

Seller's Handbook

**YOUR GUIDE TO PREPARING
YOUR HOME FOR SALE**

THE INNER WORKINGS OF Home Selling



AN EASY GUIDE TO SELLING

- INITIAL TOUR & LISTING APPOINTMENT
- PRE-LAUNCH
- LAUNCH DAY
- BUYER PROSPECTING
- CLOSING

BE PREPARED

- FIRST IMPRESSIONS MATTER
- BE SHOW-READY EVERY DAY
- THOSE "IT" FACTORS

THE ART OF NEGOTIATION

- DISCLOSE
- ASK YOUR OWN QUESTIONS
- BREATHE

ARE THEY... THE ONE?

- ACCEPTANCE
- INSPECTION
- APPRAISAL

CLOSING THOUGHTS

- YOUR CLOSING CHECKLIST
- THE FINAL CLOSING PROCESS
- THE COSTS OF CLOSING
- POST-CLOSE REMINDERS

An Easy Guide to Selling

01 INITIAL TOUR OF YOUR HOME

During our initial meeting, we will walk your property and discuss what makes your home special. We may offer suggestions to make your home look fabulous so that we can capture the right buyer quickly. We will also discuss marketing strategies and the selling process in general. Feel free to ask lots of questions.

02 LISTING APPOINTMENT

After our initial meeting, we will prepare a Comparative Market Analysis for your review so we can discuss a competitive listing price that will get your home sold! During our listing appointment, we will also discuss your expectations and mine, and we will execute all necessary listing documents, including the listing contract.

03 PRE-LAUNCH

After our listing appointment, we will make the necessary arrangements to prepare your home for sale, including arranging marketing, photography, signage, and lockboxes so we're ready to launch as soon as possible.

04 LAUNCH DAY

This is the day we're ready to go live! Your listing will become accessible to all prospective buyers, signage will be installed, and our expansive marketing plan will be put into action.

05 BUYER PROSPECTING

Your property will be marketed through all available channels and marketing events will be scheduled. Your home will be exposed to tens of thousands of prospective buyers through traditional and non-traditional media and will get noticed!

06 NEGOTIATIONS & AGREEMENT

Once an offer is made on your home, together we will weigh the strengths and weaknesses of any offer, and we will help you negotiate the most favorable terms to achieve your overall goals in selling your home.

07 HOME INSPECTIONS

Once a purchase contract is executed, the buyer has a right to conduct inspections of the home for a limited time to determine its condition. Inspectors' findings will be shared, and additional negotiations may occur for things like necessary repairs. Our team will make recommendations and guide you through the negotiation process to get you the best possible deal.

08 APPRAISAL

When buyers finance the purchase of a home, lenders require a home appraisal. This is done to ensure the lender will have an adequate security interest in the home once the deal closes. If your home does not appraise for at least the contract price, we may have to revisit the listing price to ensure we are priced right and can attract a qualified buyer.

09 CLOSING PREPARATIONS

There are lots of moving parts during the escrow period, such as inspections, appraisals, loan commitments, title searches, etc. In preparing for closing, we must ensure all closing documents are signed and lender and buyer commitments are met before the closing deadline. You will work closely with our team to make sure we have everything we need to close on time!

10 CLOSING

A few days before the closing date, you and the buyer will be required to sign closing documents in advance so that when it is time to close, all necessary paperwork is in order and the closing will go smoothly so you can be on your way to your next life adventure.



HOME

Be Prepared

FIRST IMPRESSIONS MATTER

There are simple ways to entice buyers to make an offer. Here are some suggestions.

CREATE AN INVITING EXTERIOR

Curb appeal is paramount. When someone pulls up to your home, what do they see? Is your landscaping well-maintained? Is your yard free of debris and clutter? Are your trees and shrubs overgrown? Keeping your front yard and landscaping looking great will help keep your home at the top of mind for would-be buyers.

Clean the exterior of the home. Pressure wash the exterior of your home, including garage doors, driveways, walkways, windows, and window screens. Having a clean home lets buyers know you have maintained your property and makes it that much more attractive.

