

Move Me to Southwest CO

Seller's *Guide*

let's get your property sold



About Me



"It is my mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. I believe that working hard at something you love to do with people you trust is one of the greatest experiences in life. As a result, I provide some of the most professional, loyal, and committed service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships and earning the referrals of the people my clients care most about."

Rachel Sadler

Rachel Sadler

Realtor®

Move Me to Southwest CO

Like many local residents, Rachel fell in love with the charm and beauty of Southwest Colorado. She has become an expert at assisting others with their real estate needs. Her industry specialties include private residences, luxury homes, land, vacation rental properties, relocations and pre-retirement investments. Rachel is known for her matchless dedication and professionalism. She seeks to deliver a premium real estate experience on repeat. Her robust work ethic, impeccable service, and passion for real estate has helped her earn the trust and respect of her clients.



(970) 880-0823



rachel@movemetoswco.com



2901 Main Ave, Durango, Co 81301



www.movemetosouthwestcolorado.com



@movemetosouthwestco

The Selling Process

Let's break the selling process down into 4 simple steps:

01

PREPARE IT

Meet with your agent
Clean, declutter, paint

02

ADVERTISE IT

Determine price
Strategic marketing

03

SHOW IT

Negotiate offers
Get under contract

04

SELL IT

Inspections + appraisals
Closing day!

✓ CLEAN, DECLUTTER, PAINT

"Buyers decide in the first 8 seconds of seeing a property if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



Creating a positive initial impression is crucial as a prospective buyer steps into the home for the first time. A property that appears unkempt may lead the buyer to believe that the current owners have neglected its maintenance.

The majority of buyers are in search of a property that is ready for immediate occupancy and gives off a brand-new vibe. Being greeted with a lengthy to-do list of cleaning and repairs upon moving in is likely to be unattractive and overwhelming for them.

If necessary, we can arrange for professional cleaning and staging services to ensure your property is presented in the most favorable light.

Please refer to the checklist on the next page to get your home market-ready.

✓ CONSIDER STAGING

Home staging is a sophisticated marketing strategy employed by sellers to aid potential buyers in visualizing a life within the space, ultimately fostering a sense of attachment to the property. It encompasses more than simple enhancements like a fresh welcome mat or new decorative pillows. When executed proficiently, staging has the potential to increase the property's value and expedite the sales process.



83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers' agents said that home staging had an effect on most buyers' view of the home.

*Statistics from the National Association of Realtors® Research Group, 2019

PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in shorter time

CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

Staging Checklist

✓ CREATE A GAME PLAN

- ☐ Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- ☐ Consider having a home inspector come and see if anything needs to be repaired
- ☐ Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- ☐ Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- ☐ Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- ☐ Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- ☐ Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- ☐ Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- ☐ Thoroughly clean the entire home, or hire a professional cleaning company to do this.
- ☐ Steam clean carpets, if stained consider replacing carpet.
- ☐ Repair all cracks and holes in walls.
- ☐ Paint all interior walls a neutral color.
- ☐ Remove any excess furniture.
- ☐ Organize closets and remove any clothes not in season to show off the space in closets.
- ☐ De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- ☐ Remove valuable items from home like cash or jewelry

Staging Checklist

✓ KITCHEN AND BATHROOMS

- ☐ Mop and polish floors
- ☐ Clean appliances and fixtures
- ☐ Clean and organize pantry, throw out any old items and show off the storage space
- ☐ Replace old caulking
- ☐ Remove all stains from sinks, toilets, showers/tubs
- ☐ Keep all toilet seat lids closed
- ☐ Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

- ☐ Switch out any lights that need to be replaced
- ☐ Throw in some fresh flowers or plants
- ☐ Remove personal photographs and items
- ☐ Don't forget to tidy up your closets and storage areas – buyers will be looking there too
- ☐ Stow away any pet or kids items
- ☐ Light a candle
- ☐ Wipe down all surfaces and declutter

✓ KITCHEN AND BATHROOMS

- ☐ Paint the home's exterior, trim, doors, and shutters
- ☐ Power wash
- ☐ Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- ☐ Inspect the roof
- ☐ Sweep the entryways
- ☐ Keep lawn mowed and maintained
- ☐ Clean up pet droppings
- ☐ Clean the gutters and downspouts
- ☐ Open windows, let fresh air in and light a scented candle
- ☐ Turn all of the lights, open the blinds

