

T h e
Home Selling
W O R K B O O K



J e f f M a t e j a



ABOUT

J e f f M a t e j a

W H O A M I ?

I was born and raised in Orono Maine and now call Scarborough Maine home with my family. My wife and I both own small businesses in town, so ensuring the local economy stays strong is a focus of mine.

As a result, I am involved in several networking groups that focus on the important role small businesses play in the community. In these groups we advocate together and support one another. Being connected to the community is critical and helps to keep me on the pulse of everything important in our little slice of paradise.

I am an ordinary person who is passionate about real estate and helping people in all facets of it. I have been involved in just about every situation you can imagine from selling and buying, investing, development, and distressed situations.

In growing the team that employs dozens of local residents, I am equipped with some brilliant minds in marketing, technology, and finance. They are experienced and knowledgeable, and some even have their MBA and provide excellence guidance.

If you want to know more, just ask!

Jeff Mateja

W e l c o m e

This Guide is design to help you understand the Home Selling process.

Today we'll begin the exciting process of preparing your property for sale and creating a complete marketing and sales plan to meet the needs of your real estate listing. It is important to keep in mind that selling real estate is a complicated process. I will be working hard to market your property both to other real estate professionals and to consumers, attract interested and qualified buyers, and negotiate the final transaction. Throughout this process, we will need to work as a team to make sure your needs and desires are met.

This guide was designed to inform you about all the steps of selling a listing so that you can feel confident, make informed decisions, and act as an educated seller.

Please take some time to review carefully all of the information presented here. If you have any questions about the topics discussed, I will be glad to go over them with you in detail. Since every real estate transaction is unique, you will most likely have questions or concerns not presented here. That's what I'm here for – to answer your questions, to guide you through every step of the transaction, and to make sure your home gets sold. Let's get started!

TERMS

This may be the first time you've ever sold a real estate property or it may have been some time since you've been involved in a real estate transaction. Here's a quick refresher on some of the real estate specific terms you'll want to know.

Real Estate Brokers and Real Estate Agents Listing agreements

These are agreements that are made between real estate brokers and you, the seller. A real estate agent works for the licensed real estate broker. The commission for the sale of your home will be paid to the real estate broker. The real estate broker will pay a split of that commission to the seller and buyer agents where applicable.

The Fair Housing Act

This is a federal law in the United States that prohibits discrimination in housing. Seven "classes" are protected under the Fair Housing Act:
Race, Religion, Color, Sex, National Origin, Disability, and Familial Status.

The Multiple Listing Service (MLS)

The Multiple Listing Service is a proprietary database of all properties currently under an active listing contract in a given area. All active agents and brokers who belong to this MLS will have access to information about your property listing. Buyer's agents searching for a new home for their clients will learn about your property listing through this online database.

TERMS

Real Estate Portals

Real estate portal websites like Zillow and Realtor.com are data aggregators on listing information. The marketing information on your listing will be syndicated to real estate listing portals in order to draw in the largest possible market of interested buyers.

Appraisal

Before you signed your listing contract with me, I offered you a competitive market analysis of your home's value. We will set the final asking price on your property based on this market value estimate. When you receive an offer on your home, the buyer's lender will require an official appraisal of the property from a licensed appraiser.

This valuation helps assure the lender that they would own a marketable property if the buyer (or the borrower in the lender's eyes) should default on their mortgage. The buyer will pay for the house appraisal, but you should know that it may be different than the market analysis that I provided you.

Showing Appointments

When an interested buyer is scheduled to see your property, it's best if you, your family and any pets you may own are not in the property. Buying a new home is a very emotional process, and it's sometimes hard for prospective home owners to imagine themselves living in a particular place when the current resident is still inside.

These home showings will most likely be an inconvenience for you and your family. I will do everything I can to work with you to minimize the impact, but an aggressive showing schedule will help us sell your property quickly, which is our ultimate goal.

