



SELLERS GUIDE

PRESENTED BY



THE PROCESS

A QUICK GUIDE TO THE SELLING PROCESS

01

CONSULTATION

Meet with your Real Estate Agent!
Discuss listing price, terms and contracts..

02

PREPARE YOUR HOME

Stage/ Prepare your home to sell,
make upgrades or repairs, and
declutter to show.

03

LIST & SHOW

Your agent will place your home on
the open market, schedule open
houses, showings and more.

04

OFFERS & NEGOTIATION

Negotiate an offer and send counter
offers! Complete disclosures and
accept an offer to sell!

05

UNDER CONTRACT

You have accepted an offer from a
buyer and both parties have
signed agreements.

06

FINAL DETAILS

While under contract, the buyer will
work with their mortgage to finalize
the loan, and get home inspections.

07

CLOSING

Stage/ Prepare your home to sell,
make upgrades or repairs, and
declutter to show.



MEET OUR TEAM



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WORKING WITH US

THE ABSOLUTE MUST-HAVES

These are just some of the perks you will receive by working with us.

- Professional Photography
- Yard Sign
- Weekly Reporting
- Full MLS Exposure
- Comparable Sold/Active Updates
- Open Houses
- Access to Preferred Vendors
- Lockbox
- Consistent Market Analysis
- Advanced Negotiation Training

PRICING YOUR HOME

It is very important to price your home properly in the current market for maximum exposure. Using our competitive marketing analysis tools, we will suggest a listing price that is comparable to those recently sold in your neighborhood and that will meet your needs.



PRICE TO PROFIT

SETTING THE RIGHT PRICE

Determining the optimal price for your home can pose a considerable challenge. Overpricing might repel potential buyers and jeopardize the sale, while underpricing could lead to financial losses.

Our objective is to discover the ideal price, maximizing the potential sale value of your property.

We accomplish this by leveraging our expertise in analyzing both local and national real estate markets, conducting thorough research on comparable homes currently on the market, and performing a comprehensive market analysis of past sales in your neighborhood/area.

This meticulous process enables us to determine the optimal price that perfectly aligns with the unique attributes of your home.



PREPARE YOUR HOME

CLEAN, DECLUTTER, & DE-PERSONALIZE

After you have priced your home, it's time to prepare your home to amaze your future buyer!

- Consider hiring a cleaning service to do the prep work for you. We have several preferred partners we can recommend for you!
- Host a garage sale to declutter or sell the items that you don't need.
- Flooring: shampoo, vacuum, and clean carpets and rugs.
- Bathroom: wash and/or replace shower curtains, treat mildew or mold in the shower or tub and clear the countertop of all personal toiletries.
- Kitchen: clean the countertops and store away small appliances. Remove any artwork, photos and magnets from the refrigerator. Keep the sink and trash clean.
- Dust off furniture, lights, blinds and other surfaces.
- Wash windows and mirrors
- Organize closets and storage spaces, buyers tend to peek inside those areas during an Open House.
- Make beds and fold blankets.
- Store magazines, books, toys, games, etc.
- Place all valuables, like jewelry and money in a safe and secure place.
- Weed, mow, rake and water your lawn.
- Store garden tools, toys and trash bins neatly on the side of the house or in the garage.
- Power wash your driveway to remove oil stains.
- Buy a new welcome mat for the front door.
- Replace house numbers, light fixtures and other hardware if needed.

HOME SELLING CHECKLIST

YOUR PROPERTY LOOKS GREAT

Here are tips for quickly preparing for a scheduled home showing.

