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SELLER'S

Guide

Hello!

I'm Tiffany Mitchell.



I am a passionate and dedicated real estate agent serving clients in Northern Virginia. With a strong background in negotiations and a passion for helping clients achieve their real estate goals, I'm committed to delivering exceptional service and maximizing your investment potential.

When you choose to work with me, you can expect personalized service, strategic guidance, and a relentless commitment to achieving your real estate goals. I am here to guide you through the complexities of the market, protect your interests, and negotiate the best possible terms on your behalf.



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Home Seller's ROADMAP



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Follow this high level road map to help you sell your home!

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Ten steps to SELLING A HOME

01 FIND A GREAT AGENT

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS AND NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING



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FINDING *a Great agent*

Choosing the perfect agent is crucial when selling your home. Look for a skilled professional who knows the local market, has a proven track record of successful sales, and understands your unique needs. A good agent will provide expert guidance on pricing, marketing strategies, and preparing your home for sale. They'll handle paperwork, negotiations, and offer a network of resources. Communication and trust are vital, so find someone you're comfortable collaborating with. Ultimately, a reliable agent streamlines the selling process, ensuring you achieve the best possible results.



What to look for

- Expertise in your neighborhood and your market
- Oversight from brokers and state licensing officials
- Advice on the best way to reach your goals
- Skills to market your property
- Know-how to present your property to its best advantage
- Ability to overcome typical snags that occur in all real estate transactions and closings
- Understanding of state-required disclosures
- Securing of your personal safety and security for your belongings during showings
- Referrals to the best resources from bankers to home-stagers to contractors
- Access to the most accurate data sources, including the multiple listing service (MLS), the only data repository that has the most up-to-date listing and sales information
- Negotiating talent

ESTABLISH

a Price



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LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.

ESTABLISH *a Price*

02



WHAT DETERMINES THE PRICE?

- **Location:** how does your home compare with similar homes that have sold or are currently for sale in the same area? You might be tempted to list your home for higher than comparable homes in your locale, but most buyers shop by price range and look for the best value in their price range, so overpricing can prevent your most eligible buyers from seeing it.
- **Size:** square footage impacts home values because they're built using more materials. Larger lot sizes mean more privacy.
- **Number of bedrooms and baths:** over time, median homes have grown larger. The median home purchased today is a three-bedroom, two-bath home.
- **Features and finishes:** features such as outdoor kitchens and spa baths make a home more luxurious. A home finished with hardwood floors and granite countertops is going to cost more than a home with carpet and laminate countertops.

- **Condition:** most buyers form their first impression of your home before they even get out of their cars. This is "curb appeal," or the view from the curb that tells the buyer how attractive and well-maintained your home is compared to other homes. In a competitive market, homes with great curb appeal that are in move-in condition are more appealing to buyers than other homes in the price range.
- **Competition:** how does your home's features compare with others in your locale? Does your home offer a beautiful view or popular features like walk-in closets, separate tub and shower in the master bath and a two-car garage?
- **Timing:** your best chance of selling your home is in the first two weeks of marketing it. Your home is fresh and exciting to buyers and to their agents. If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition. Since you can't change the location, you'll have to improve the home's condition or lower the price.