TERMS

Inspection

In addition to an official appraisal, most interested buyers will request a home inspection before final sale. The goal of a home inspection is to give the buyer an objective, independent and comprehensive analysis of the physical condition of your property and check for any safety issues that might otherwise be unknowable. A professional inspector will check on the structure, construction and mechanical systems of the house. This usually includes checking:

- | | | |
|----------------------|------------------|--------------|
| • Electrical systems | • Water quality | AS Required: |
| • Plumbing | • Roof | • Lead Paint |
| • Waste disposal | • Foundation | • Mold |
| • Water heater | • Structure | • Soil |
| • HVAC system | • Pest Intrusion | • Air |

Buyers Agent

A buyer's agent is a licensed real estate professional who represents the interests of a home buyer in a real estate transaction. The buyer's agent typically works on behalf of the buyer to find and negotiate the purchase of a property that meets the buyer's needs and preferences. They help the buyer through the entire home buying process, from finding suitable properties to making offers, negotiating the terms of the sale, and closing the deal. The buyer's agent fee is usually paid by the seller's agent or broker, or the buyers themselves.

TYPICAL COSTS

Selling your home is typically about making a profit. However, that doesn't mean that it comes without costs. Here is an overview of some of the major costs you'll be responsible for paying.

Mortgage Balance

This is the remaining balance on your original home loan. You will need to pay off your mortgage in its entirety when your home is sold.

Home Equity Loans (2nd, 3rd Mortgages)

Any loan against the value of your home will also need to be paid in full after the sale of your home.

Prepayment Penalties

The bank or lending institution that currently owns your mortgage title may assess a pre-payment penalty. You should speak to your lender now, ask if they plan on assessing a pre-payment penalty, and figure out exactly how much that amount is. You may be able to negotiate with your lender to reduce or waive the pre-payment penalty, if there is any.

Pre-sale Preparations

In most cases, it's not advisable to make major investments in your home right before a sale. There are ways to make your property more attractive for showings that don't involve spending large amounts of money. Together, we can identify what changes, if any, are necessary to make to help your home show as nicely as possible. We will make a list of what items should be addressed and create a budget for these pre-sale preparations that are sure to show a significant return on investment.

TYPICAL COSTS

Closing Costs

All closing costs associated with the sale of your home will be listed for you and for the home buyer in the Closing Disclosure form.

Seller closing costs typically include

- Pay off of mortgage, line of credit and/or liens
- Recording Fees
- Final Water and/or Sewer where applicable
- Tax Stamp
- Real Estate Brokerage Fee
- Wire or Overnight Mail Fees
- Legal Fees and Deed Prep

When we get together for a formal appointment, we will go over a Net Sheet where all expenses above are itemized and compared against the gross sale price of your home. This gives you a net, which is the amount you'll take home at the end of the transaction.

It is best to prepare for our appointment by getting an accurate payoff of the mortgage, line of credits and any liens.

Balances

Mortgage	
2nd Mortgage / Home Equity	
Liens	
Anything Outstanding	

TAXES

The money that you make from the sale of your home is considered capital gains. The good news is that these profits can be excluded from your taxable income, up to \$250,000 for an individual or \$500,000 for a married couple, as long as your home was your principal residence.

To exclude the full portion of those gains, you will need to have lived in your house for at least 24 months in the 5 years prior to the sale date of the property. This is considered the 2 in 5 rule.

If you do not meet the minimum occupancy requirement you still may be able to exclude a portion of your gains if you are selling your house because of circumstances related to your health or to your job. You should speak with your accountant or a certified tax specialist if you believe you fall under one of the exclusions or need help in reporting your capital gains after the sale of your home.

If this property is a real estate investment, your profits will be considered taxable income. If you are planning to reinvest the proceeds in a 1031 exchange, you will need to follow a specific process and your real estate agent needs to know. Your Purchase and Sales Agreements to sell and buy will require certain legal language to be compliant. Plus, you will need an intermediary to facilitate the exchange. It sounds complex but we will help you every step of the way.

As always, you should speak to a financial specialist, accountant or attorney who can help you fully understand and minimize your tax liability.

