

# SOLD

*A Home Seller's Guide*

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# nice to meet you



## MICAH ROQUIERO

REALTOR®, INVESTOR

When it comes to selling your home, choosing me as your real estate specialist is a decision that guarantees a seamless and rewarding experience. My extensive knowledge of the local market, combined with a proven track record of successful sales, ensures that your property will be strategically positioned for maximum exposure and interest. I take pride in providing personalized attention to every client, tailoring my approach to meet your unique needs and goals. With a keen eye for detail and a deep understanding of market trends, I will expertly guide you through the entire selling process, from initial listing to closing the deal. Transparent communication, effective negotiation skills, and a commitment to achieving top value for your property are at the core of my services. Trust in me as your real estate specialist, and together, we will achieve the highest return on your investment while making the selling journey both smooth and rewarding.

## LET'S CONNECT

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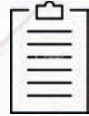


Scan the QR  
code to visit my  
website or add  
me to your  
contacts!





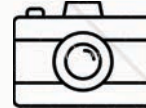
# The Home Selling Process



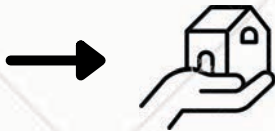
Listing Consultation with Top Equity Agent. Review & Sign listing paperwork. Realtor analyzes market data & presents comparables (CMA)



Seller prepares home for the listing & production based on consultation. Cleaning, organizing, painting, repairs, & staging the home.



Professional TV Production Team films home. Professional photos are taken. Sign placed in the yard & lockbox placed on the door. Home brochures created.



Home listed on MLS, aired on ABC4 & marketed on Social Media. All marketing, open house materials are set. Home is shown by Buyer Agents



Offer received and presented to Seller by Listing Agent. Realtor verifies Buyer's approval status with Lender. Negotiate through counteroffers. Contract Acceptance = Binding Agreement Date



Begin search for your new home. Buyer completes property inspections. Buyer finalizes loan application. Buyer's lender order appraisal - Appraisal Contingency removed.. Loan approved - Financing Contingency removed



Negotiate property repairs with Buyer - Due Diligence Date Expires. Obtain quotes from contractors for agreed upon repairs. Complete agreed-upon repairs as stipulated in amendment. Buyer completes a final walk-through inspection



Title performs a title search & sends instructions for "Closing". Arrange to have your utilities taken out of your name after closing..Review Settlement Statement with Realtor



**CLOSING!!** Turn over the keys to the new owner!

Ideally, your new home purchase will be closing around the same time or soon after.

# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

### FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

### FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

### FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

#### PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

#### MARKETING

The second you sign with me, I go to work on marketing your home! Featuring your home on our TV Show Utah's Real Estate Essentials on ABC4 is just one of the unique marketing strategies I offer. In addition, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

#### COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

## *the advantage of listing with me*

#### PROFESSIONAL STAGING ADVICE

- 85% of staged homes sold for 6-25% more

#### BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in it's best light. Studies have shown that online buyers, disregard homes with limited and/or low quality photos/videos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

#### PROFESSIONAL VIDEOGRAPHY & PHOTOGRAPHY PROVIDED

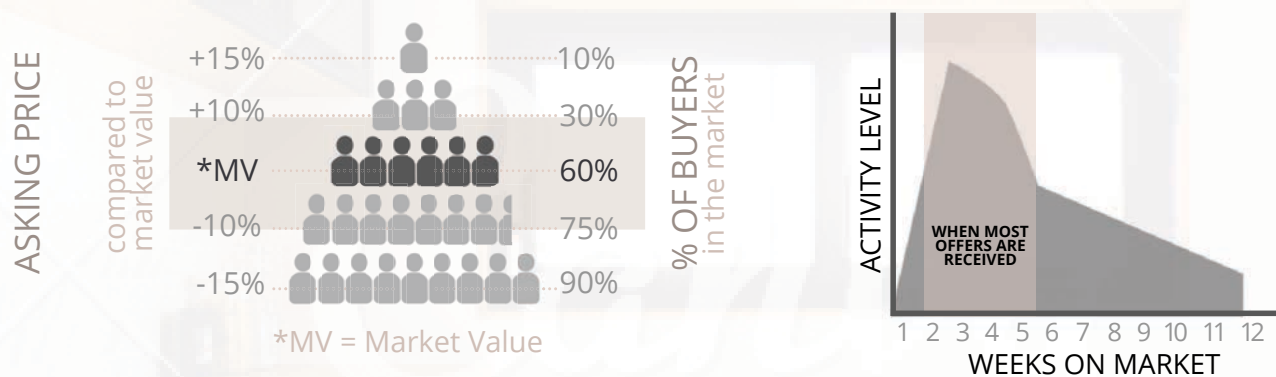
# listing strategy

## PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



## PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. Staging correctly helps neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the videos & photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar. Our professional production crew will film for the tv show, take photos and edit to ensure that the presentation of your home is nothing less than perfect.

## AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month, and increasing brand awareness.



# Preparing to list

## Maximize Your Home's Potential

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01

### EXTERIOR

- Wash or paint the home's exterior
  - Paint the front door
  - Keep the yard nicely trimmed
  - Keep the lawn free of clutter
  - Weed and freshly mulch garden beds
  - Clean interior and exterior windows
  - Apply fresh paint or stain to wooden fences



02

### INTERIOR

- Remove personal items, excessive decorations & furniture
  - Replace or clean carpets
  - Get rid of clutter and organize and clean closets
  - Apply a fresh coat of paint to walls, trim and ceilings
  - Replace outdated ceiling fixtures, and clean lighting fixtures
  - Minimize and clean pet areas in the home
  - Be sure that all light bulbs are in working order



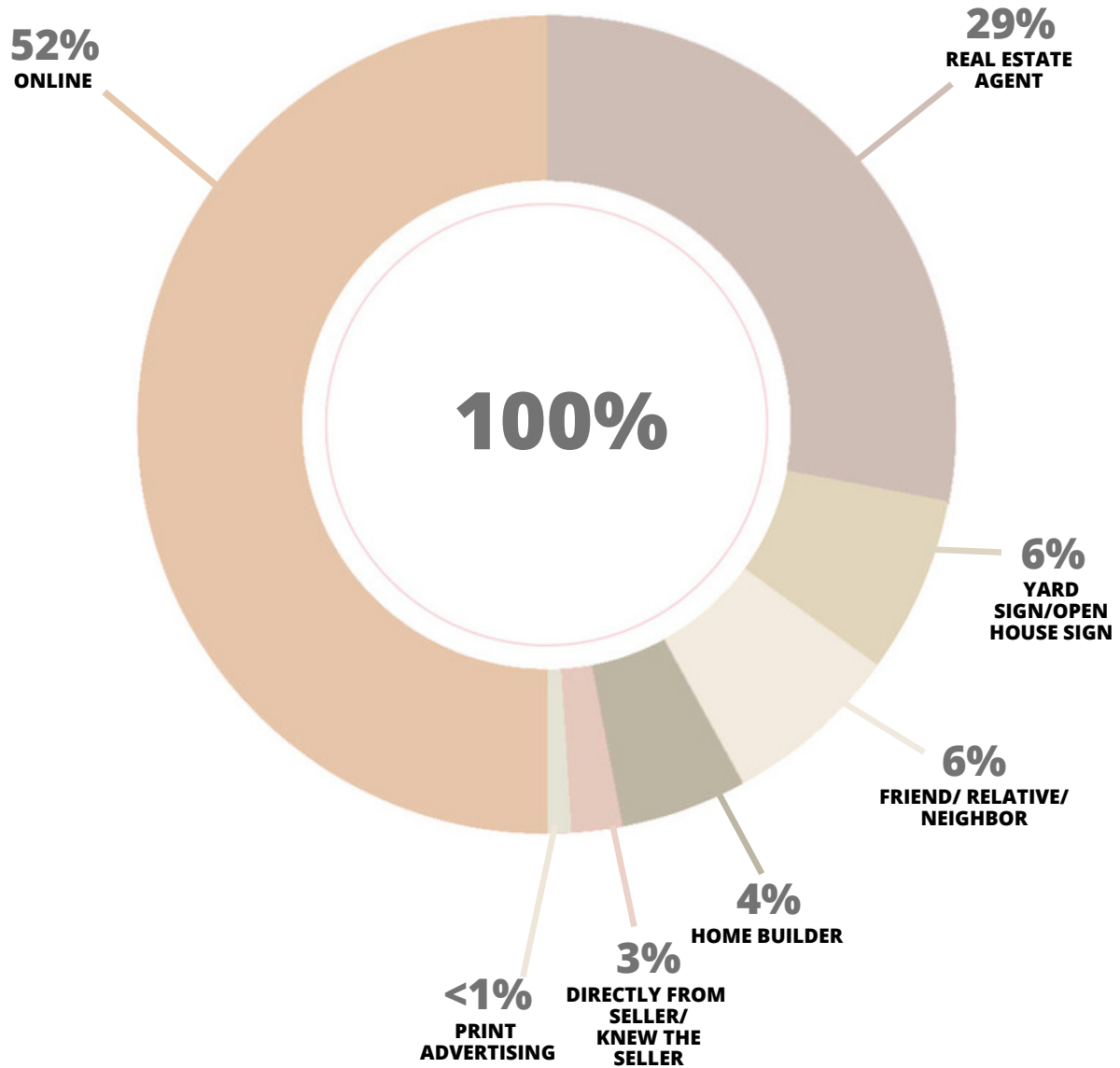
03

### FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
  - If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
  - Put a fresh coat of paint on the front door