- PUT ALL THE TOILET SEATS DOWN, HANG UP TOWELS, PUT A FRESH BATH MAT OUT
- OPEN ALL THE DRAPES AND WINDOW SHADES
- OPEN ALL THE DOORS BETWEEN ROOMS
- TURN ON ALL THE LIGHTS, INCLUDING LAMPS
- TURN OFF THE TV
- LOOK AROUND FOR CLUTTER AND CLEAR AWAY
- CLEAN KITCHEN COUNTERS OF UNNECESSARY ITEMS (STORE SMALL APPLIANCES), AND PUT AWAY DIRTY DISHES.
- TAKE THE TRASH OUT. IF YOU HAVE PETS, PUT UP FOOD AND CLEAN THE LITTER AREA
- MAKE SURE BEDS ARE ALL MADE AND CLOTHES ARE PICKED UP
- SWEEP AND VACUUM FLOORS
- REMOVE EVERYTHING FROM THE REFRIGERATOR DOORS
- HIDE OUTDOOR TOYS IN THE GARAGE.
- HIDE GARBAGE BINS IN THE GARAGE OR ON THE SIDE OF THE HOUSE.
- PUT PERSONAL ITEMS IN A BASKET IN THE TRUCK OF YOUR CAR
- GO TO THE PARK, GROCERY STORE OR A FRIEND'S HOUSE UNTIL THE SHOWING IS OVER.
- AVOID STRONG SCENTED CANDLES OR AIR FRESHENERS AS THEY MAY AGGRAVATE ALLERGIES OR CREATE A MASKING EFFECT.



HOW TO NEGOTIATE

YOU HAVE AN OFFER

Prior to finalizing your decision on which offer to accept, we will discuss:

- Offer Price
- Pre-approval letters or proof of funds
- Contingencies (financing, appraisal, inspections, repairs, etc.) • Earnest Money Deposit
- Closing Date

In certain instances, the initial listing price may differ from the eventual selling price. As we negotiate, we will carefully assess the offers and provide you with our professional insights and recommendations. When an offer is received, you will have three options to consider.

1. You can accept the offer.
2. You can reject the offer.
3. You can counter-offer.

When faced with multiple offers, resist the temptation to automatically favor the highest one as it may not necessarily be the best choice.

Keep in mind that price isn't the sole factor to consider! You have the opportunity to negotiate not only on the price but also on conditions, assets within the home, and necessary renovations or repairs.



CALCULATE YOUR PROCEEDS

HOW MUCH ARE YOU GETTING

When selling your home, it's important to take into account various closing costs.

MORTGAGE FEES If you owe on your home, check with your lender to determine any costs that will occur if you need to transfer or release your mortgage.

DISBURSEMENTS These expenses encompass a range of legal fees, including REALTOR® commissions, travel expenses, document copies, courier services, registration fees, and document preparation costs. Additionally, they may include escrow fees, home appraisal expenses, property recording and transfer fees, homeowners insurance, and Title Insurance.

ADJUSTMENTS Determining the precise amount owed to utilities on the day of closing can be challenging for sellers. However, the appointed title company and bank will ensure that any overpayments related to rent, mortgage, interest, property taxes, and other utilities are appropriately refunded or credited back to the seller.

MOVING COSTS The expenses associated with your move will depend on your location and the amount of belongings you need to transport. If you decide to handle the move yourself, it's important to consider costs such as gasoline, rental vehicles, moving boxes, and supplies.



RESOURCES

HERE ARE SOME RECOMMENDED VENDOR PARTNERS YOU MAY WANT TO CONSIDER UTILIZING WHEN SELLING YOUR HOME.

CLEANERS

- CHRYSTAL MORRIS | SERVING HARFORD COUNTY | 443.528.2437
- SAMOS CLEANING SERVICE | 443.769.0722
- PARK AVENUE CLEANING | 877.546.9837 X700

MOVING COMPANY

- VON PARIS MOVING AND STOARGE | WWW.VONPARIS.COM

LENDING

- NFM LENDING | SCOTT BETLEY | 443.567.9174

**If you are in the process of purchasing a home and require financing.*

CONTRACTORS

Additionally, we maintain a list of recommended general contractors, plumbers, electricians, painters, handyman services, and landscapers. For more information, please consult your agent.

SELLERS QUESTIONNAIRE

NAME:

ADDRESS:

PHONE:

EMAIL:

REASON FOR SELLING

When do you want to sell by? Is there urgency?

DO YOU OWN YOUR HOME FREE AND CLEAR?

Do you owe anything on the property? Are you currently paying a mortgage?

DO YOU KNOW WHAT YOUR HOME MIGHT BE WORTH?

What amount are you wanting to receive from the sale of your home?

MOVING

Will you need to move before you sell? Are you looking for a new home? Are you working with an Agent?

TIMEFRAME

Do you need to close on a new home? Ideal move out time?