, we will have all our marketing materials professionally designed and customized to match and include stunning pictures of your home.

Aside from printed marketing materials, we will also tackle the digital world by having professional "Coming Soon" and "Just Listed" property social media posts posted on all our social media pages and sponsoring them to reach more prospective buyers.

REAL ESTATE

photography pre-shoot

checklist

exterior.

- Clean up the landscaping: trim bushes and mow/edge lawn
- Close garage doors
- Pressure wash driveway/walkup
- Remove children's toys and patio furniture
- Remove yard clutter
- Remove cars from driveway

general.

- Leave all lights on and turn off any ceiling fans
- Turn off any devices (including TVs)
- Open all blinds and curtains
- Declutter the entire home: remove any excess furniture and any other items
- Touch up paint
- Deep-clean the entire home

bedrooms.

- Make beds and tidy up the rooms
- Remove any personal photos and items
- Store away toys, clothes, devices, and valuables

bathrooms.

- Clear countertops completely
- Keep toilet seats and lids down
- Remove plungers and cleaning items
- Clean all glass surfaces and mirrors
- Hang clean towels neatly and remove rugs
- Remove all personal items (i.e., soap, shampoo, etc.) from tubs and showers

kitchen.

- Clear countertops completely
- Empty sinks and store dishes away
- Empty and hide garbage bins
- Remove all magnets from refrigerator
- Remove or hide any pet food, accessories or kennels



STEP 2: *listing time*

YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will be officially posted online and appear as an active and new listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So get ready to leave your home on short notice and for around 30 minutes per appointment.

Now, a common question we get from sellers is: "When is the best day of the week to launch our listing?" One thing to remember is that whenever we list a property, we strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

Weekends are the peak days of the week, where people are often most available to view homes. Therefore, if we list early on in the week and receive an offer immediately from few buyers who went to view your home, you will not be giving a chance to those who are mostly available on weekends to view the property. This is because you will have to decide on the offer you have already received. Therefore, we recommend launching your property closer to the weekend—more specifically, on a Wednesday or Thursday—to ensure maximum buyer exposure and get as many viewings as possible within a few peak days.

BUYER PROSPECTING TIME

Starting on launch day, we will go full-out on exposing your property to prospective buyers. Consistent exposure of your home will be spread across all our social media platforms. We will place targeted Facebook and Instagram ads and customize the audience according to the types of buyers we aim to attract. We will also personally reach out to our real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Additionally, all scheduled events (including open houses) will be completed until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS AND OPEN HOUSES

Once we launch your property, real estate agents will start contacting us to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings and open houses. Here are some tips to help you during this time:

- Be **flexible** to prospective buyers' schedules to avoid missing out on a strong offer.
- Get everyone in your household on the same page to be all **informed** when showings are happening to help them maintain their spaces clean and tidy.
- Get your entire household to **vacate** your property to avoid making buyers feel uncomfortable and leaving them an empty space to visualize themselves living in your home without added pressure.
- **Create a mood** by setting a tone that accentuates your property's features. Examples include: light a fire if you have a fireplace (even if it's summer), create a romantic atmosphere by placing two clean champagne glasses on a table with a bottle of champagne, turn on some soft music at a low volume like in stores, turn on any decorative water features (such as fountains), drape sensuous materials such as chunky knit blankets over your chairs and sofas.



SHOW YOUR HOME READY IN *one hour*

- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put up your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Clear kitchen and bathroom countertops (except for decorative items)
- Close all the toilet seats
- Wipe down all countertops
- Secure your pets or take them with you
- Sweep and mop all hard-surfaced floors
- Put laundry away (or take it with you)

STEP 3: offer process

Review

Once a buyer tours your property and decides they would like to purchase it, the buyer's representative will prepare an offer and send it to us. **Be sure you are available when offers may come in as there is usually a 24 hour (sometimes less) response window.**

After an offer is submitted, I will create a net sheet for you based on the offer(s) with a summary of what they are offering. Once you have had a chance to read it over we will discuss any questions you have and figure out if you wish to accept or counter.

If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. After negotiations, if one party agrees with the offer, we will finalize all signatures. The buyer will have to bring the deposit to secure the contract. Now, any inspections, appraisals, financing approvals, or anything else will take place.

Contingencies (or conditions) are found in most sales agreement contracts. The most common ones included in a contract include home inspections and appraisals.

A buyer can hire a professional **home inspector** to review your property's condition closely. It typically takes 1-4 hours. Suppose the inspector finds anything significant that needs to be repaired. In that case, they may counter-bid on the sale contract, which you may accept, decline, or counter-offer.

An **appraisal** is often requested by the buyer's mortgage lender to ensure that the buyers are not over-paying too much for your property. No matter the result, I will assist you in making the right moves if required to make any moves.

All conditions have deadlines by which the buyer will have to waive the contingencies to make the sales agreement firm and proceed with the transaction.

CONTINGENCIES

UNDER CONTRACT

The "under contract" period begins after the buyer and seller finalize and sign the sales agreement. During this period, a binding agreement exists between a seller and a buyer involving a property. When a property is "under contract," the seller may not enter into another contract with a different buyer, as the buyer is now obligated to purchase your home. A property is still considered "under contract" with contingencies, and the contract firms up once all conditions are waived.



STEP 4: *Escrow*

Inspections

The buyer is responsible for ordering the inspections that are important to them. This is an expense that the buyer is responsible for. Typically there will be a general inspection that can last around 2-4 hours depending on the size of the home and the inspector. They will test all appliances and need access to the roof.

A wood-destroying organism (WDO) inspection is also very common in our area. (required by FHA and VA loans). It is important to make the home available so the buyer can do their due diligence.

Repairs

The repair limit was set with the accepted contract. The buyer can send a request of repairs to be made in the order of importance or request a credit for the repair limit. The credit is not always an option depending on the items needed to be repaired and the type of loan the buyer has.

Appraisal

Once the inspections are completed and the buyers are satisfied they will order the appraisal. This is required for all loan types. You do want the home to show well for the appraiser. This inspection is a couple weeks after the offer acceptance and only last 10 - 20 minutes.



STEP 5: *moving out*

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves & switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer



CLOSING DAY REFERS TO THE DAY THAT FINALIZES YOUR SALE. AT CLOSING, FUNDS AND DOCUMENTS ARE EXCHANGED TO TRANSFER OWNERSHIP TO THE BUYER. AFTER CLOSING, YOU WILL RECEIVE ANY REMAINING FUNDS FROM THE SALE OF YOUR PROPERTY.

MOVING & PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!

CLOSING DAY

Closing day is here! The buyer will have a final walk-through of your property 24-48 hours before closing. This is to ensure that you have left your home in the same condition as they purchased it (except for minor wear and tear).

Closing typically takes place at a Title Company. You will need to bring some documents with you, including:

- Valid government-issued ID
- All house keys, garage door openers, mailbox keys, pool keys, etc.
- Any outstanding documents requested from your closing agent.

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Lawyer's fees
- Real Estate Commissions
- Title Insurance Home Warranty
- Any unpaid survey or assessment fees
- Any outstanding taxes, fines, or claims against your property
- Any mortgage discharge fees

FINALLY...

congrats!

YOUR HOME IS NOW OFFICIALLY SOLD AND YOU ARE READY TO BEGIN A NEW CHAPTER!