

A modern interior space featuring a beige sofa with a black pillow, a black coffee table with an open magazine, and glass display cases filled with books and decorative items. The ceiling has recessed lighting and track lighting. A large teal graphic element is on the right side of the image.

SELLER'S GUIDE

Your how-to guide in leveling up
your Real Estate Property selling.



HELLO

Since 2014, I've been helping clients find their dream homes. Armed with a computer science degree from Purdue, I infuse my tech-savvy skills with a personal touch. As a twin mom and married to a civil engineer, I like to think I'm a powerhouse in both work and life. As a Girl Scout leader, member of Indy Spotlight choir, and HSE schools volunteer, I'm all about making a positive impact. I love family time, traveling, board games, trying new restaurants, and cuddling with my wiener dogs. I support FARE, PFLAG, A Critter's Chance, and more. Hamilton County has been my home since my Purdue days and I'm passionate about connecting with people and delivering the best real estate experience with a side of humor.

TABLE OF CONTENTS

1. PREPARING TO SELL

Real Estate Terms	4
Home Seller's Roadmap	5
Finding a Great Agent	7

2. PREPARE YOUR HOME

Staging	10
Pre-Listing Checklist	12
Pricing	14

3. FINDING A BUYER

Marketing	16
Listings	17
Showings	18
Offers & Negotiations	20

4. DURING THE TRANSACTION

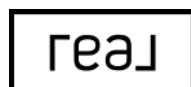
Under Contract	22
Home Inspection	23
Appraisal & Approval	24

5. FINAL DETAILS

Closing	26
Client Testimonials	27
Resources	28



Preparing to Sell



REAL ESTATE TERMS

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

CLOSING COSTS

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance, title fees, HOA fees, and lender expenses.

EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to ensure that no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

DISCLOSURES

All sellers are required to fill out a property disclosure stating what they know about the property - good or bad.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.

HOME SELLER'S ROADMAP

01

Find Agent

Find a great agent that you're comfortable working with and discuss your wants and needs.

02

Staging

Discuss possible improvements and staging. Bring in contractors, if needed.

03

Pricing

Review comparable homes, list to sell price ratios, and days on market to determine the price and timeline.

04

Marketing

Marketing material is created and pre-marketing begins. Professional photography is a must and included in our fee.

05

Listing

The listing goes live after a period of pre-marketing. It is syndicated to all the major websites.

06

Showings

Showing requests are completed by text request. You should be out of the home for all showings.



07

Feedback

Feedback is requested after all showings. This can give us valuable insight into what buyers are currently interested/not interested in.

08

Offers

When an offer comes in we will review it together and you will receive a net sheet to estimate your net proceeds.

09

Under Contract

Once an offer is accepted, the earnest money is delivered and title work is ordered.

10

Inspection

The buyer will set up an inspection and requests for repairs might be made.

11

Appraisal

An appraisal will be set up if there is a lender involved. The home must appraise for at least the purchase price.

10

Final Walk Through

The buyer will complete a final walk through to ensure the home is in the same or better condition that when they made their offer.

11

Close

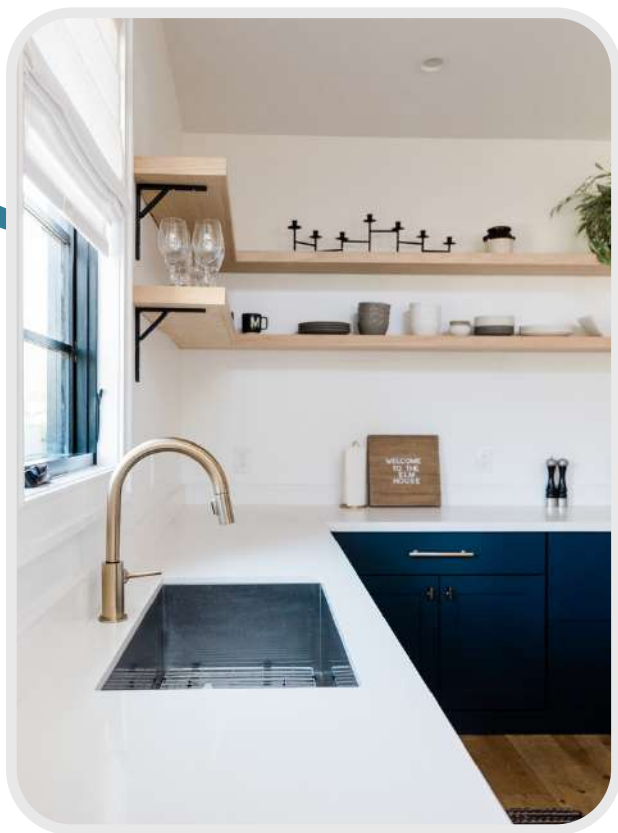


FINDING A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-buying process.

This is one of the biggest decisions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of home buying.



CONTINUATION...

Finding a Great Agent

- **INDUSTRY KNOWLEDGE**

I have access to a wide variety of resources that are not readily available to the public. They can help you determine the best price and time to sell.

