

Seller's Guide

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SELLER'S GUIDE

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Whether you're selling a home for the first time or have been through the process before, it can feel like a daunting and stressful experience, but it doesn't have to be! This guide will help give you an idea of what you can expect during the selling process and things to consider when thinking about selling your home.

When deciding who to hire as an agent, know that I am here to assist you so you're "in the know" throughout the process and understand "what's next".

When you work with me, you're getting local knowledge. I grew up in Branford and have lived in the New Haven Shoreline area my entire life. Equally important to my understanding of Branford's real estate market is my ability to connect with the people. I will listen to your needs and goals, use data and creativity to optimize your property for potential buyers, and guide you through every step of the process.

Daniel Lussier
Real Estate Agent

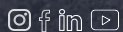
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MAKING IT A SMOOTH EXPERIENCE

Selling a house isn't just a transaction, it's an experience that takes you into your next chapter in life. Understanding all the milestones along the way will help make it a smoother process.



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1 | KNOW YOUR WHY

... WHY ARE YOU SELLING YOUR HOME?

The first important step as a seller is to ask yourself why you're selling your home. Are you moving? Is your family growing and you need the money to purchase a larger home? Are you downsizing? Or perhaps handling a probate sale for a loved one?

Selling a home can be a time-consuming and emotionally challenging process, so understanding your reasons for selling will help give you a better roadmap for decisions during and after the process.



You're MOVING

If you need to sell your house in order to move, consider the timing. Do you need to move quickly? Do you need to sell your home first in order to have the money to purchase another one? Buyers' timelines may not always align with yours, so it's important to think about how the process will impact your situation. If you move out first will the house be empty or should it be staged? If the closing gets delayed can you postpone your move or find a temporary place to stay? If the home is being sold through probate, will personal items be cleared out before closing? A real estate agent can represent you in these situations and offer solutions best suited to you and your home.



It's a SELLER'S MARKET

You don't need to move, but you're considering selling your home to take advantage of a good market and your home's increased value. If the demand is high and supply low, it may be a good opportunity to get a financial return on your investment. Having an experienced agent help you analyze the current market and get an estimated value of your home will help in understanding the potential outcomes of listing your home. It will also help you set financial goals and manage expectations for future decisions about staying on the market if you're not getting the offers you want.

2

FINDING AN AGENT

NOT EVERY SELLER USES OR NEEDS AN AGENT

You don't need to hire an agent to sell your home. However, many sellers, including agents themselves, find that having an experienced agent with a professional network is invaluable in taking a lot of the guesswork out of selling and creating a smoother experience getting to the closing table. An agent will handle researching your home's worth, setting up the listing on your area's multiple listing service (MLS), managing showings, and negotiating with potential buyers. If you choose to work with an agent, it's important that you feel comfortable with whom you choose to hire and that expectations and goals are set during the interview process.



QUESTIONS TO ASK YOURSELF

What are my goals in terms of time, cost, and potential profit?

How involved do I want to be in the process?

What do I value most in a real estate agent?

Do I know anyone who can recommend an agent for me?



QUESTIONS TO ASK AN AGENT

How much experience do you have as a real estate agent?

How many properties are you currently working on?

How will the showings work?

How do you plan to market my property?

What examples can you give me of negotiating good deals for clients in the past?



HOW TO REVIEW A LISTING AGREEMENT

The listing agreement between you and your agent will contain details of your listing, including commission structure, timeframe your property will be exclusive for, and details about how your property will be marketed.

As you review each section, discuss any questions with the agent as many agreements have standard language that can be adjusted to fit your specific needs.

3

CAMERA READY

PREPARING YOUR HOME FOR A LISTING

Getting your home ready for a listing is one of the most time-consuming steps and one of the most important. Taking the time to do it well can increase the value of your home and attract more buyers with larger offers. Doing it poorly can make it harder for potential buyers to see the true worth of your home and lead to low-ball offers. There are many things to consider when preparing your home for a listing so it can be marketed most effectively.

PUT EMOTION ON HOLD

Think of the sale of your house as a business transaction

Your home may mean a lot to you and selling it can stir up many emotions. Once you decide to sell your home, put the sentimental value aside and focus on making your home as presentable as possible to potential buyers.

DECLUTTER, CLEAN, REPAIR

Add value at first impression

A clean, decluttered space will allow potential buyers to focus on the features of your home and help create a better first impression. Put away all personal items like photos, toys, souvenirs, and anything that is too specific to your taste to make it easier for potential buyers to visualize themselves in the space. Do a deep clean of every inch of your home or consider hiring a cleaning crew to make your home as presentable as possible. Also consider repairing anything that is broken or not working properly. Things in need of repair or replacement, such as an old roof, chipping paint, or outdated appliances, can often be used as re-negotiating leverage after the inspection.