PREPARE *your Home*

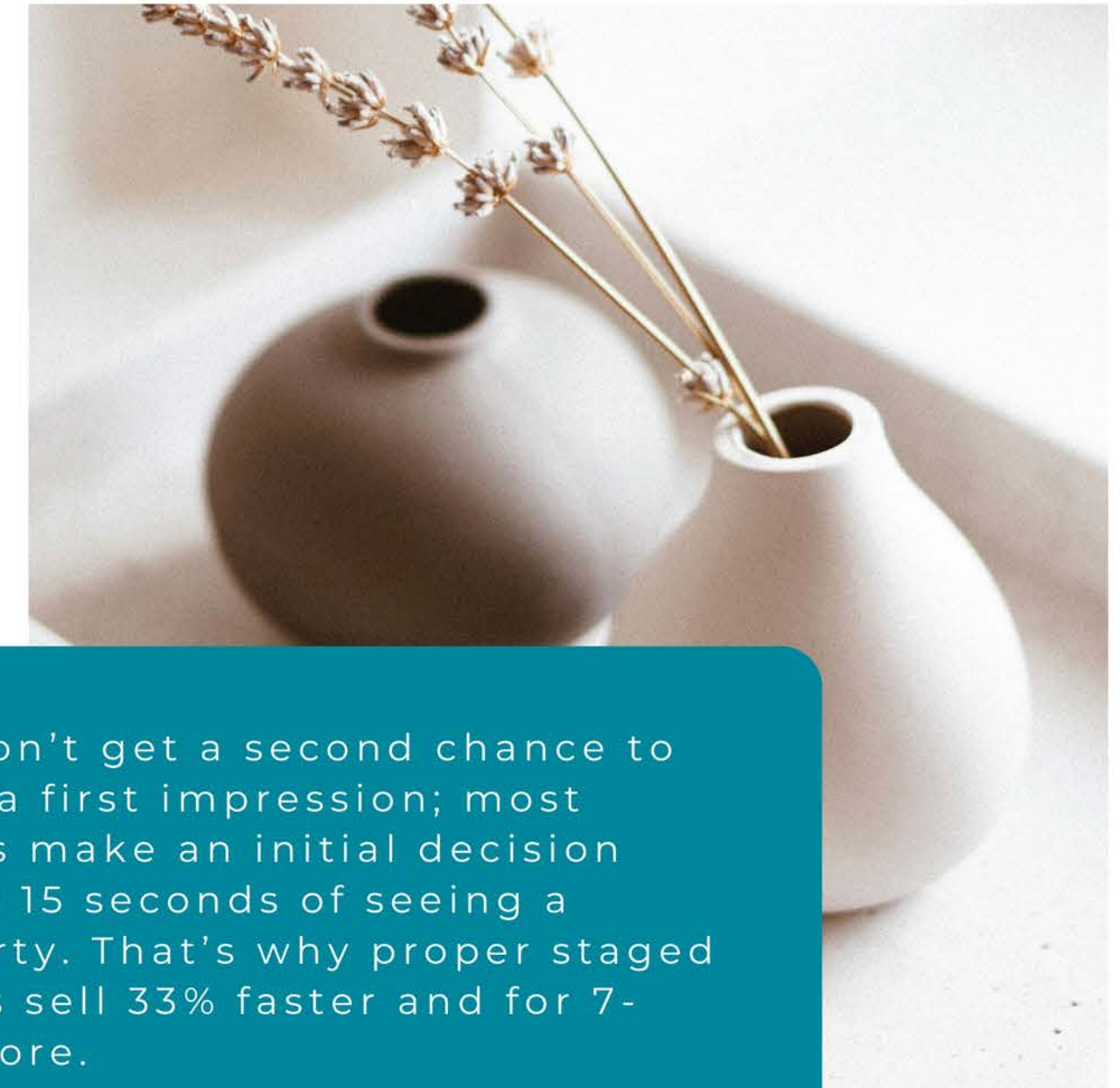


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HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



You don't get a second chance to make a first impression; most buyers make an initial decision within 15 seconds of seeing a property. That's why proper staged homes sell 33% faster and for 7-10% more.

PREPARING

Checklist

OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Clean out the gutters of any leaves or twigs
- Remove weeds
- Test all lighting fixtures and motion sensors
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation



INSIDE THE HOME

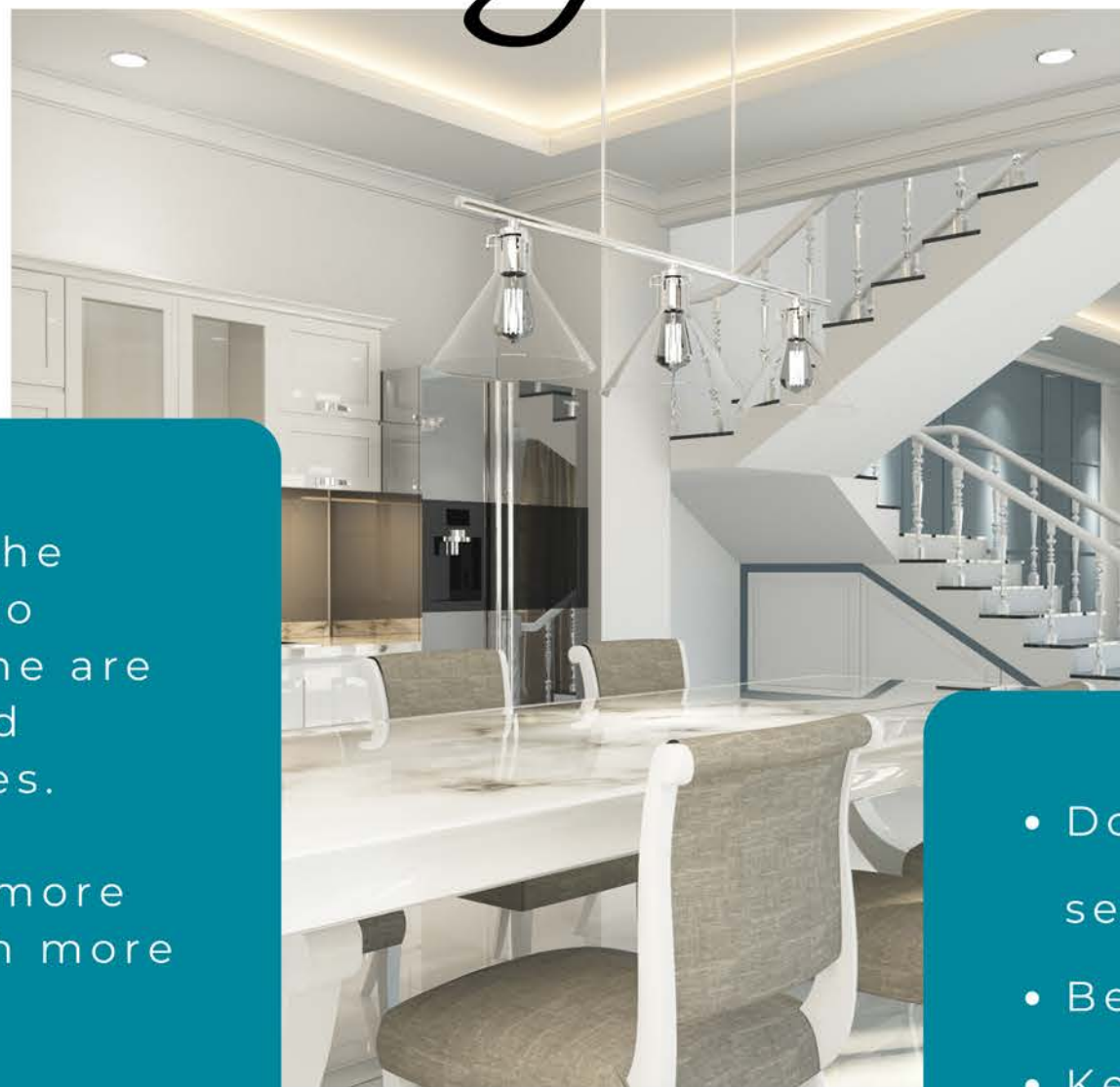
- Repaint the home in a neutral color
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

Marketing



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MARKETING TIPS

Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.

- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!