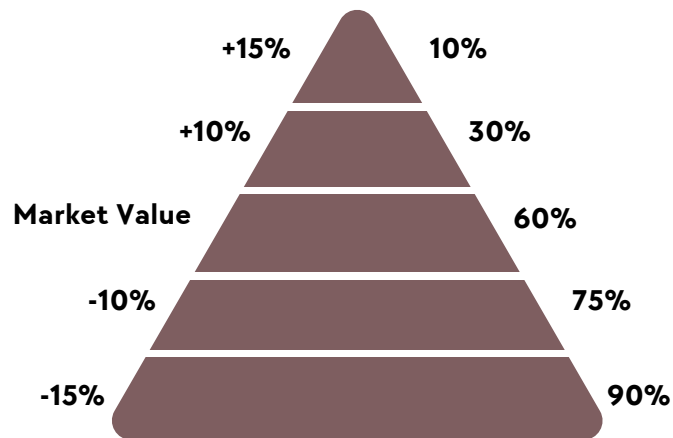
✓ PRICE IT RIGHT

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

Why pricing it right is *critical*

asking price percent of buyers



✓ PRICE IT RIGHT

Should we price it higher just to see what happens?

Testing the waters by setting an excessively high asking price is typically not advisable. An inflated price often leads to prolonged market listing time, which can be off-putting to potential buyers and may cause you frustration. It is common for sellers to inquire about property valuations from Zillow or similar real estate platforms; however, these estimates can be unreliable as they are based on broad demographic data. My role is to pinpoint the optimal listing price to ensure that your home sells quickly and for the highest possible price.

PROS AND CONS OF PRICING IT

- ✓ below market value
 - + The home will receive high interest and a quick sale
 - + You may get a multiple offer scenario, which may include offers higher than asking price
 - Risk of having to sell at a lower price
- = at market value
 - + No appraisal issues
 - + Buyers and agents will recognize a fair price
 - + Will appear on more relevant buyer searches
- ^ over market value
 - + If you have to receive a certain amount for the home
 - It will take much longer to sell
 - The more days it's on the market, the worse it looks to prospects
 - The home may not appraise by the buyer's lender, back to negotiations

What is my home worth?

Using a real estate agent is crucial for accurately valuing your home. I conduct a Comparative Market Analysis (CMA) to establish the right listing price, analyzing recent sales, pending contracts, and listings in your home's price range. I compare their size, style, room count, age, amenities, condition, and location. It's important to note that your home's assessed tax value doesn't reflect its market price.

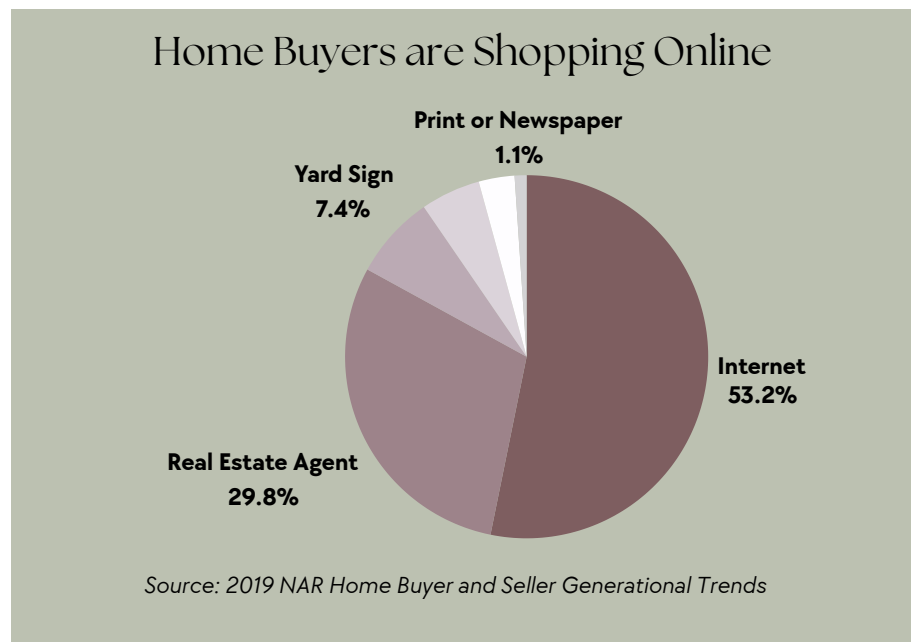
✓ STRATEGIC MARKETING

It's highly probable that the initial encounter potential buyers will have with your home is in the digital realm. That's why we are committed to maximizing online visibility and ensuring our listings make the strongest possible impact.