Resources:

<https://www.irs.gov/taxtopics/tc701>

1031 Exchange

<https://www.irs.gov/businesses/small-businesses-self-employed/like-kind-exchanges-real-estate-tax-tips>

Step 1 HOME VALUE

Setting Your Home's Listing Price

As we discussed previously, your home's listing price is based on many factors including:

- Current, local market conditions
- Comparable home sales
- Buyer availability for your property
- Proceed considerations

Setting an appropriate listing price is often the difference between getting your property sold, and having it linger on the market, and eventually not selling at all. In fact, according to the Profile of Home Buyers and Sellers done by the National Association of REALTORS® in 2014, the median purchase price of all properties sold in the United States is within 98% of the seller's asking price.

When it comes to wondering how much you can get for your home, the key factor is not what you paid or owe on it, but what another person will pay for your house in the current market. If we set a listing price that is too high, we will lack in interested buyers. If we set a listing price that is too low, we will short change your home.

Go to [ILovePortlandMaine](http://ILovePortlandMaine.com) for your FREE Online Home Valuation..

Once we know the value we will work on a net sheet together so you will have a clear idea what you will net from the sale.

Step 2

OFFER TYPES

Traditional Listing Service

In a traditional real estate sale, the homeowner works with a real estate agent to list their property on the market. The agent typically handles the marketing of the property, scheduling of showings, negotiation of offers, and closing of the sale. The process can take several months, and the seller may need to make repairs or updates to the property before listing it to attract buyers and secure a higher sale price.

Cash Investor Offer

In a quick sale to an investor, the homeowner sells the property directly to an investor without listing it on the market. Investors typically pay cash for the property and can close the sale quickly, often in a matter of days or weeks. The homeowner may not need to make any repairs or updates to the property, and the sale is typically "as-is," meaning that the investor will not request any repairs or concessions from the seller.

The main difference between these two types of sales is the speed and convenience of the sale. Traditional sales can take longer and involve more steps, but may result in a higher sale price. Quick sales to investors are typically faster and more convenient, but may result in a lower sale price. Ultimately, the choice between these two options will depend on the homeowner's goals, timeline, and financial situation.

We can discuss both options and are prepared to help you in either direction.

Step 3

MARKET READY

When it comes to listing your home, there's no single set of black-and-white rules regarding potential property improvements that apply to every property and every seller. Any upgrade or change you make should only be considered if the change is likely to have an appreciable effect on the market value of your property in the minds of most buyers.

The Do's

Declutter and Depersonalize - You will need to pack everything to move. For anything that you do not need, that is personal to you, or things that have accumulated over time, now is a good time to tackle this project. You want your home to look as open, light and spacious as possible.

Neutralize - Are there any loud colors, strong smells from animals, smoking or off putting odors. It is best to neutralize these smells. It may be common to you but offensive to a buyer. Even the plug in's can be to much.

Painting - A fresh coat of a neutral-toned paint could make the sale easier. Let's face it – we all like things fresh-looking.

Minor kitchen issues - Things like plumbing leaks should be fixed, and small updates like swapping out light fixtures can make a big difference. You might even consider sanding, staining or painting worn-looking cabinets. Replacing old cabinet hardware is a low-cost improvement that makes a big difference in appearance.

Floors - From fixing scratched wood floors, to replacing cracked tile, to cleaning dirty carpet, a little money spent on sprucing up floors can be well worth the investment.

MARKET READY

Fix it.

Anything that is in your house that is in disrepair and can be easily fixed should be addressed. Having a property that looks well maintained is a huge advantage with motivated buyers.

Clean it.

Clean, clean and more clean. From the inside out, a clean listing is a happy listing. This principle is about general cleanliness but it also requires you to de-clutter your house as much as possible.

If it's smaller than a grapefruit, it needs to be put away. Get rid of or pack away anything that isn't essential. Everything else that is small but cannot be packed should be put away in a drawer or cabinet during showing appointments. This also applies to things that are accumulated on a regular basis like the mail, or your dirty clothes.

Stage It

Remove any excess furniture that takes up space. You want the buyers to easily walk through all rooms and to navigate without feeling cramped. Making your house appear as attractive as possible is largely about allowing potential buyers the opportunity to imagine their lives in your property.

The more organized you can be, the better.