# WHERE DO BUYERS *find their home*



\*2020 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS



# robust marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## FEATURING ON LOCAL & INTERNATIONAL TV

A Professional TV Crew will film your home and your home will be featured on ABC4 Locally & Telemundo Nationally/Internationally to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

## OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

# maximum exposure

Utah's Real Estate

## Essentials

Every Sunday at 4:30 PM



## GET FEATURED

I will feature your home on ABC4 as well as the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

# showings

A few tips to help your home showings go as smoothly as possible

## FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

## INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

## DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

## NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

## PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



## **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



## **ALL CASH BUYER**

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



## **PRE-APPROVAL**

Assures home sellers that the buyer can get the loan they need.



## **LOAN TYPE**

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



## **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



## **CLOSING COSTS**

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



## **REPAIR REQUESTS**

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



## **OFFER PRICE**

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the better offer.

# NEGOTIATIONS

## AFTER AN OFFER IS SUBMITTED

### WE CAN:

- Accept the offer

- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you offer different terms to the buyer.

### THE BUYER CAN THEN:

- Accept the counter-offer

- Decline the counter-offer

- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

### OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the Due Diligence period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

# home INSPECTIONS

## WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



## FAQ

### INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING  
CONTRACT.

NEGOTIATIONS USUALLY HAPPEN WITHIN  
5 DAYS

### COSTS

NO COST TO THE SELLER. THE BUYER WILL  
CHOOSE AND PURCHASE THE INSPECTION  
PERFORMED BY THE INSPECTOR OF THEIR  
CHOICE.

### POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE  
USUALLY ONE OF THE TOP REASONS A SALE  
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE  
FOUNDATION, ELECTRICAL, PLUMBING,  
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**



# home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

## **APPRAISAL COMES IN AT OR ABOVE SALE PRICE**

You are in the clear, and closing can be begin!

## **APPRAISAL COMES IN BELOW SALE PRICE**

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

# CLOSING THE SALE

## *what to expect*

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

### 1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

### 2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

### 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

### YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

### WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

### AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

# FINAL *steps* FOR SELLERS



## CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



## CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



## CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



## TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



## DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



## GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



## CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



## CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



## INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



## FLOORS

Vacuum and sweep floors one more time



## LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



# WHY TOP EQUITY REALTY?

## *the stats*

Top Equity Realty is a real estate brokerage that has established a reputation for providing exceptional service and delivering outstanding results to its clients. With a commitment to building long-term relationships with clients and industry partners, Top Equity Realty has been able to build a loyal customer base and attract new business through positive word-of-mouth and referrals.

### **Our marketing plans and client service have resulted in impressive statistics that set us apart from other big franchises:**

- **Consistent performance** is a key factor in building trust and maintaining a positive reputation in the real estate industry and with all our clients.
- Our average listing price is **13.8% higher** than the market average, and the average sold price is **13% higher** than the market average, indicating the trust of wealthier and experienced real estate investors/property owners.\*
- We have seen an average increased difference of **\$50,242** per home sold, demonstrating the effectiveness of our approach.\*
- Our television shows have been instrumental in promoting our clients' homes to over **20K** viewers in both the English and Spanish markets, doubling exposure to potential buyers.\*
- We have **highly skilled** and **experienced agents** who work together on every client to ensure that the marketing is at its best.
- Our **3-touch compliance** process ensures that our clients' paperwork is **accurate** in all state and brokerage requirements, giving them peace of mind throughout the process.

At Top Equity Realty, we believe that success in the real estate industry requires a long-term perspective and a commitment to building relationships with clients and industry partners. By choosing Top Equity Realty, our clients can be assured that they are working with a brokerage that is committed to their success and has a track record of delivering outstanding results. With our impressive statistics, global reach, and excellent customer service, Top Equity Realty is the clear choice for anyone looking for a brokerage that can deliver exceptional results in the real estate industry.

\*Note: The statistics provided are based on the information given and may not be representative of the entire real estate market. Statistics are from start date and can vary per MLS and search features.