BE CAMERA READY

Help buyers imagine themselves living in the best version of your house

Buyers like walking into homes that are free of distracting elements and feel ready to be moved into and made their own. A fresh coat of paint, strategically placed furniture, and professional staging will help showcase the maximum potential of each space in your home. If you don't want to spend as much on professional staging, you can also consider virtual staging. Your agent should be able to answer your staging questions and refer a few to you.

CURB APPEAL

Highlight the best features of your yard

A well showcased outside is just as important as the inside. A potential buyer will often make a subconscious decision about the inside of the home based on their first reaction to the outside, so devote some time to increasing the curb appeal of your home. Put away garden tools and toys, fix broken railings and fence posts, sweep the walkway, and put out a "welcome home" mat.

4 | MARKET YOUR HOME

IT ALL STARTS WITH A GREAT PHOTO SHOOT

Your clean, decluttered, painted and staged house is ready for a photo shoot. Although it may be tempting to take a few photos with your cellphone or even your own DSLR camera, consider hiring a professional photographer who will know how to highlight your home's best features in the right way. Since most first impressions are virtual, beautiful photographs of your home will help it stand out among thousands of other listings. Many agents have photographers in their network that they can recommend to you.

MARKETING PLAN

Once you have beautiful photos it's time to showcase your home to as many potential buyers as possible.

Sit down with your agent to review your marketing plan and pricing strategy. Discuss any features or unique characteristics of your home that should be included in the listing description. Did you just refinish the floors? Has the furnace been recently serviced? Does the home have any special, historic features or stories behind it? Highlight any features that will help make your home stand out among the many other listings.

Go beyond the For Sale sign in your front yard. Most potential buyers won't find your listing driving by the house. More likely, they'll find it online, a brochure, or in a newspaper. Discuss with your agent which popular sites your home will be featured on and how it'll be promoted in traditional media and social media.

Once people find your listing, they'll want to come see it. Decide on a schedule for open houses and showings that offers as much flexibility for potential buyers as possible. The buyers like to feel comfortable voicing their thoughts as they walk through a home that might become theirs, so it's best for the homeowner to not be present during showings. And if you have animals, take them for walk or if they have to stay in the house, make sure they are out of the way.

Discuss with your agent any feedback left after a showing. Buyers represent the current market, which may not necessarily align with your original investment in the home, and if you hear similar comments from multiple buyers, it may be worthwhile reviewing your pricing and marketing strategy. A small pivot can often mean the difference between a stale listing and renewed interest that leads to good offers.

5 | OFFERS TO ACCEPT OR NOT

Receiving your first offer is one of the most anticipated and exciting aspects of selling your home. It's important to stay level-headed so you can understand the offer received and make an educated decision on how to proceed with negotiating. It's important to remember that one offer doesn't necessarily mean future offers will be higher or lower, or that there will even be more offers.



UNDER-ASKING

Buyers are always looking to get the best deal they can on a house and may submit offers under your asking price. Receiving a low offer may feel disappointing or sometimes even insulting, but it's often just a start of the negotiating conversation. Look at these offers objectively to see how they fit into your financial goals and discuss with your agent whether you want to counter-offer.

NO OFFERS

The price of your home will largely be driven by the current market, and not necessarily by what you feel the house is worth or how much you invested into it. A house that sits too long with no offers is likely overpriced for the market. An agent can help you decide whether lowering the price or temporarily taking the house off market may be a good option to generate a renewed interest among buyers.

ALL-CASH VS. FINANCING

All-cash offers mean the buyer is coming to the table with their own assets, and a financing offer means the buyer is using a mortgage loan through a bank. Both can be good offers, but with an all-cash offer the buyer can generally close quicker and there is less worry about their mortgage being denied by the bank.

AT OR OVER-ASKING

Receiving an offer at your asking price may make it tempting to wait and see if more competing offers will come in and drive up the price. They may, but it's also possible this will be your only offer. Think about how the offer fits into your goals before making the decision about accepting or rejecting it.

In a market where demand is high but supply low, buyers will be more inclined to offer your asking price. And if new buyers are aware of any existing offers already submitted, it will likely drive the offers over your asking price. In these situations, an experienced agent can help you negotiate a better asking price.

6 | TIME TO CLOSE

FROM CONTRACT TO CLOSING

Upon accepting a buyer's price offer, the finer details of the contract need to be negotiated. The negotiation can be quick if both sides agree on the outlined terms, or it can go back and forth multiple times until a mutual agreement is met. It is important to understand what you're agreeing to and Real Estate lawyers are necessary for this part of the process.



FINAL NEGOTIATIONS

Once you and the buyer have settled on the price, you still need to negotiate a few final details, including:

The closing date.

Whether all appliances will be included in the sale.

Whether any additional items, such as furniture, window treatments, or garden equipment, you are you willing to part with if the buyer requests that they be included in the sale.