MARKET READY

The Don'ts

Major kitchen upgrades - Unless there are major structural issues, most new buyers would prefer to do something to their own taste.

Talk to me before you spend money...

Energy efficient windows - While adding new windows can be a major selling point, it's also a project that can quickly snowball in time and cost.

New gardens or ornamental landscaping - It's always a good idea to spruce up your outdoor space and make sure everything is orderly, but don't waste your time adding anything new. If the potential buyer is not horticulturally inclined, new plants and flowers won't add to the offering price. The same can be said for expensive fences and stone walls – they look nice, but buyers don't pay up for them.

It's ok to spruce and freshen-up, but no need for any large expenses here.

Important Note

There are times that it makes sense to invest money into a home, but in order to get the maximum return in that investment it is best to talk to me before making any decisions. We will run the numbers so you can make a decision which way to go. Often times, a quick no-hassle offer, which is lower and has the new buyer taking on those expenses, is the best option. We will help you determine your best course of action.

The next 3 pages are for you to start making your list of Fix It, Clean It and Stage It.

FIX IT

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CLEAN IT

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STAGE IT

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Step 4

EXIT STRATEGY

Everyone's reasons for selling are different. Each situation may require a unique approach. Sometimes a home needs to simply be sold. Other times the home needs to be sold and a new one needs to be located and purchased. Some of the main reasons are listed below. Can you identify with any of them?

- **Job relocation:** Moving to a new city or country for work opportunities or a job transfer.
- **Being closer to family:** Moving to be closer to family members such as parents, siblings, or children.
- **Death:** Moving due to the passing of a family member or loved one.
- **Divorce:** Moving due to the end of a marriage or long-term relationship.
- **Home too small:** Moving to a larger house or apartment to accommodate a growing family or lifestyle needs.
- **Home too big:** Moving to a smaller house or apartment to downsize and simplify living arrangements.

If you are also buying, it is critical that we have this discussion. Even if you are relocating to another state, we can refer you to a qualified agent in our network. But, when you are buying, it adds a level of complexity and we need to navigate the waters and financing of selling a home and buying another without leaving you homeless or burdened with two mortgage payments.

There are several options and strategies. When we get together, please let me know so we can formulate the best strategy for you.

Step 4

EXIT STRATEGY

There are so many details to handle as you prepare for a move. It can seem like a daunting task. This checklist will help you manage the process and not forget anything.

Packing and Moving

- If you're hiring a moving company, get a firm bid in writing.
- Try and consume canned food and frozen items before the move.
- Drain gasoline from your lawnmower. Drain any water from your garden hoses.
- Dispose of any flammable or hazardous items. Do not move these if they can be easily replaced.
- Moisten plants before moving.
- Pack a "first night" box with coffee, bedding and other household essentials that you expect to need upon arrival.

The Important Stuff

- Call utility companies (electric, water, cable) to cancel your current services and sign up for services in your new home.
- Collect all of your important documents – birth certificates, passports, medical records, and carry these with you instead of packing them.
- Have any necessary prescriptions filled and carry the medication with you.
- Precious items such as jewelry or your family photo albums should also be carried with you instead of packed along with other household items.

Before You Leave

- Conduct a last-minute walk-through. Check drawers, closets, the basement, and the garage.
- Make sure everything is turned off and locked up.

Step 5

DECIDE

The final thing to do is to decide if you're ready to sell. Once you give me the approval to market your home, I will put a team of people into action to ensure you have the best possibility to sell in your time frame and for the price you want.

Our proven method helps us successfully sell hundreds of properties per year. You can rest assured knowing you have an experienced team of professionals working for your best interests.

1

TEAM

You have an entire marketing and operations team working to achieve your goals.

2

REPUTATION

Our team is recognized as a top team to work with in Maine by US News.

3

COMMITMENT

We live and breathe real estate and our team is 100% committed to you and your needs.

4

TECNOLOGY

Our marketing strategy leverages the best technology to stand out and stay organized.

5

EXPERIENCE

I have 17+ years real estate and have sold thousands of homes. My team is experienced in their craft too.

6

COMMUNICATION

We are always available to you and will keep you informed every step of the way.

