



ONE

# SELLER'S GUIDE

*To Your Home Sale*

A COMPLETE GUIDE TO SELL YOUR HOME QUICKLY AND FOR ITS BEST PRICE

-VICTOR DE LEON

# INTRODUCTION



Selling your home is one of the most important financial decisions you can make. It can be a tough decision as it's likely you have an emotional investment in your home and selling involves a lot of moving parts.

However, if you know what to expect, you can avoid a lot of common mistakes and ensure that things go as smooth as possible. In this guide, we will go in depth and cover what to consider when selling real estate in a step-by-step process.

A stylized, handwritten signature in white ink, consisting of a large, flowing 'V' followed by a series of loops and a long horizontal stroke.

Victor De Leon

# THE BROKERAGE

Realty One Group is a nationally ranked, vibrant company that's paved its way as a premier full-service real estate and property technology firm. Our high level of customer service, tools and technology make our clients comfortable, our local market expertise makes them confident and the results make them smile. The company delivers a wide range of services and we arm our REALTORS® with all the resources needed under one roof. With over 400+ locations nationwide, we've developed the most efficient online platform for agents to operate from allowing them to be more client-focused, efficient and increase profitability.

We had 7.5B in sales year-to-date and ranked #15 of all brokerages in the U.S. (Real Trends Top 500 Brokerages 2023). Also featured on the Inc. 500 | 5000 for the 7th year in a row. We also give back via our One Cares initiatives in multiple states. Our commitment to our community, agents, and industry is evident through our actions.

We cover all aspects of buying and selling – we can ensure clients will receive top-tier service through all aspects of their transactions.





# TAMPA

FLORIDA

27.9506° N / 82.4572° W

# THE PROCESS

01

CHOOSING  
AN  
AGENT

02

ESTABLISH  
A  
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CLOSING  
DAY

SOLD!

# STEP 01

# CHOOSING THE RIGHT AGENT

Finding the right agent that understands your needs and your goals is the most important step in this whole process. Ensuring that you have a conversation with the agent and ask questions and hear what their plan will be to sell your home and ensure you are selecting the right agent that connects well with you. As your agent, it's my goal to ensure that the financial potential of your home is met at its fullest and to find the correct buyer. We will take care of the entire selling process from start to finish and give you a smooth and seamless closing. All while providing great service and representation, strategic marketing, constant and effective communication, and overall professionalism to accomplish your goals!





# STEP 02

## ESTABLISH A PRICE

We will do a comparative market analysis (CMA) using data from recently sold properties in your location and area.

Factors that will influence and determine the value of your home when analyzing the CMA include: square footage, number of bedrooms and bathrooms, amenities, condition of the property, renovations, and the overall current market.

Most home buyers visit a lot of properties. They quickly understand the value in a particular location. If your home is priced at a fair market value, it will attract a lot of potential buyers quickly. We will price your home correctly so that it sells quickly. Lastly, a pre-sale home inspection will help price your home accurately and make sure there are no issues with the property.



# STEP 03

## PREPARE YOUR HOME

### WHAT IS A HOME INSPECTION?

Before closing on a home, the prospective buyer will usually schedule an inspection with a professional home inspector. They will identify issues including structural and mechanical issues. The buyer then uses that information to negotiate a price adjustment/reduction to compensate for the issues, or have the seller carry out the repairs before the closing.



### WHY A PRE-SALE HOME INSPECTION?

A pre-sale home inspection is optional and may be an upfront cost to the seller, but it will identify any issues beforehand. By being a few steps ahead, you will be able to not only speed up the sale process of the home, but can also be saving in the long run by not having to negotiate price adjustments. And lastly reduces stress during the process.



# STEP 04

## LIST FOR SALE

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### EXTERIOR

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- Paint front door
- Consider a new door knocker
- Keep lawn neat and trimmed
- Remove yard furniture
- Weed garden and patio
- Powerwash driveway
- Clean windows
- Paint outside if feasible
- Add plants at entrance

### INTERIOR

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- Declutter
- Move excess items to storage
- Repair / fill holes in walls
- Ensure all windows open and close
- Ensure all doors don't squeak
- Repaint interior with neutral color
- Clean closets
- Consider staging the home
- Ensure all lighting works
- Reduce pet area in home



## STEP 05 HOME STAGING

To highlight a property's best features, we often stage a home. This includes removing excess furniture, removing personal belongings, and rearranging the layout for optimal flow of space.

This helps secure the full financial potential of the property, selling for a higher price. We assist with the home staging process and hire a professional stager. Ask us more of how we've partnered with Curbio.

# STEP 06

# PROFESSIONAL IMAGERY

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# STEP 07

## MARKETING YOUR HOME

Marketing your home plays an integral role in securing the full financial potential and finding the correct buyer.

### EMAIL MARKETING

We will feature your home in our monthly newsletter to active buyers.

