



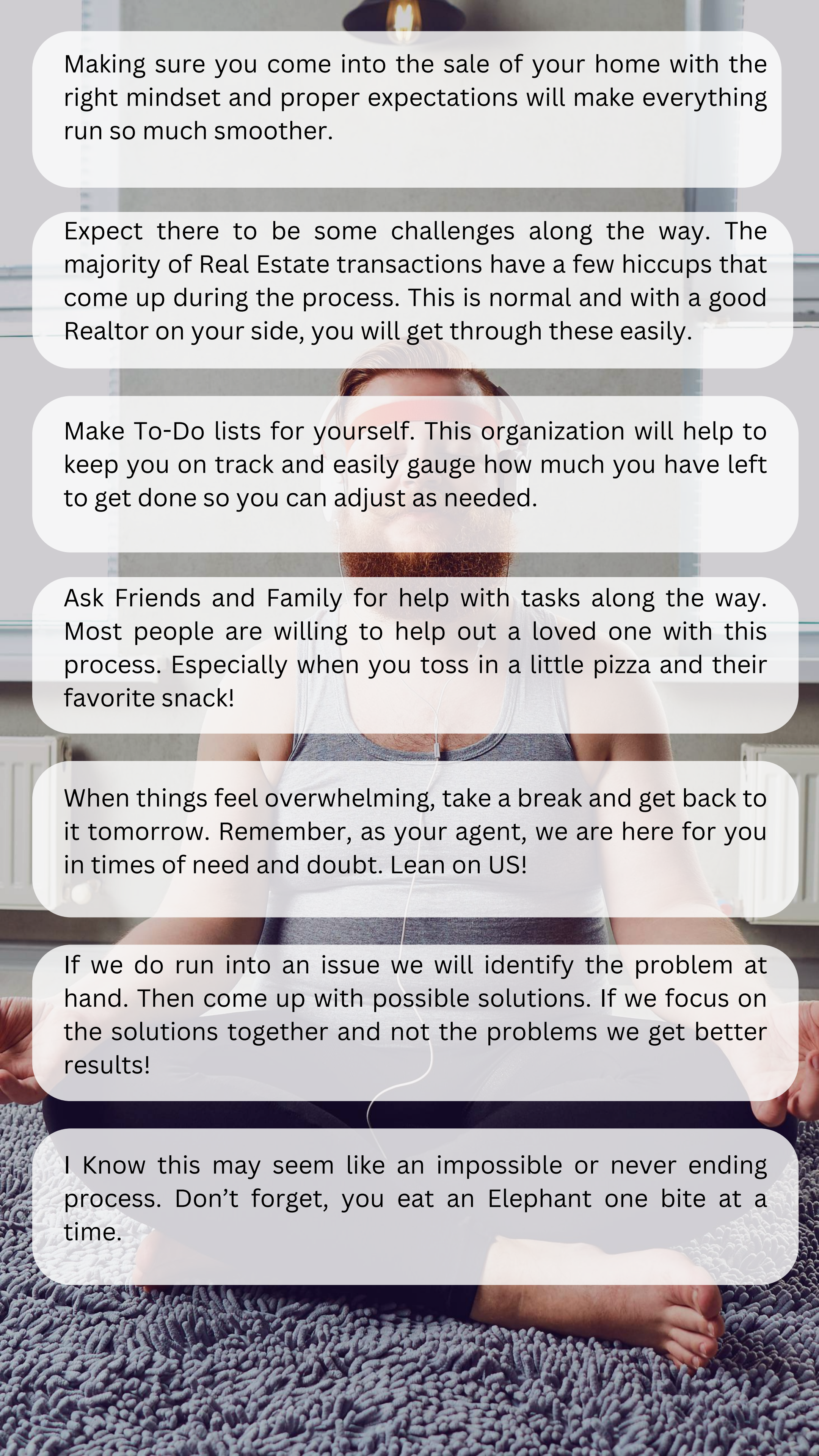
The Complete Guide to Selling Your Home

This is an in-depth manual for making sure you CAPITALIZE when you sell your HOME.



FIRST THING FIRST
PREPPING YOURSELF



A man with a beard and headphones is sitting on a blue rug in a living room. He is wearing a grey tank top and has his hands clasped in front of him. The background shows a lamp and a window.

Making sure you come into the sale of your home with the right mindset and proper expectations will make everything run so much smoother.

Expect there to be some challenges along the way. The majority of Real Estate transactions have a few hiccups that come up during the process. This is normal and with a good Realtor on your side, you will get through these easily.