Repair any exterior damage. Damage to the exterior detracts from the curb appeal - cracked driveways, faded or chipped paint, broken screens, uneven pathways, missing shingles, or broken landscape lighting are easy fixes that should be undertaken before you list your home. Doing so will ensure you get top dollar for your home.

Paint or refinish your front door. It's one of the first things people notice when they walk up to your home, and the condition of the front door is often an indicator of the condition of the remainder of the home, at least in the mind of a potential buyer. A fresh coat of paint will do wonders to make a good first impression!

Replace faded address numbers on your home so it's easy to find your property when buyers visit.



CREATE A WELCOMING INTERIOR

Clean, organize, and declutter every room. Doing so will make your home appear larger and it will help prospective buyers envision their belongings in the home. Disorganized rooms, closets, and storage rooms make the rooms look smaller and make it difficult for buyers to determine if the space will suit their needs.

Simplify and depersonalize. Stick to tasteful, neutral decor choices, and store personal items to allow people an opportunity to envision their personal items placed in the home.

It should sparkle! Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period. Consider hiring professional cleaners to clean your home and your carpets.

Inspect the interior for damage and complete repairs. Cracks, water damage, leaks, stains, holes, damaged windows, peeling wallpaper, and damaged flooring, should all be repaired before buyers have access to your home in person or online.

Refresh your paint. Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson or lime green as much as you might!

Neutralize bad odors. You don't need to bake cookies before every showing, but your living space should smell fresh and should be free of odors.

If your spaces are open and connected, tie them together with accent items. For example, a set of yellow throw pillows in the living room would be nicely accented by a bowl of citrus in the kitchen.



BE SHOW-READY *EVERY DAY*

WIPE DOWN ALL SURFACES IN YOUR KITCHEN AND BATHROOMS DAILY. ALL TOWELS SHOULD MATCH IN YOUR BATHROOMS, AND ALL ROOMS SHOULD BE CLEAN AND TIDY.

MAKE SURE ALL BEDS ARE MADE BEFORE YOU LEAVE HOME EACH DAY.

LEAVE ALL BLINDS AND CURTAINS OPEN TO ALLOW NATURAL LIGHT TO ENTER.

VACUUM, SWEEP, AND DUST.

ENSURE THERE ARE NO LINGERING ODORS, INCLUDING CLEANERS AND AIR FRESHENERS.

LEAVE THE THERMOSTAT AT A COMFORTABLE TEMPERATURE.

LEAVE ALL DINING CHAIRS PUSHED IN.

THROWS AND PILLOWS SHOULD BE STRAIGHT AND AESTHETICALLY POSITIONED.



THOSE “IT” FACTORS

While the aesthetic appeal of your home is vital, there are a few other factors that determine the salability of your home.

Does your property stand out? In a competitive market, it is critical for your home to be visually appealing and have great curb appeal. We will help ensure your home stands out in a crowded field.

What is the condition of your property? Is it like new or does your roof need to be replaced next year? Can your home use a fresh coat of paint? Is your landscaping in need of a makeover? Issues like these can affect the attractiveness and the ultimate sales price of your home.

Is it the right price? Your initial listing price is crucial. Is it considerably higher or lower than the rest of your neighbors? Are you pricing your home based upon the market or upon your emotional attachment to the home? You can trust us to advise you on setting a price that is both fair and strategic.

Is it a Buyers' or Sellers' market? The state of the market contributes to salability and time on the market. The factors that make a Buyers' or Sellers' market are constantly in flux depending on a number of indices. We use our expertise to help you navigate the market and sell your home no matter the market conditions.

Are we leveraging our marketing? The more exposure, the better, and you can trust us to showcase your listing in as many marketing channels as possible, including traditional and non-traditional media to get your home noticed by more potential buyers.

Art of Negotiation

As Buyers begin to take an interest in your property, it's important to keep a few things in mind:

DISCLOSE, DISCLOSE, DISCLOSE.

Disclose all known defects about your home. Being open and transparent with your prospective buyer is not only a legal requirement, but it is also the right thing to do and can save you costly legal troubles down the road.