### NETWORKING

With connections in the industry and a long list of buyers agents, we will expose your home to a wide buying audience before it is even on the market.

### SIGNAGE

We will place a yard sign in front of your house to advertise it for sale and showings.

### ONLINE

We will market your home online and on the MLS and various third-party sites like Zillow, Trulia, Realtor.com, etc.

### SOCIAL MEDIA

We will use a variety of platforms get exposure and engagement on your home like Facebook, Instagram, TikTok, Youtube.



# STEP 08 OFFER CONSIDERATION

When a buyer wants to purchase your home, they will make an offer on the property. There are some factors to consider when looking at an offer.

- **OFFER PRICE** - This is how much money the buyer is willing to pay for the home. This can include fees and other costs associated with buying the home (down payment and costs).
- **EARNEST DEPOSIT** - This is a part of the down payment given up front which shows the buyer they are serious about buying the house. Usually >1% of the value of the home, but may vary based on location and the market there. This amount will be deducted from the closing costs once the deal is finalized at the closing table.
- **CLOSING COSTS** - Closing costs usually fall under the buyer's expenses, but on occasions, they may request the seller to pay a portion.
- **LOAN TYPE** - There are FHA, Conventional, VA, and USDA loans; each having their own factors to consider. Conventional is usually the least complicated and most appealing for a seller.
- **CONTINGENCIES** - This is a purchase agreement specifying an action or requirement that must be met in order for the contract to become legally binding. The fewer contingencies, the better for the seller.
- **CASH OFFER** - These are the most attractive offer to a seller as it is ready to send and there is no waiting on a bank to approve the loan.
- **CLOSING TIME** - Some buyers may be looking to move in immediately, others may be waiting for their current property to sell. This may influence your decision based on which timing works better for you.

P R E - S H O W I N G P R E P

# C H E C K L I S T

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- Install lockbox for the key
- Store away valuables
- Remove all personal documents
- Only let scheduled appointments in
- Remove trash before showings
- Repaint interior with neutral color
- Clean closets
- Consider staging the home
- Ensure all lighting works
- Reduce pet area in home



# STEP 09

## THE OFFER PROCESS

### ACCEPT

If you accept an offer, the purchase agreement will be signed and you are now under contract.

### REJECT

You can reject the offer completely. You can do this if you feel the offer does not meet the facts proposed.

### COUNTER-OFFER

A counter-offer is when the seller offers different terms. The buyer can then accept, reject, or negotiate.



# STEP 10 UNDER CONTRACT

## HOME INSPECTION

Before closing, on a home, the buyer will usually schedule a home inspection. They will identify any issues with the house including structural and mechanical. The buyer will then use this info to negotiate with the seller to reduce the price or carry out repairs before closing.

## APPRAISAL

If the buyer is taking out a mortgage, they will have an appraisal done by the lending bank to provide an estimate of the house they are purchasing. The appraisal decides if the price agreed to is a fair price for the property.

## NEGOTIATION

When negotiating the purchase, they will commonly request the seller to pay for any repairs. This is why a pre-listing inspection is recommended. If the appraisal comes below the agreed price, they may request to lower the price.

## FINAL WALKTHROUGH

The buyer will do a final walkthrough within 24 hours of the closing to ensure conditions and repairs have been done.



# STEP 11

## CLOSING DAY

Closing will usually happen in the office of the Title Company.

### CLOSING COSTS TO SELLER:

- Mortgage balance and any penalties
- Any unpaid assessments on property
- Home warranty
- Title insurance policy
- Real Estate Agent's commissions
- Property taxes (usually credited to buyer)

### WHAT TO BRING:

- Two forms of government ID
- All house and property keys

### WHO WILL BE THERE:

- Title company representative
- Your agent (me)
- The buyer
- The buyer's agent
- Your loan officer
- Any attorney involved in transaction

Once all the signings have been done, the closing is officially completed.



# MOVING CHECKLIST

## P R E P

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- Prep closing documents
- Cancel Insurance
- Book time off work
- Book childcare for move
- Reserve a moving truck
- Sell or donate unwanted items
- Take inventory of your items
- Register at new schools
- Measure furniture

## N O T I F Y M O V I N G

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- Post office
- Employer payroll
- Telephone and internet
- Banks and Credit Unions
- Doctor
- Insurance
- All online accounts
- Friends and family

## " O P E N F I R S T " B O X

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- Cleaning supplies
- Lightbulbs
- Tools
- Kitchen utensils
- Bathroomessentials

## O V E R N I G H T B A G

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- Pajamas and clean clothes
- Bathroom toiletries
- Towels
- Medications
- Pet necessities
- Important documents
- Cash and valuables
- Wallet

# CONGRATULATIONS



YOU HAVE SOLD YOUR HOME!



CONTACT ME



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VICTOR DE LEON



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Victor De Leon