- **SMART NEGOTIATING**

With my years of experience and expertise, I can help you negotiate the best price for your home.

- **PROFESSIONAL EXPERIENCE**

I further my education by taking annual training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork.

- **CUSTOMER SERVICE**

I am dedicated to helping you answer any questions that arise from this process. I treat you how I would like you to treat me!





PREPARE YOUR HOME

PREPARE YOUR HOME

Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.



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.
- Professional photos are included in our fee as these determine the first impression the potential buyer will have of your house.

PREPARATION CHECKLIST



OUTSIDE THE HOME

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



INSIDE THE HOME

- Repaint the home in a neutral color (preferably gray)
- 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

PRE-LISTING CHECKLIST

INTERIOR

- ☐ Dust baseboards and trim
- ☐ Dust windows and window wells
- ☐ Declutter entry way
- ☐ Cut fresh flowers for the table
- ☐ Replace all filters in vents
- ☐ Replace worn pillows and rugs
- ☐ Have carpets professionally cleaned
- ☐ Clean all lights and ceiling fans
- ☐ Recycle and take out all trash
- ☐ Update family photos in frames
- ☐ Dust all blinds and curtains
- ☐ Open windows to eliminate odors
- ☐ Inspect & repair leaky faucets
- ☐ Declutter closet leaving free space
- ☐ Reorganize basement
- ☐ Fix any broken locks
- ☐ Mop all hardwood and tile
- ☐ Repaint rooms with neutral colors
- ☐ Check and replace lightbulbs
- ☐ Fill holes or cracks in walls
- ☐ Dust shelves and art

YARD & ENTRY WAY

- ☐ Extract weeds from flowerbeds
- ☐ Re-paint the front door
- ☐ Mow lawn
- ☐ Plant colorful plants
- ☐ Trim trees and bushes
- ☐ Mulch flowerbeds
- ☐ Clean sidewalk and walkways
- ☐ Replace with fresh doormat

EXTERIOR

- ☐ Inspect & clean gutters
- ☐ Replace lightbulbs
- ☐ Clean windows
- ☐ Change battery on porch light
- ☐ Powerwash driveway
- ☐ Clean window trims
- ☐ Repaint fence
- ☐ Powerwash driveway stains
- ☐ Replace missing roof shingles
- ☐ Re-stain patio
- ☐ Fix driveway cracks

PRE-LISTING CHECKLIST

KITCHEN

- ☐ Sanitize all cabinet fronts
- ☐ Deep clean refrigerator and stove
- ☐ Reorganize to create space
- ☐ Declutter items on counter
- ☐ Take out trash
- ☐ Reorganize refrigerator
- ☐ Sanitize all appliances counters

BEDROOM

- ☐ Dust shades and curtains
- ☐ Wash bedding and pillows
- ☐ Clean and organize nightstands
- ☐ Declutter closets
- ☐ Box up past season's clothes
- ☐ Rejig furniture layout

LAUNDRY ROOM

- ☐ Fold all clothing away
- ☐ Deep clean all surfaces
- ☐ Refill detergent & clean shelves
- ☐ Run clean cycle on washer and dryer

BATHROOM

- ☐ Sanitize toilet bowls
- ☐ Clean and repair grout
- ☐ Check water pressure at all fixtures
- ☐ Check toilet seat secured
- ☐ Update worn rugs and towels
- ☐ Ensure the sink/tub/shower drain well
- ☐ Clean rust and mildew stains
- ☐ Fix the exhaust fan
- ☐ Re-caulk around sink/tub/shower
- ☐ Clean soap residue from shower/tub
- ☐ Wash or buy new shower curtain

GARAGE

- ☐ Add shelves to organize floor space
- ☐ Power wash the floors
- ☐ Declutter items in bins on shelves
- ☐ Check the garage door is working
- ☐ Fix exposed wiring
- ☐ Repaint floors

ESTABLISH A PRICE

WHAT DETERMINES THE PRICE?

You have two options
in order to price your
home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighbourhood.
- You can get your real estate agent to perform an analysis on other homes for sale in the area.



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.

FINDING A BUYER



MARKETING



MARKET RIGHT

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.



MARKETING TIPS

- 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!

LISTINGS



Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

A sign will be placed in your front yard to let passerbys 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.



SHOWING CHECKLIST

IF YOU ONLY 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 HAVE 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 & 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 buyer to find a price that you are happy with.

