

Your Guide To *Sold*

HELPING YOU ACHIEVE YOUR REAL ESTATE GOALS



Alexis Howell

YOUR LOCAL REAL ESTATE AGENT



**Alexis
Howell**
REAL ESTATE AGENT

My stats
JUN 2023

HOMES
SOLD

19

AVG DAYS ON
MARKET

7

AVG.
PRICE

\$400,000

LIST TO
SELL RATIO

%98

(330)-949-9833 mobile
alexis.howell@joinreal.com
Alexishowellrealtor@gmail.com

real

hello there!

Are you thinking about selling your home?

I've lived in North East Ohio all of my life, and have helped residents buy and sell homes since 2022. I expertly navigate the local market and help clients make informed decisions with my knowledge and dedication to excellent customer service, always going above and beyond for a positive client experience. From setting the right price to marketing your property to potential buyers, I have the knowledge and skills to get your home sold quickly and for the best price.

I start by providing a detailed market analysis to give you a better understanding of your home's value. Then, I create a customized marketing plan that highlights the unique features of your property to attract the right buyers.

I will also handle all showings and open houses, as well as negotiating offers and handling all the paperwork.

With my strong network of industry professionals, I can also assist with home staging, home inspections, and other necessary services to make the selling process as smooth as possible.

Don't let the process of selling your home stress you out. Call me today to schedule a consultation and let's get started on selling your home!

Alexis Howell

BENEFITS OF WORKING WITH AN EXPERIENCED AGENT

An Agent Can Expedite Home Sales With Large Networks

Even if you have a large personal or professional network; you don't have relationships with clients or other agents, to bring more potential buyers. This may cause your home to be sold below its value.

Agents May Not Show a "For Sale By Owner" (FSBO) Home

Because they don't want to take risks of closing without professional representation, and FSBO sellers are often seen as difficult sellers whom professional realtors have rejected.

Agents Avoid Emotional Sales

An agent helps you avoid costly mistakes, like rejecting a low offer out of frustration or giving in too quickly. With experience, they can gauge eagerness or desperation without revealing it.

An Agent Can Protect You From Legal Risks

A home sale involves extensive legal paperwork, and improper disclosure can lead to liability for fraud, negligence, or breach of contract. Buyers may sue if you fail to disclose hazards or nuisances.

An Agent Can Weed Out Unqualified Buyers

It takes a lot of effort to show your home and make it look perfect every time. Realtors ask qualifying questions to determine the qualification and seriousness of a buyer.

Agents Have Superior Negotiating Skills

You don't have specialized experience negotiating a home sale but the buyer's agent does. This means less money in your pocket. They know all the warning signs of a nervous or disingenuous buyer.

You'll Get Greater Exposure For Your Home

Only agents are allowed to market homes in the MLS (multiple listing service). It means that your house information will be available to all of the agents in the MLS system, giving you the most exposure to buyers.



ULTIMATE MARKETING



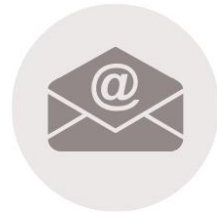
SOCIAL MEDIA

We use social media platforms like Facebook, and Instagram to promote our listings, engage followers and share real estate tips and advice.



MLS LISTING DESCRIPTION

We create flyers and brochures with listings' details and photos, distribute them at events, local businesses, and real estate offices, or mail them to potential buyers.



EMAIL MARKETING

We email potential buyers with our listings, real estate tips, and relevant information, with quality photos and detailed descriptions.



PRINTOUTS

We create flyers and brochures with listings' details and photos, distribute them at events, local businesses, and real estate offices, or mail them to potential buyers.



PROFESSIONAL PHOTOGRAPHY

We use professional photography to showcase our listings in the best light, setting them apart from the competition with high-quality photos.



OPEN HOUSE

We host open houses to give potential buyers the opportunity to tour a property. Open houses are an effective way to showcase and generate interest.



LARGE NETWORK

We have a large network of contacts in real estate, enabling us to connect our clients with resources for successful buying or selling.



ACTIVE PHONE WORK

We are always available by phone to assist our clients and maintain strong relationships through good communication for smooth transactions.