When navigating the world of online marketing, you might find that some agents claim to have unique strategies for promoting your home. However, it's important to understand that all agents' listings are distributed to numerous websites through the Multiple Listing Service (MLS), guaranteeing extensive exposure. For buyers actively searching for a home, it's virtually impossible to overlook your property if it's on the market.

Typically, the hurdles that could hinder a home sale pertain to its pricing, the manner in which it's entered into the MLS, and how it's presented there.

Photographs are key in attracting potential buyers to view your home. High-quality, attractive images that showcase your home's best features are essential.



We work with top-notch real estate photographers to present your property in its finest light. I take care of the photography costs. Ensure your agent doesn't compromise your listing's appeal with low-quality, cell phone photos on the MLS.

HOW WILL THE SHOWING PROCESS WORK?

Together, we will determine the best approach for managing home showings. We can establish specific time frames and days for showings, as well as a system for notifying you beforehand. Ideally, the home should be empty during showings, but if that's not feasible, we'll find a solution that suits both the buyer's experience and your routine. Typically, we use an electronic lockbox for secure key access, which alerts me every time it's used, ensuring your home's security. If there are pets in the home, we'll figure out how to best care for them during showings. Additionally, I will gather feedback from each showing and share those insights with you.



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- ☐ Remove all clutter and put away any personal items or decorations
- ☐ Remove all dishes from the sink and wipe it down
- ☐ Stow away any valuable items or take them with you
- ☐ Collect any kids or pets toys that are out
- ☐ Empty trash
- ☐ Clean bathrooms
- ☐ Spray air freshener or light a candle
- ☐ Fix and declutter exterior walkways

✓ PREPARING TO CLOSE

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they have are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Appraisal contingency.** Typically, the lender requests an appraisal is done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **Home sale contingency.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.



Should I offer incentives like a home warranty, closing costs, or selling agent bonus?

I believe in evaluating the use of incentives individually, tailoring them to each unique situation. In certain cases, incentives can be strategically beneficial. For instance, in low-traffic areas, providing agents with an incentive to attract buyers might be advantageous. Alternatively, if appliances in your home are nearing the end of their lifespan, offering a home warranty could be an appealing incentive for potential buyers. However, incentives such as contributions to closing costs are often more effectively utilized as tools during negotiations.

What do I need to disclose?

It's crucial to be upfront about any potential issues with your property, as buyers will conduct their own inspections. Ensure all known problems, whether they pertain to appliances, utilities, structural elements, or legalities, are listed on the Seller's Disclosure. Addressing repairable issues before listing is advisable. For issues that can't be fixed in time, adjust your listing price accordingly. This transparency helps in fostering trust and smoothing the sale process.

What if my home appraises below the agreed sale price?

Sometimes a home's appraisal may come in lower than the agreed contract price. In such cases, we re-enter negotiations to find a middle ground in price and contract terms that satisfies both parties. More often than not, we successfully salvage the deal. While you reserve the right to maintain your price despite a low appraisal, it's generally beneficial to negotiate with the buyer, considering a subsequent appraisal might yield a similar value. If appraisal value is a concern, consider getting a pre-listing appraisal to better inform your pricing strategy.

How do you negotiate multiple offers?

Being in a multiple-offer situation is advantageous for sellers. My role is to help you discern the most favorable buyer, which isn't solely based on the highest bid. We'll weigh factors like financing type, escrow amount, inspection terms, and the buyer's purpose for the property, be it investment or a family home. These elements can be crucial in making an informed decision.

How long will it take to sell my home?

The duration your home spends on the market hinges on current local market conditions and realistic pricing. My goal is to secure the best possible price in the least amount of time. Typically, homes priced accurately enter a contract within two to three months. If a swift sale is a priority, this urgency should be mirrored in your listing price.

Thank You



Thank you for entrusting me with your time. It's an honor to guide you through this journey.

Should you have any questions, don't hesitate to text or call for a prompt reply. Assisting clients in achieving the best sale is my passion, and I'm always ready to address your queries.



Realtor®

(970) 880-0823

rachel@movemetoswco.com

www.movemetosouthwestcolorado.com

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    @movemetosouthwestco

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