Listing

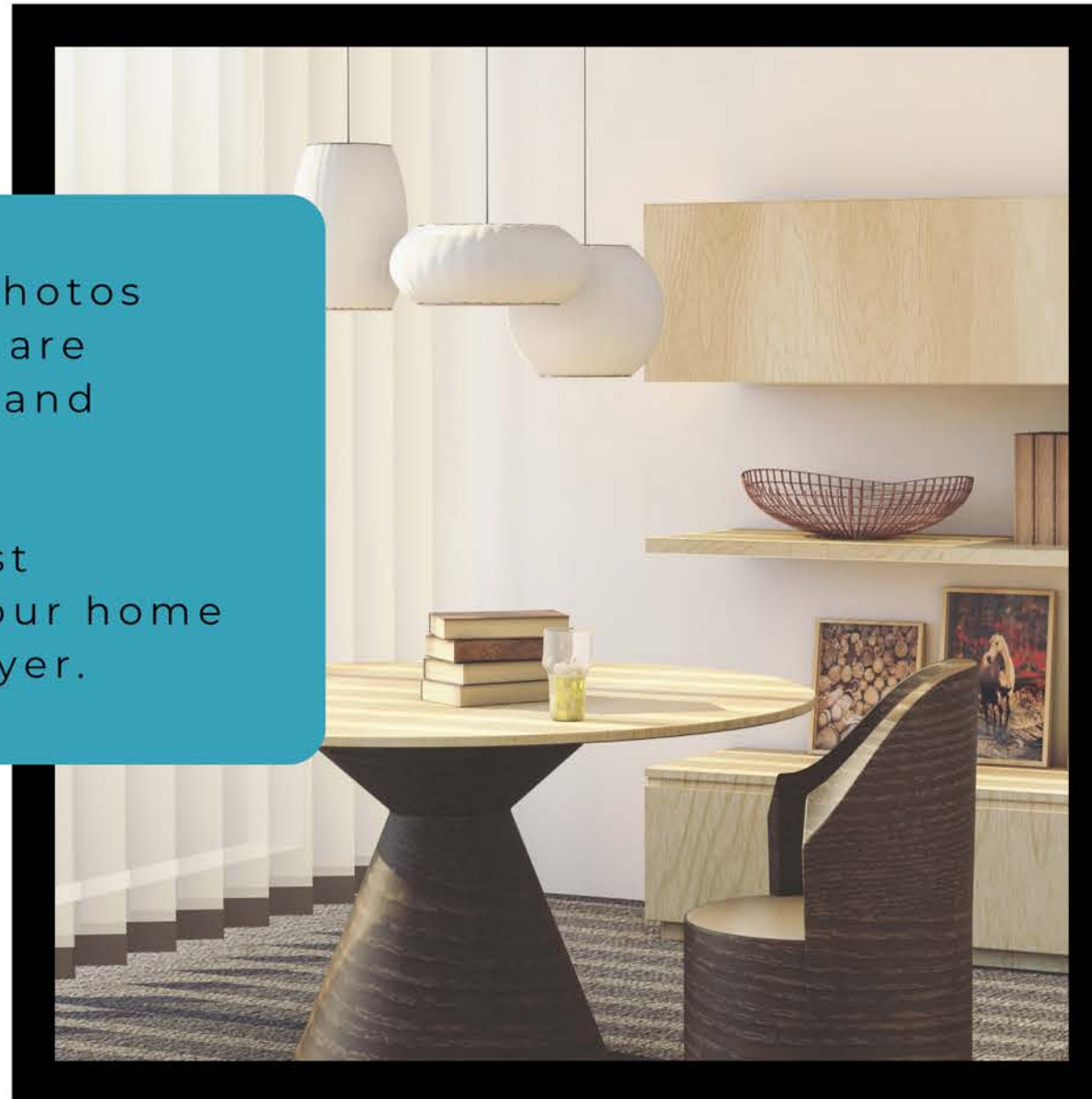


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Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



Congratulations! You have officially listed your home for sale.

Homes by Tiffany will use our network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passerby's know of your intentions to sell.

Showings



For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.