Selling PROCESS



MEET WITH YOUR AGENT

Hire an agent familiar with the area and local property market to effectively market your home



ESTABLISH A PRICE

Review final sales prices against the original list prices with the aid of a CMA



PREPARE YOUR HOME

A pre-inspection can prevent potential buyers from backing out by identifying and addressing major issues



DETERMINE A MARKETING PLAN

Create a custom marketing plan and price home effectively to generate competing offers



LIST YOUR HOME

Your agent will advertise on various platforms and reach potential buyers via email and calls



SCHEDULE SHOWINGS

Open houses attract a larger pool of potential buyers and provide a sense of the home



OFFERS AND NEGOTIATIONS

Initial offers usually lower than list price as buyers expect negotiation, wait for offers if not in a rush



UNDER CONTRACT

That means you accepted the offer.
Contingencies must be cleared before closing



COOPERATE WITH HOME INSPECTION

Buyer will schedule a home inspection. After the results you will negotiate repairs or other issues



CLOSE THE SALE

Buyer will schedule a closing date to sign all paperwork and hand over keys

PRICING FACTORS



COMPARABLE SALES

Looking at recent sales of similar homes in the same neighborhood, with similar square footage, features, and condition will give you a good idea of the current market value of the home.



HOME FEATURES

The home's features, such as the number of bedrooms, bathrooms, square footage, garage, backyard and age of the home, will also affect the home's value and price.



MARKET CONDITIONS

The overall state of the real estate market in the area will also play a role in determining the price of the home. During a strong seller's market, homes may sell for above their list price.



LOCATION

Proximity to amenities, schools, transportation, and neighborhood safety all influence property value. Beyond the physical attributes of a home, its surroundings play a pivotal role.



TIMELINE

Understand that the longer your property stays on the market, the more negotiating power buyers may have. From preparing your home for listing to the closing day, each phase requires careful consideration.

Remember, pricing is both an art and a science. It's essential to strike a balance that attracts buyers while maximizing your property's value. You should consult with a real estate professional for personalized advice tailored to your specific situation.

Selling COSTS



Real Estate Agent Commission

This fee is usually a percentage of the final sale price and is split between the buyer's and seller's agents. While this may seem significant, the expertise, marketing, and negotiation skills provided by an agent can help you achieve a higher sale price.

Repairs and Improvements

Before listing, you may need to invest in repairs or improvements to make your home more attractive to buyers. This could range from minor fixes to major renovations. Addressing these issues upfront can prevent buyers from requesting credits or price reductions later.

Mortgage Payoff

If you still have a mortgage on your property, the remaining balance will need to be paid off at closing. Be sure to account for any prepayment penalties your lender may charge.

HOA Fees

If your property is part of a homeowner's association (HOA), you may be responsible for paying any outstanding dues or transfer fees associated with the sale.

Closing Costs

Closing costs can include various fees such as title insurance, escrow fees, and attorney fees. These costs are often shared between the buyer and seller and can range from 1% to 3% of the sale price.

Transfer Taxes

Some regions impose a transfer tax when ownership of a property changes. The rate varies by location, and the seller typically pays this tax at closing.

Depending on the competitiveness of your local market, investing in extra services may help your home stand out, though they aren't always necessary:

Home Warranty

To reassure buyers of an older home, sellers can offer a home warranty to cover potential repair costs if a major system fails shortly after the sale.

Staging and Photography

Enhancing your home's appeal with professional staging and photography can lead to a faster sale and higher offers.

Pricing STRATEGY



Learn About Market Conditions

Are prices rising or falling? In a seller's market, low inventory and high prices prevail, while in a buyer's market, supply exceeds demand.

Check Out Comparable Properties

Review similar properties listed in your area over the last six months and compare prices. Also, check unsold comparables for possible overpricing. A CMA report can be helpful.

Check Out Sold Comps

Compare the original list prices to the final sales prices. In a seller's market, homes often sell above list price, while in a buyer's market, they typically sell at or below list price.

Square-Foot Cost Comparisons

After you receive an offer, the buyer's lender will order an appraisal. Comparable homes are those that are 1,800 to 2,200 square feet if your home is 2,000 square feet.

Explore the Expected Appreciation

What are the future prospects for your neighborhood? For example, a major mall being built, or a large new company moving to the area can be a good sign.



PRICING IS ALL ABOUT SUPPLY AND DEMAND

It's the most basic principle in economics. It dictates the equilibrium price of a property. Low supply inventory drives prices up and causes bidding wars.

The Most Important Thing Is Pricing Your Home Correctly

You shouldn't overprice your home because demand and interest wane after 21 days or so. Of course, you can lower the price later, but that can be too late.



Perceptions of desirability have value. That's why identical homes across the street from each other can vary by as much as \$100k in some neighborhoods.

The art of NEGOTIATION



When selling your home, your aim is to achieve the highest price possible, while buyers are looking to get the best deal. This is where negotiation plays a crucial role.

Effective negotiating strategies can help you secure the best price for your home. No matter what strategies you employ, it's essential to research and understand your home's value and how the local market influences it.

