



PINNACLE.REALESTATE



SELLERS GUIDE

THE ULTIMATE ROADMAP TO SELLING YOUR HOME

Buyers decide in the first eight seconds of seeing a home if they are interested in buying it. Get out of your car, walk in their shoes and see what they see in the first eight seconds.

~ **Barbara Corcoran**





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THE STEPS

Let's take a closer look at the steps to selling your home.

**START
HERE**



STEP ONE GET IT READY

Make repairs & updates we discuss, then give your home a thorough cleaning inside and out so that it shows well.



STEP TWO SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.



STEP FOUR SHOWINGS

This is often the hardest part of the process as your home has to remain presentable and in tip top shape every day it's still available.



STEP THREE SNAP SHOTS

Professional quality photos are crucial to show your home online. We have the tools to make your home look its best!



STEP FIVE REVIEW AND NEGOTIATE OFFERS

We will negotiate on your behalf and review all offers with you to select the perfect one for you!



STEP SIX CLOSING DAY

Schedule the closing, hand over the keys, and collect your equity!

SOLD!

THE MARKETING

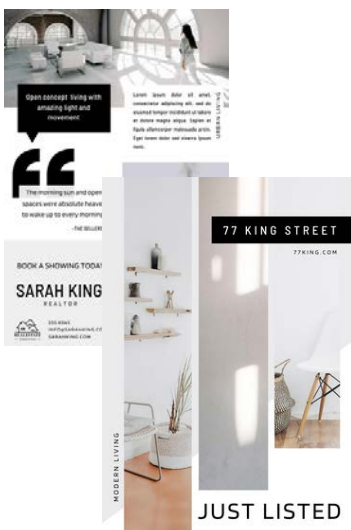


HIGH QUALITY PHOTOS

95% of home searches start online. Your home needs to look GREAT in order to appeal to the widest audience possible. We only use the best professional photography tools and systems when preparing your listing!

EMPTY ROOMS NEED HELP?

Furniture staging is for the most part a thing of the past, BUT we do offer a full VIRTUAL staging option that is simply remarkable.



NOTIFYING THE NEIGHBORS

Most people have someone they would love to have closer to them! This is why we send out JUST LISTED postcards to make sure your neighbors are informed quickly so they can spread the word to their families and friends.

• THE MARKETING (CONTINUED)

Unlike many others, we don't believe in a "cookie cutter" marketing model. We review each property, and the owners personal needs, and then develop a unique marketing package specialized for them!

SOCIAL MEDIA

Social media can be a crucial step to getting your home in front of the masses. We are continually growing our social media presence in order to get your home in front of more eyes.



INTERNET DATA EXCHANGE

Internet Data Exchange (IDX) is what we use to ensure that your property is seen on EVERY real estate site around, including Zillow, Trulia, Realtor.com, and even other local brokerage websites. By sharing your listing via IDX we ensure that EVERY buyer has a chance to see it!

JUST LISTED

77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM

SHOWING FEEDBACK

Getting feedback from agents and potential buyers who have viewed your property is super useful! This is where we get a chance to hear first hand what the buying public, and other area professionals think about the homes condition, price, and more.



How we go about selling
your home from
beginning to end.

THE APPROACH

ASSESSMENT

We start by giving your home a good once over, make a list of everything we think needs to be addressed before listing, including small (or large) renovations, landscaping, tidying, and other small updates that can lead to a maximum return on your investment. We have an array of service providers we work with ready to assist with nearly any project needed!

PRICE, PREP, AND ACTIVATE

Once we've agreed on the tasks that need to be done, we get to work on getting you as much as possible for your property. We measure, collect information about the property from you, as well as local records, we photograph, get signs and key boxes set, and once everything is in place, we flip the switch and begin showings.

ACCEPTING AN OFFER AND CLOSING

As prospective buyers submit offers to purchase your property, we review these with you, advise on the pro's and con's of each offer, and share professional expertise in order to help you make the informed decisions. Once an offer has been accepted, we work with the buyers agent, lender, inspectors, appraiser, and title company to cover all of your bases and ensure a smooth closing!



THEY HELPED ME GET MY HOME READY TO LIST, THEY HAD GREAT CONTRACTORS THEY KNOW AND TRUST, AND THEY TOOK CARE OF THE ENTIRE PROCESS AFTER I MOVED OUT OF THE AREA"

-Nicole P, Newburgh IN.

• THE COMMISSION

Let's talk money. Where it goes, how it's divided and who gets what.