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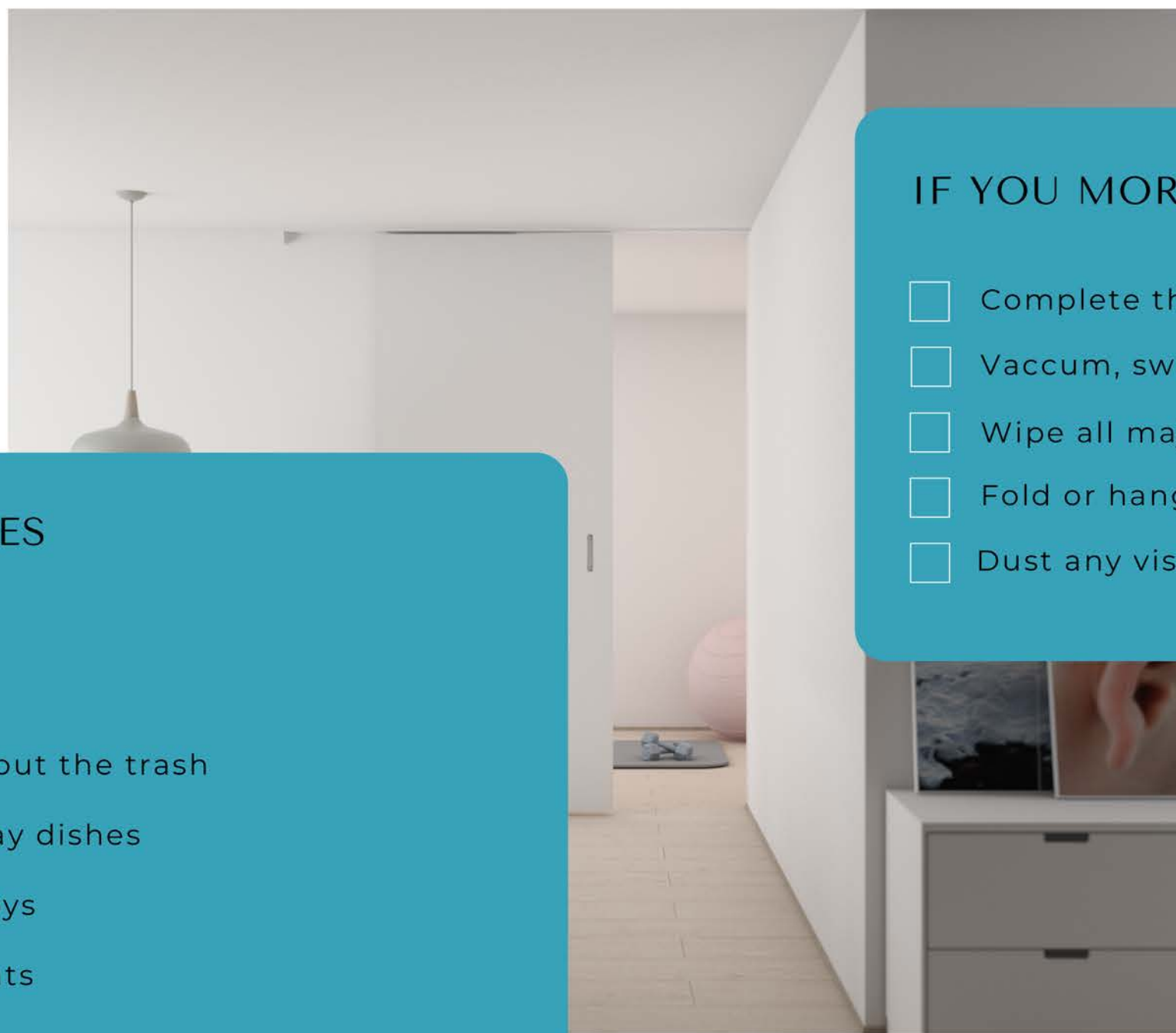
SHOWING *Checklist*

IF YOU HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights

IF YOU MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas



OFFERS *and Negotiations*



At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

- Be willing to negotiate
- Don't worry about lowball offers
- Make sure the buyer is preapproved

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.

Under Contract



08



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer

FINAL *Details*



09

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



Closing



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Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You sold your home!

Notes:



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