Who pays for closing fees.



APPRAISAL AND INSPECTION

Once the contract is signed, the buyer will likely have a licensed inspector look at the house and an appraiser will be sent on behalf of the buyer or bank to assess the home's actual value.

The results of a home inspection or appraisal can affect the course of the negotiation and lead to changes in the agreement or even the buyer backing out.

Dedicating the time to preparing your house ahead of time and understanding trends in the current market can help prevent unpleasant surprises during this step.



CLOSING

Once inspections and home appraisal are successfully completed and contracts are signed, the last step of the process is the closing. During closing, the legal ownership of your home is transferred to the buyer and you receive funds from the sale. The closing often happens at the real estate attorney's office, where all closing documents are signed and closing fees paid.

Buyers are allowed a final walkthrough of the home right before closing to make sure the property is still in the condition it was agreed upon and any negotiated items are included.

7 | THE PEOPLE

MORE THAN JUST A SELLER AND BUYER

The home selling process relies on the collaboration of many people. The list below summarizes a few of them.

SELLER AND BUYER Naturally, the selling process of a home starts with the homeowner and ultimately ends with the buyer.

AGENTS Real estate agents are licensed professionals that represent buyers and sellers during the sale of a home. The agent will offer advice, mediate and help resolve any challenges as they come up, negotiate offers, evaluate the market and comparable properties, set up open houses and showings, maintain communication with all parties involved to keep the process moving forward, and more. The agent's compensation is based entirely on commission, which is often split with the brokerage and buyer's agent.

PHOTOGRAPHERS Professional real estate photographers are skilled in taking photos that help showcase the best features of your home and make your home look as spacious and inviting as possible.

HOME STAGERS Home stagers help prepare your home for a sale by transforming its look and feel to appeal to the widest range of buyers possible. Stagers have access to different styles of furniture, lighting options, and artwork and come with invaluable interior design experience. They can also offer more cost-conscious options such as virtual staging or staging using your own furniture.

ATTORNEYS Real estate attorneys are necessary for drawing up and negotiating contracts during the selling process. The seller and buyer will often have their own attorney representing them. Attorneys also handle all documents needed for the ownership transfer and will conduct the closing.

APPRAISERS A licensed appraiser is hired by the buyer or the buyer's lender to assess the true value of a home.

INSPECTORS A buyer may hire a licensed home inspector to inspect the inside and outside of the home, noting anything that is in need of repair or replacement.

LENDERS Lenders approve and set up the mortgage if the buyer is using financing to fund the purchase.



GET EXCITED FOR YOUR
CLOSING

Congratulations! The day is here! All the preparation, planning, negotiation, and waiting is coming to an end. Handing your keys over to the new home owner can be an emotional and exciting moment as you move into the next chapter of your life. Your celebration is my goal for you!



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9 | LET'S CONNECT

CONTACT US TODAY TO FIND OUT HOW DANIEL LUSSIER CAN HELP YOU SELL YOUR HOME

When you work with Daniel Lussier, you get dedicated attention and expert knowledge of the market. Daniel will work with you to meet your needs and goals, optimize your property marketing, and get the strongest return on your investment possible so you can quickly move onto the next chapter in your life.

EXPERT MARKETING APPROACH

First impressions are critical, especially when selling a home. Since most first impressions are virtual, your house needs to stand out among thousands of other listings. Your listing will get top quality marketing services to reach the widest potential buyer market possible.

HIGH IMPACT CONTENT

A personalized service customized to your home and goals that allows us to create high-impact content, including professional photos, aerial shots of your lot, and virtual walkthroughs.

TRADITIONAL AND VIRTUAL MARKETING

A platform allowing to reach the target market of buyers using top traditional and innovative digital strategies, including social media reach, digital and print advertising, email blasts, and more.

SELLER REPORTS

Real-time seller report tracking your home's performance, including statistics showing user property views on multiple popular websites, as well as in-depth Social Media Traffic report.

RAVEIS REFRESH

With access to Raveis REFRESH, you have the ability to add impactful renovations or cosmetic upgrades to your house with no upfront costs; payment for services is due when your house sells. By utilizing vetted contractors and vendors and a design team that will coordinate the project, you can garner a stronger return on your investment.

RAVEIS PURCHASE

Raveis PURCHASE is a great option if you need to sell your house in a hurry. With William Raveis, we will purchase your house, allowing you to unlock your home equity so you can make a confident, non-contingent offer on your next home. You won't miss out on your dream home! When we buy your home, all renovations are handled by our team to help maximize your home's value and sell it for the highest possible price.



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DANIEL LUSSIER

MODERNIZING THE EXPERIENCE OF BUYING AND SELLING REAL ESTATE



Delivering results and connecting more people with their real estate goals



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