Make To-Do lists for yourself. This organization will help to keep you on track and easily gauge how much you have left to get done so you can adjust as needed.

Ask Friends and Family for help with tasks along the way. Most people are willing to help out a loved one with this process. Especially when you toss in a little pizza and their favorite snack!

When things feel overwhelming, take a break and get back to it tomorrow. Remember, as your agent, we are here for you in times of need and doubt. Lean on US!

If we do run into an issue we will identify the problem at hand. Then come up with possible solutions. If we focus on the solutions together and not the problems we get better results!

I Know this may seem like an impossible or never ending process. Don't forget, you eat an Elephant one bite at a time.



When To Bring In An **Expert**

I'm sure you've asked yourself before. "When is the right time to have the Realtor come over?"
Honestly, it's a great question.

Ideally, you want to do an initial consult with my team 4-6 months prior to the sale. There are a few reasons for this.

The first of which is to discuss any plans of work being done to the home prior to the sale to increase the value of the property. Getting the opinion of the professional will make sure you're getting the best BANG for your \$\$\$. This will also give you enough time to get the repairs/upgrades done prior to listing the home.

Next on the list is getting a CMA (Comparative Market Analysis) done on the home. This gives you a better understanding of the market value of your home. We will need to update this closer to listing the home, but this will allow you to budget for your next purchase appropriately. For a lot of people we help, knowing this information helps them to get off the fence and be able to make a decision on what they want to do.

Don't forget how much better it feels to make a game plan. Setting a goal date for getting your home on the market gives you the motivation you need to get everything done!

TIPS TO GET YOUR HOME MARKET READY





1

Complete Repairs and Maintenance

Hiring a contractor or DIYing repair, upkeep, upgrade, or maintenance projects can dramatically effect your profit if money is put in the right places



2

Declutter and Depersonalize

Remember less is more. The less things filling the home the larger it will look. Giving the buyer a blank canvas will allow them to picture this being their home, and not yours.



3

Rearrange Furniture emphasizing open space

A simple furniture rearrangement would surprise you with how much more space opens up in your home. Again, we want the home to look larger!



4

Curb Appeal - Hardscaping and Landscaping

First impressions matter. Some black mulch, a perfect mow, or having your sidewalk shoveled make a difference. Hardscaping takes this to the next level!



5

Deep Clean or Professionally Cleaned

Cleaning is more than just doing the dishes. Having someone whether your or a service to scrub the home will make every buyer say this is the one!



6

Staging Yourself or Professionally

Staging your home gives people that HGTV feel and instantly makes them fall in love. Why? They imagine their own home looking this incredible.

7

Getting a Pod or Storage Unit

This goes back to decluttering. Sometimes you just don't have enough space for it all. Keeping it out of the home could make a break the decision of a buyer to put in that offer or not.

8

Lighting and Colors

If you have any rooms that are not well lit or need some bulbs replaced. This is a must! No one wants to feel in the dark when viewing your home. Also avoid dark or wild colors, sticking to warm or neutral tones appeals to the widest audience. Again we want the space to feel large!

7

Smells, Scents and Odors

Eliminating odors and keeping smells minimal is a MUST. So many people are turned off by smoke, pet, wet and any other gross or aggressive smell. In my opinion no smell at all is the best!

8

Finishing Touches and Final Walk-through

After you have your home just the way you want it. Do a tour with your Realtor one last time. Make any final tweaks or adjustments needed to capture your home in its perfect light!



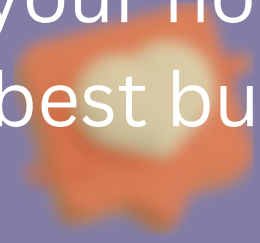


MARKETING YOUR HOME



Marketing is one of the most CRITICAL pieces to selling your home. Why? Well if no one knows it's for sale....then how would it sell?

Let's walk through how we market your home to make sure we're finding you the best buyer out there!



Mediums

- Photography
- Videography
- Text
- Physical

Placements

- FaceBook
- YouTube
- Flyers
- Postcards
- Website
- Google
- Instagram
- LinkedIn
- Tik Tok
- Email Blasts
- Door knocking
- Advertisements

Timing

Starting Ideally 2 weeks prior to the home being available for showings

Goals

As many 👁️ as possible to increase the odds of the right buyers seeing it!



MARKET CONDITIONS MATTER

The current state of the market is going to greatly effect how your home's sale is structured, dictate pricing strategies, and guide expectations.