CONSIDER YOUR PRIORITIES VERSUS YOUR BUYER'S.

While it is important to look out for your own best interests, but it is also important to understand your Buyer's motivation for purchasing your home. The Buyer may be considering raising a family at your property or they may be an investor. These factors are helpful in weighing the emotional and financial commitment a Buyer may be willing to make to acquire your home.

ASK QUESTIONS.

Be curious. Ask questions about the Buyer so you gain a better perspective on what may motivate a Buyer to purchase your home for the asking price or walk away because there is no emotional connection to the home. Ask me questions about the process or any terminology you do not understand. We are here to represent your best interests and provide expert advice, so if you have any questions about the buyer, the selling process, or your contract, do not hesitate to ask.

AVOID DELAYS.

Timing is critical in getting deals done. Deals can be lost if the Seller is not fully engaged in the process. For example, if a Seller does not reply promptly to requests, offers, or counter-offers, the Seller could risk losing the deal. It is vitally important to follow my lead, stay in regular communication your agent, and be available to review and sign documents because time is of the essence.

BREATHE.

Negotiations can be difficult. Emotions run high when dealing with what is often the largest asset one owns. The process can be overwhelming at times. Take a deep breath and remember we are here to relieve the burden and help you navigate every step of the process.



Are They... The One?

When the terms of an offer are right, let's make the deal happen and move forward with the next steps in the selling process.

ACCEPTANCE OF TERMS

Congratulations! You and the buyer have agreed to terms! Over the next 30-60 days, we will schedule things such as a home inspection, appraisal, title deadlines, and more. It is important not to miss deadlines during this critical period, or you risk breaching the contract and losing the deal.

INSPECTION

Once the deal is signed, your Buyer will contract a home inspector to thoroughly inspect the condition of your home. Following the inspection, you may receive a request to repair items if the inspector finds anything that needs to be repaired or replaced. You have the option to choose which issues to address by either making repairs or offering a reduction to the purchase price at your discretion. This is something we address on a case-by-case basis.

APPRAISAL

If the purchase money is being financed, the Buyer's lender will require an appraisal of your property to ensure the loan amount can be adequately secured in the home. This is for the lender's peace of mind. Whether the appraisal comes in at value or not, we will assist you in making the right moves if action is required. Once the appraisal process is completed, we are one step closer to closing.

The Closing

When the time comes to finalize the sale of your home, here are a few things you can expect:

SIGNING CLOSING DOCUMENTS

- When you are summoned to sign closing documents, be sure to bring a valid, government-issued ID to confirm your identity.
- As soon as possible before closing, provide any outstanding documents required by the title company or lender.

THE FINAL CLOSING PROCESS

As part of the closing process, the escrow officer will determine what fees are owed by whom and will prepare your final closing documents. The closing will also involve ensuring all title and loan documents are signed, all fees are paid, the purchase money is paid to the Seller, and the Buyer's deed is properly recorded.

THE COSTS OF CLOSING

Both the Buyer and Seller will incur fees and costs as agreed in the purchase contract. For the Seller, these fees typically include:

- Mortgage discharge fees or prepayment charges, if required
- Unpaid taxes, fines, outstanding judgments, or claims against your property
- Unpaid HOA or assessment fees
- Real estate commissions
- Repair costs agreed upon prior to closing

POST-CLOSE REMINDERS

Once the deed is recorded, the funds will be disbursed, and the deal is done! Congratulations! You are now officially on to your next adventure in life!





SELLING YOUR HOME IS A MAJOR UNDERTAKING.

GREAT WORK ON GETTING THE SALE TO CLOSE SUCCESSFULLY!

**AS YOUR REALTOR, YOUR BEST INTEREST IS AT THE HEART OF WHAT I DO. YOU CAN TRUST IN ME
TO REPRESENT YOU AND GUIDE YOU THROUGH THIS PROCESS SO YOU CAN HAVE
THE BEST POSSIBLE EXPERIENCE.**

CONNIE COLLA

Associate Broker

(480) 599-5058

connie@ConnieCollaGroup.com

www.ConnieCollaGroup.com