Step 5

STRATEGY

There are several methods that our team uses to present your property in the best light possible, and to make sure we get the word out about your home to as many prospective buyers as possible. This next section details some of those methods.



Professional Photo, Videos and Drones

Your property will stand out online with professional photos, video work, and when applicable, arial drone footage.

We use only trusted photographers who have proven to have a proper eye to take stunning photos to ensure the public sees your home in the best light possible.

STRATEGY

Using the power of MLS and Syndication, we will promote your property online to thousands of websites, including the most popular, like Zillow and Realtor.com



TRUSTED

The Mateja Group at Keller Williams Realty

4.9 ★★★★★ (239) · Real estate agent

10+ years in business · 6 Pine Point Rd · (207) 553-2605

Open · Closes 7 PM

 "A real estate miracle."



Joe DiSalvo

1 review

★★★★★ 2 weeks ago **NEW**

Jeff is top notch. Couldn't have asked for a better experience selling our home. Jeff was available to answer any questions that came up, and always focused on what was in our best interest as the client. Thanks for all of your help, Jeff! 10/10 recommend.



Miranda Jones

2 reviews

★★★★★ a month ago

Working with Burl and the Mateja Group team to sell our home was an excellent experience. This is the first time we have ever sold real estate. It was so nice and comforting to have someone who is so kind and has such a great amount knowledge to guide us every step of the way. He was very helpful throughout the whole process. We would highly recommend Burl to anyone looking for a great realtor to sell their home!! Thank you Burl!



Steve Herson

2 reviews

★★★★★ 3 months ago

I sat on this inherited land locked 10 acres for 20 years. No realtor could move it. Don't even think they tried very hard. THEN THE MATEJA GROUP! The broker who handled property, Alex Weiss, kept in frequent contact and succeeded in locating a buyer and closing the deal within two months. He even sold for about \$5000 more than I had hoped for. A real estate miracle. Alex and all concerned staff were extremely pleasant to work with and swift and exceptional in their jobs. Strongly recommend THE MATEJA GROUP.



John Welch

Local Guide · 41 reviews · 39 photos

★★★★★ 3 months ago

The Mateja Group people and staff are thorough, professional and wonderful. They stay on top of every aspect of the real estate transaction, while listening to the concerns of all parties involved. Our agent, Andy W epitomized all these traits and helped navigate us to a great conclusion. Highly recommend the Mateja Group!



Tatyana Malyarenko Johnson

11 reviews · 1 photo

★★★★★ a year ago

Positive: Professionalism, Quality, Responsiveness

Jeff Mateja was recommended to us by a friend to help sell our home. He was extremely well prepared for our first meeting, and he demonstrated a great understanding of the housing market. Jeff provided solid advice from listing to closing and beyond. Our house went under contract quickly, but our closing was delayed due to some buyer issues. His staff worked very hard to get us information on the situation so that we could make the best decisions as to how to proceed. They were very helpful in getting us to a successful closing.



Cowboybrady42

7 reviews

★★★★★ a year ago

Working with the Mateja Group was an excellent experience. Our first meeting with Mr Mateja was welcoming and informative and quickly made us feel we made the right choice. Mr Mateja quickly found us a buyer for our property and connected us with the perfect agent to find a new home. Ms Ashley Sarris worked with us tirelessly to find the perfect home that fit our needs. She put so much time and effort into working with us and made the whole experience easy and as stress free as possible. I would highly recommend the Mateja Group to anyone interested in buying or selling and Ms Ashley especially as an excellent agent for those looking to work with skilled and hardworking realtor.



Thanks for taking the time to read through the Seller's Handbook. My hope is that you found some value in it. My other hope is that we get to work together. I am always available to meet and discuss your unique situation with you, and I promise you the best possible service.

Start your journey today and get your home value online and stress-free by simply going to ILovePortlandMaine.com.

Talk to you soon,

Jebb



I Love Portland Maine

Discover a place you'll love to live

Buy

Sell

Valuation

City, County, Subdivision, etc.



GET YOUR HOME VALUE

ILovePortlandMaine.com