Work with an Experienced Agent:

Partnering with a real estate agent is one of the best negotiation strategies for sellers. They know the market, aren't emotionally attached to the home, and can secure the best deal for you.

Counter at Your List Price

When a buyer offers less than your asking price, it can be tempting to lower your price. However, countering at your original list price signals confidence in your home's value. If your price is fair, serious buyers may increase their offer.

Reject the Offer

A strategic move is to reject a buyer's offer without countering, prompting them to submit a new one. This shows confidence in your price and keeps you open to higher offers. The potential for competition may motivate the buyer to increase their bid, especially if your home is newly listed or an open house is approaching.

Create Competition

Hosting an open house can create buyer competition. List your home, schedule an open house shortly after, and hold off on accepting offers until it's over. This strategy encourages higher bids, and if you receive multiple offers, you can ask top bidders for their best. Even if only one offer comes in, the buyer won't know that, giving you an advantage in negotiations.

Offer to Pay Closing Costs

Buyers may request that sellers cover their closing costs, usually about 3% of the purchase price. If this happens, you can agree to cover the costs but increase the purchase price, even if it's above your original listing price.

Don't Take it Personally:

Negotiations can get tense, but try not to take it personally. Buyers have their own motivations and constraints. Stay professional, remain objective, and let your real estate agent handle the negotiations on your behalf.

Home INSPECTION

A home inspection is a professional, third-party evaluation of a house's key aspects, including water damage, pests, roof condition, electrical systems, plumbing, and structural integrity. It ensures the home's safety and typically takes a few hours to complete.

Doing A Pre-Inspection Is An Indication Of Honesty

It sends a clear signal that you're not trying to hide anything and makes a buyer feel confident to submit an offer.

It Gives You Time To Fix

A pre-inspection can enable you to address major issues and protects you from the possibility of buyers pulling out of their offer.

It's A Negotiating Strategy

Doing a pre-inspection keeps you from being blindsided by a major problem in a buyer's inspection. You can also make it known to buyers that consideration for those items has already been factored into the sales price.

Offer A Closing Cost Credit

If you don't want to make home repairs yourself, you can offer a credit at closing for the estimated costs. This also helps you avoid complaints about repairs later.

ITEMS TO CHECK

Exterior

- Windows
- Doors
- Cracked caulk
- Paint
- Siding / trim
- Deck / fences
- Drainage
- Sprinklers
- Roof / gutters
- Outdoor lights
- Garage door
- Swimming pool

Interior

- Doors
- Floors
- Electrical
- Lightbulbs
- Showers
- Toilets
- Plumbing
- Water heater
- Ceiling fans
- Safety detectors
- Stairs
- Appliances

Bartering May Be A Good Idea

For example, if you know the buyer loves the new couch you bought, you could offer to leave it in exchange for making fewer repairs.



Home APPRAISAL



Purpose of a Home Appraisal

A home appraisal is an objective assessment to determine a property's value. Unless you're selling your home for cash, a home appraisal will likely be part of the process.

In a sale, the appraisal ensures the sale price matches fair market value, protecting the buyer from overpaying and the lender from over-lending.

What if Your Home Appraisal is Too Low?

If the appraisal matches or is close to the agreed-upon price, the sale can proceed as planned. However, if the appraisal is lower, it could delay the sale because the bank may offer less money than the buyer anticipated. If this happens, you have a few options:

- Renegotiate the deal
- Fill the buyer's gap
- Cancel the sale

WHAT DOES A HOME APPRAISER EVALUATE?

Property Condition:

The appraiser checks the overall state of your home, including the structure, roof, and major systems (plumbing, electrical, HVAC). They also consider the quality of interior finishes and any recent upgrades or renovations.

Location:

Location factors include the neighborhood's safety, proximity to schools and amenities, and the lot's characteristics, such as size, view, and setting.

Comparable Sales (Comps):

The appraiser reviews recent sales of similar homes nearby, focusing on size, age, condition, and sale dates to determine market value.

Market Trends:

Local real estate market conditions, such as supply and demand, and broader economic indicators like interest rates, are also considered.

Unique Features:

Special features like custom designs, energy-efficient upgrades, and amenities like a pool or finished basement can add value.

Closing THE SALE

How Long to Close the Sale?

The closing timeline depends on the buyer's financing. With an all-cash buyer, closing can happen in 10 to 14 days, while financed purchases may take 30 to 45 days. Once the lender clears, you can schedule the final document signing.



CLOSING COSTS

Transfer Tax:

This is the fee you'll pay when the home's title is transferred to the buyer at closing.

Owner's Title Insurance:

You'll see two title insurance fees at closing: one for the owner and one for the lender, the latter typically paid by the buyer.