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





DURING THE TRANSACTION

UNDER CONTRACT

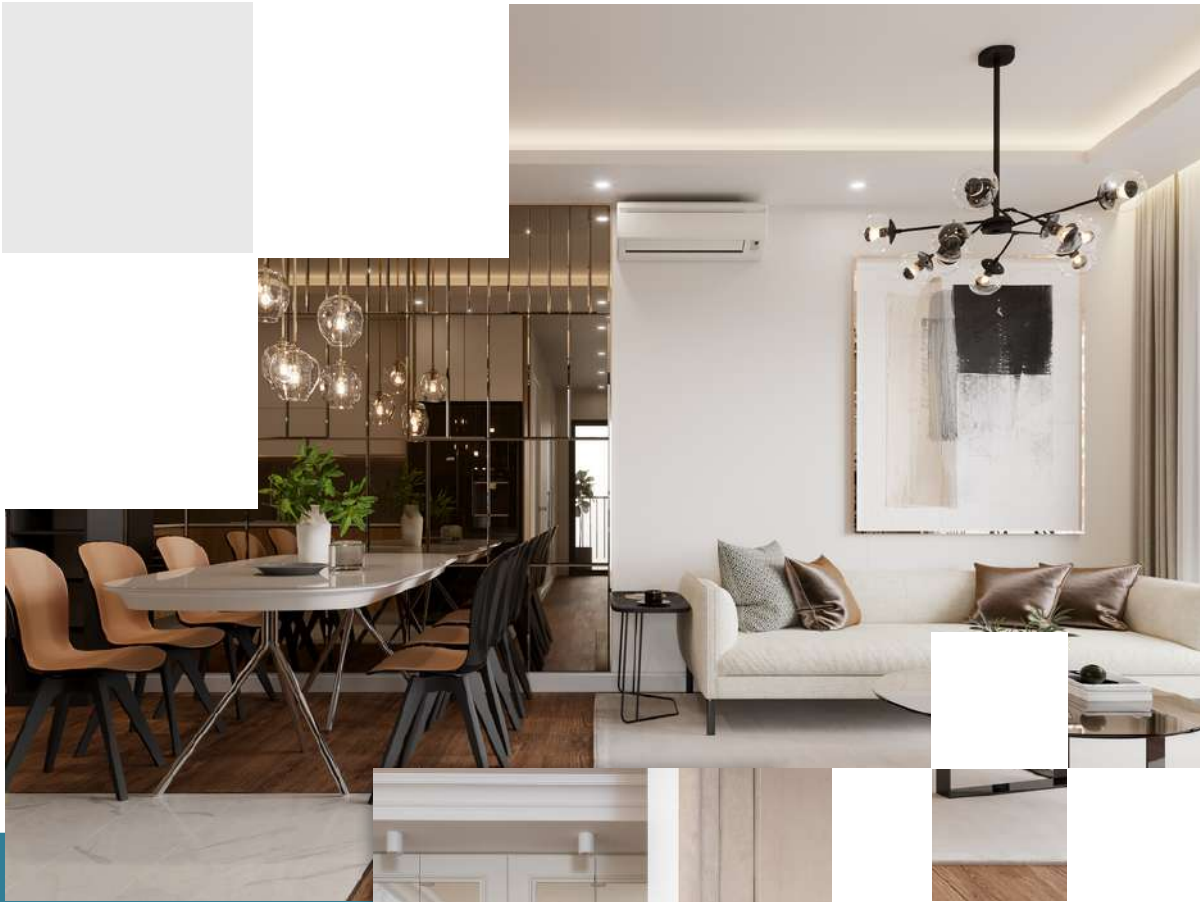
The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

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

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



HOME INSPECTION



The buyer will have an inspection completed once under contract.

If anything serious comes up during the inspection, the buyer has the option to request that it be remedied prior to closing.

Make sure that all utilities are on and all areas of the home are accessible for the inspection.

Failing to do so means the inspector will have to revisit the home and possibly delay closing.

APPRAISAL & APPROVAL



→ PROPERTY APPRAISAL

The lender will also want a formal appraisal of the home prior to issuing the loan.

We will provide an appraisal packet to the appraiser that will contain:

- Comps used to price your home
- Information on multiple offers, if applicable
- Updates made to the home in the past 5-10 years

→ LOAN APPROVAL

The lender will review any and all financial related forms and information prior to granting the loan for the buyer.

They will review details like:

- Income
- Credit check
- Employment status



FINAL DETAILS

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

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've sold your home!



CLIENT TESTIMONIALS



Chad T.

Melanie did a fantastic job assisting us in buying and selling our home. Highly recommend!



Cathy E.

Her experience, creativity, ideas, market and financial knowledge has helped my process greatly.



DeAnna P.

She is extremely professional, hardworking and very fun and charming. I cannot recommend her enough!



Arec L.

Melanie Balog set and exceeded expectations. And we really like her style! Easiest 5 star review

RESOURCES

LANDSCAPING & EXTERIORS

Thomas Lawn & Landscape 317.757.5067

Emerald Meadows 317.426.8577

A1 Roofing 317.319.7961

Bone Dry Roofing 317.873.6005

ELECTRICAL & PLUMBING

Burtner Electric 317.773.7663

B&W 317.243.3581

Summers (also HVAC) 317.253.4328

Service Plus (also HVAC) 317.550.2612

GENERAL CONTRACTOR

Crew Property 317.339.2944

Universal 317.257.0779

Indiana Residential 317.371.5032

Taylor Home Improvement 317.523.7186

MOVERS

Colt Moving 317.476.3765

Two Guys and a Truck 317.776.1447

UNITS of Indianapolis 317.374.0481

Planes Moving and Storage 317.225.4366



NOTES

Date :

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Date :

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@balogrealty