We believe in full transparency when it comes to commission. After all; you should know where your money is going and why. There's a big misconception that REALTORS® take home the percentage listed on the listing agreement. When we sell your home, as much as half of the total commission is delivered to the buyers brokerage. From the amount that remains, a certain percentage goes to the brokerage company, and the balance is then divided between the marketing expenses, advertising costs, admin fees, any referral fees owed, and finally to the actual agent(s) who helped to sell the property!

**IT TAKES AN ARMY TO COVER ALL OF THE BASES OF SELLING A HOME,
AND THEY ALL GET A SHARE OF THE COMMISSION.**

"Pinnacle Realty Group is a GREAT real estate agency. They really care about you and your housing needs..."

~E. Curry

THE COMPANY

THE BOUTIQUE EXPERIENCE

Selling or buying a home is always a big event; and often the biggest investment you will ever make. It is important to work with an agency that offers the right professional background, industry knowledge, and personalized service to earn your trust from beginning to end. Our highly trained professional agents are driven by the goal to help our clients make the best and most informed decisions possible, while providing a winning strategy for a successful transaction.

Any agency can list your property or simply write an offer for you, but if you desire that "little something extra" give us a call and let us share with you what "boutique real estate service, tailored to YOUR needs" is all about.

~ Jason Brown, Owner/Managing Broker, Pinnacle Realty Group



• THE FAQs

All of your questions answered!

WHEN CAN I EXPECT AN OFFER?

That is always the million dollar question! The truth is that NO ONE can predict the time needed to sell a home. There are just so many factors such as price, size, location, and features at play, not to mention, the number of ready, willing, and able buyers for your property in the marketplace.

WHAT IS A BUYER VS SELLER MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers. Just like the names say, a seller's market favors the seller and vice-versa.

HOW LONG DOES THE PROCESS USUALLY TAKE AFTER AN OFFER IS ACCEPTED?

There are many factors which affect closing timelines, including the buyer's loan type, inspections, and underwriting turn times, but generally, closings occur within 3-5 weeks.



Pre-Listing Checklist



Exterior

- Fill in holes and cracks on walls
- Fill driveway cracks
- Re-paint patio
- Repair and clean gutters
- Ensure lights are working
- Wash windows
- Replace broken windows
- Clean patio and patio furniture
- Replace torn screens
- Trim trees and shrubs
- Add colorful plants
- Remove weeds from flowerbeds
- Mow the lawn
- Add a new clean welcome mat

Garage

- Ensure there is no pest infestation
- Organize to create more floor space
- Cover exposed wiring
- Seal or paint floors
- Ensure garage door is working

Laundry Room

- Clean all surfaces
- Ensure area is clear of clothes
- Organize shelves
- Wipe off stains on washer and dryer
- Organize detergents neatly

Interior

- Eliminate all odors
- Clean blinds and curtains
- Add a fresh coat of paint
- Mop all hardwood and tile floors
- Professionally clean carpets
- Repair holes and cracks in walls
- Clean windows and window wells
- Fix leaky faucets
- Remove all valuables
- Replace broken light fixtures
- Add lamps to dark spaces
- Organize closets
- Organize basement
- Clean baseboards and trim
- Declutter and arrange things neatly
- Clean A/C filters and vents
- Clean fireplace
- Fix cracks and molding
- Replace worn out rugs and pillows
- Remove excess and worn out furniture
- Remove family photos

Bedrooms

- Arrange the room to create space
- Organize closet items and shelves
- Paint with neutral colors
- Clean nightstands
- Remove photos
- Put fresh bedding and fluff pillows

Kitchen

- Deep clean refrigerator and stove
- Organize and clean to create space
- Ensure all appliances are working
- Clean cabinet fronts
- Clean sinks and put away dishes
- Minimize items on countertops
- Remove magnets on refrigerators
- Hide trash can inside closet
- Hide all cleaning supplies
- Clean and organize pantry

Bathrooms

- Eliminate all odors
- Clean toilet, tub, shower, and mirrors
- Clear countertops of all personal items
- Ensure toilet works properly
- Hang new and unused towels
- Replace caulk in sink/bath/shower
- Clean and clear grout

Living Room

- Clean, declutter and dust all surfaces
- Clean shelves and wall art
- Vacuum upholstery and drapes
- Replace worn cushions and carpets
- Ensure room is spacious and inviting
- Place fresh flowers on table
- Fluff and arrange pillows



READY TO GET STARTED?

Call or Email

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