Escrow and Closing Fees:

Escrow providers charge to manage closing, usually splitting the fee 50-50

Prorated Property Taxes:

You'll need to settle property taxes up to the closing date, which varies by state.

HOA Fees:

If applicable, ensure your HOA dues are paid through closing.

Credit Toward Closing Costs:

In a buyer's market, you might offer a credit to cover the buyer's closing costs. This will appear as a line item on your closing documents.

Sign the papers and exchange documents

After the inspection and negotiations, you can proceed with completing the sale. This step involves managing a significant amount of paperwork, including the following:

- The property deed
- The purchase agreement
- Any water, sewerage and tax bills
- Final utility readings
- Title Insurance policy
- Any service records or warranties

real estate REPRESENTATION

SELLER AGENCY

A seller's agent is a real estate professional who represents the seller in a transaction. Also known as the listing agent, they list the home for sale and work to achieve the best price and terms on behalf of their client.

Compensation: Typically negotiated between the seller and the listing agent.

BUYER AGENCY

A buyer's agent represents the interests of the home buyer in a real estate transaction, assisting them in finding their new home and negotiating a fair price.

Compensation: Typically negotiated between the buyer and the buyer's agent, and may be covered by the seller.

DUAL AGENCY

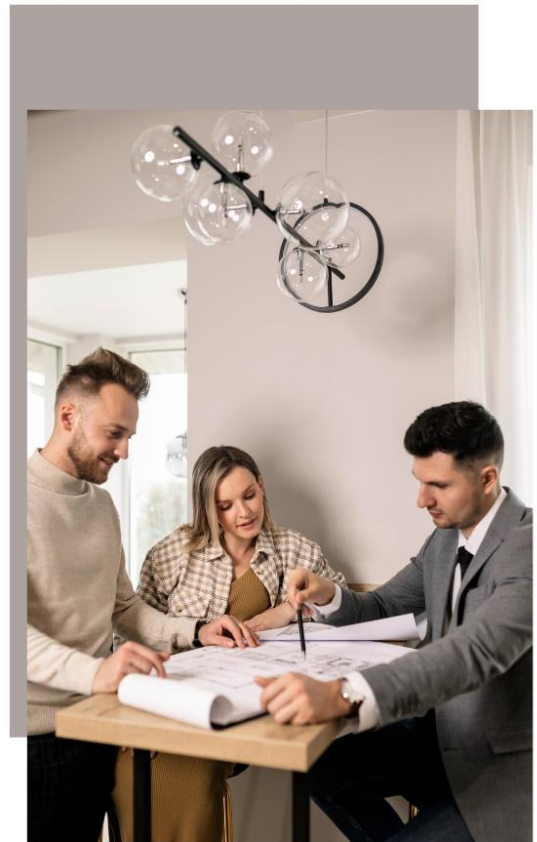
Dual agency happens when a single real estate agent represents both the buyer and the seller in the same transaction.

Compensation: Typically split between buyer and seller.

DESIGNATED AGENCY

Designated agency involves two agents, each representing a different party in the transaction. Unlike dual agency, where one agent represents both parties, designated agency has two agents from the same brokerage working separately for each party.


Compensation: Typically split between buyer and seller with a clear designation of who represents each party.







Real estate transactions, whether buying or selling a property, are often complex and involve significant financial and legal considerations. Working with a professional is crucial to ensuring a smooth, efficient, and successful process.

RECENT SALES

SOLD PRICE \$97,000	YEAR BUILT 1945	DAYS Before Offer 0	PRICE PER SQ.FT 103.63	LOT SIZE SQ.FT. 7000	HOME SIZE SQ.FT. 936
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PROPERTY TYPE	Single Family
SIDING MATERIAL	Brick
BASEMENT	unfinished

 3
  1
  1
  2

1580 25th St. NW Canton, OH

SOLD PRICE 225,000	YEAR BUILT 1996	DAYS Before Offer 5	PRICE PER SQ.FT \$160.25	LOT SIZE SQ.FT. 3.22 Acres	HOME SIZE SQ.FT. 1404
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PROPERTY TYPE	Single Family
SIDING MATERIAL	Vinyl
BASEMENT	None

 3
  2
  3
  1

4334 Lunar Rd. Minerva, OH

SOLD PRICE \$206,000	YEAR BUILT 2008	DAYS Before Offer 5	PRICE PER SQ.FT \$198.07	LOT SIZE SQ.FT. 1.50 Acres	HOME SIZE SQ.FT. 1040
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PROPERTY TYPE	Single Family
SIDING MATERIAL	Vinyl
BASEMENT	None

 3
  1
  0
  1

4330 Lunar Rd. Minerva, OH