Historically, in a buyer's market the best strategy when setting price is to allow a small cushion to come down from to get the price you want. Since the buyer has more options, they are more likely to be searching for a "deal". Having more options will also mean buyers will be expecting inspections and more repair requests will be likely in this environment. Overa", be prepared for more negotiation and longer time on market.

The opposite is true in a seller's market. Here, we price the home conservatively to increase chances of a bidding war to elicit the high price and best terms. It is less likely for buyers to request inspections and ask for repairs in an effort to be more "competitive" with their offer. Typically, homes do not stay on the market long in this environment.



SELLING - THE PROCESS

A Step-By-Step Breakdown

01

Prepare home for the market

02

Get Professional Photography, videography and Drone Footage

03

Market the Home prior to being available for showings

04

Showings, showings, showings!

05

Negotiate offer/s

06

Accept offer and go under contract

07

Buyer's title company begins their title search to ensure all liens are cleared at settlement

08

If buyer elects inspections they will be completed and potential negotiations occur

09

If applicable buyer will order and complete an appraisal on your home. Potential negotiations if home doesn't appraise for sales price

10

Buyer completes all requirements for mortgage commitment if applicable

11

Numbers are finalized and reviewed breaking down your profit from selling your home

12

Move the remainder of your belongings from your home

13

Buyer conducts final walk-through of the home before buying to make sure it is in the same condition from when they made the offer

14

SETTLEMENT! You made it, you sign the home over to the buyer and collect your check or wire for all your HARD WORK!

SELLING - THE COSTS



Credits and Concessions

This is any compensation you are giving to the buyer for closing costs, repairs or any kind of buy downs to get the best deal.

Prorations/Adjustments

Prorations are reimbursements to the buyer for unpaid taxes. If you pre-paid the buyer will actually be paying you instead! Adjustments are for utilities that are paid in advance.

Gov. Recordings and Transfer Charges

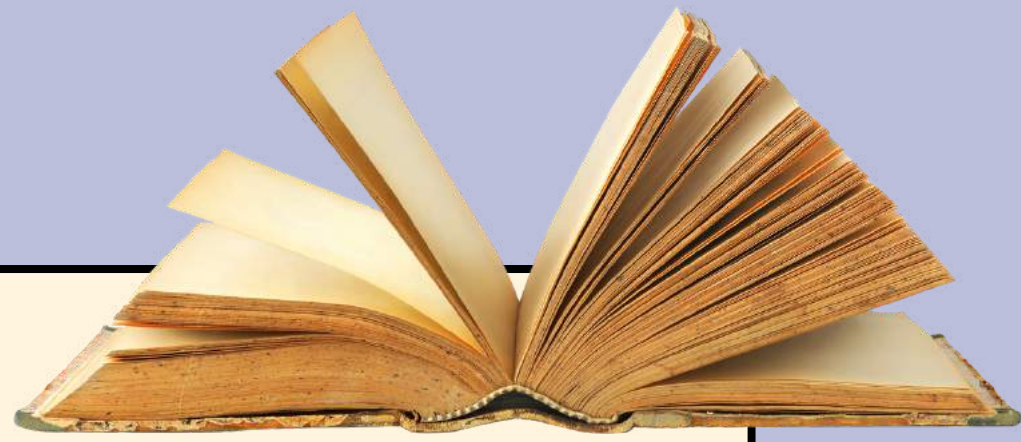
These charges are paying the government for officiating the sale and of course paying taxes on the transfer of land as well.

Commissions and Broker Fees

These are the fees you've agreed to pay your Realtor and his Company for their expertise, marketing and guidance throughout the process.

Title/Attorney Charges

Title or Attorney depends on the state. They are paid for creating and explaining all the legal docs required to sign over a home in your State as well as officiating the settlement and transfer of deed.



CLOSING THOUGHTS

I know this is a lot to digest and may seem like too much to get done. Remember, you don't have to do every single thing I've mentioned in this guide. This is made for you to pick and choose the tips that work best for you.

You only have so much time and money. Don't sweat it if you can't get to a few things on here I just wanted to make sure I left no stone unturned in this detailed guide to selling your home for the MOST money!

Choose what feels most important to you, and if you don't have a clue. Just ask! My team is here for you every step of the way and I know people say this a lot....but I mean it!

You're never bugging us with any questions or concerns. We address problems head on and create solutions to keep the sale together whenever possible. Selling your home is stressful and the more we can take that off of you and rest it on our shoulders, the BETTER!

By Following this guide, and listing with us, you're going to get the best results you can! So Relax, and trust the process!

