

Seller's GUIDE



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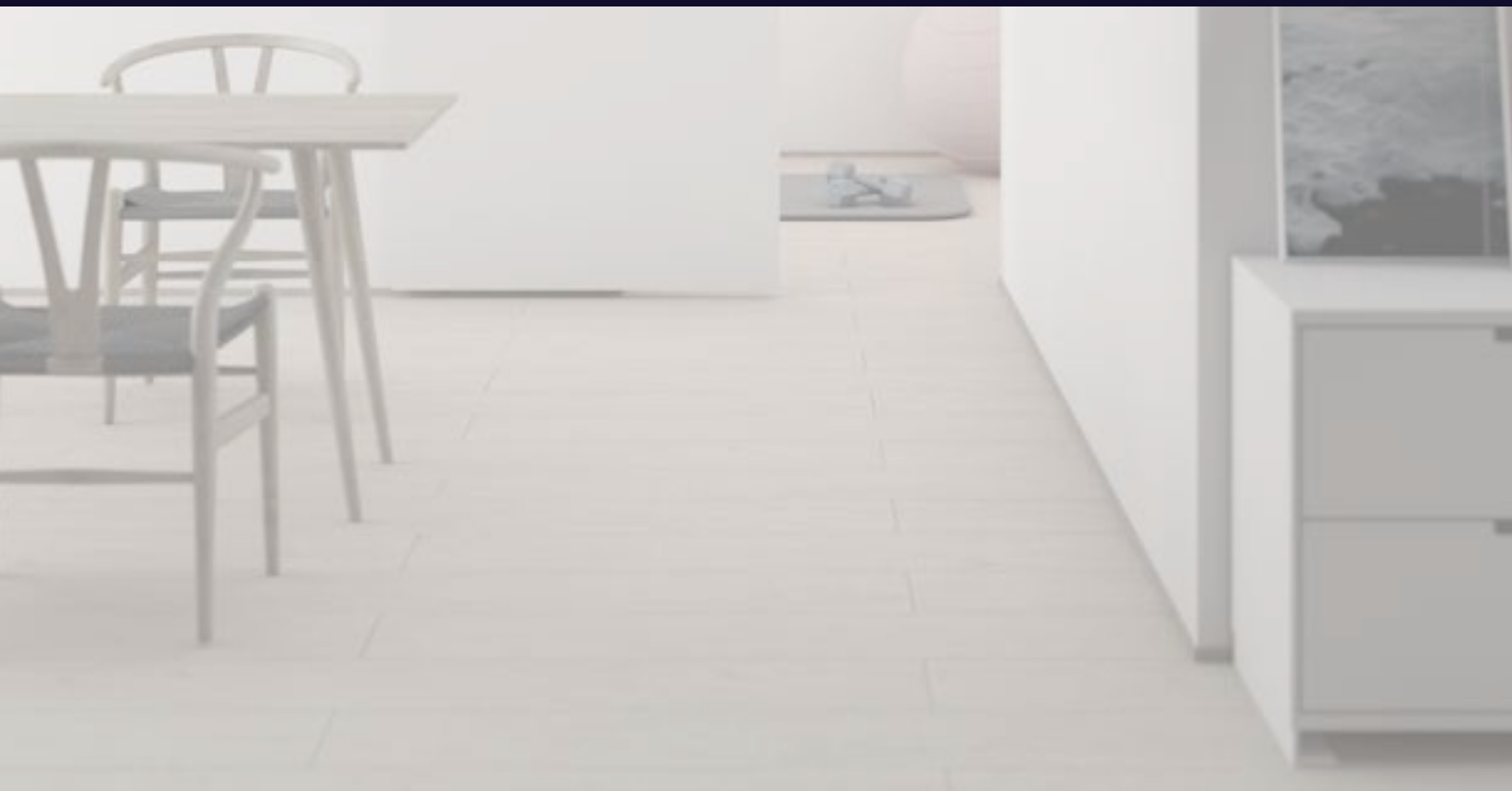
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ABOUT ME





Hello! I'm Julie Sisnroy

I am an Air Force veteran turned real estate agent and I have lived in the area since 2018.

My goal is to provide top-notch service to all clients, leveraging my expertise in marketing, negotiation, and market analysis to efficiently sell your house at the best price possible. From crafting listings to managing the closing process, I'll be your trusted advisor every step of the way.

Whether you're a first-time seller or a seasoned homeowner, expect personalized attention and outstanding results. Let's work together for a seamless and rewarding selling experience.

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Home Seller's

ROADMAP



Note: This is only a high level overview of a buy-side process. For more detailed steps, please refer to your real estate agent.

Real Estate TERMS

PRE-APPROVAL

A pre-approval is the first step to obtaining a mortgage to purchase your home. The banker will perform an analysis on your income, debt, and credit-worthiness. You will need one in order to be ready to put an offer on a house.

OFFER

An offer is a preliminary agreement to purchase a home, and is set between a buyer and a seller.

CONTINGENCY

A contingency related to a property is when the preliminary offer is accepted, pending certain conditions set out by the seller.

CLOSING COST

The closing cost is the amount that is paid, in addition to the sale price. This can include: taxes, insurance and lender expenses.

GOOD FAITH MONEY

Good faith money is the balance of funds that are set aside into a trust or an escrow account to show the buyer is serious about the purchase.

TITLE SEARCH

A title search will confirm that the property that is being sold in fact belongs to the seller.

APPRAISAL

An appraisal is the value that is assigned to the real estate asset based on an assessment of the asset, neighborhood, market condition, and more.

HOME INSPECTION

A home inspection is an official review of the real estate asset's current condition. They will help to determine if there is any work needed to be done to the property to bring it to normal working order.

DISCLOSURES

The disclosures related to a property will include everything that the sellers know about the property, including any areas that need repairs.

CLOSING

The closing part of the real estate sale is when the money and keys are exchanged.



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Preparing TO SELL



FINDING

a great agent

01

A real estate agent is a huge asset to you as you go through the selling process. This is one of the biggest investments in your life and you need a skilled professional guiding you through the process.

As your agent, I will be working with your best interests in mind and can help guide you through all the stages of selling your home and getting the best price.



INDUSTRY KNOWLEDGE

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

SMART NEGOTIATING

My team and I have a ton of collective experience and expertise, so we can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

As licensed real estate agents, we must undergo annual training and compliance to ensure that we are up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

My goal is to meet YOUR needs and I am dedicated to helping you answer any questions that arise from this process. I treat you, how I would like to be treated! After all, I have been on that side as well!

ESTABLISH

the right price

02



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.

COMPARATIVE MARKET ANALYSIS

I will do my research and look at other similar homes in your neighborhood and develop a Comparative Market Analysis - just a fancy way of saying, what price will get this house sold?

Then, I will share it with you and come up with the BEST price for your home.



STAGING

Prepare your Home



PREPARE

your home

03

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.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



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.

Be sure to check out my helpful checklist on the next page!

STAGING *Checklist*



OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- 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
- Remove weeds and any insightly items (tools, garden hose)

INSIDE THE HOME

- Make sure that walkways are clear
- Complete a deep clean. Pay special attention to kitchens and bathrooms.
- Address all minor repairs, including leaky faucets, loose handles, and chipped paint to show the home is well-maintained.
- Open curtains to let in natural light and add lamps or fixtures in dark corners to brighten the space.
- If within budget, repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Consider hiring a professional stager



A modern kitchen featuring a large white island with a white countertop and a brass faucet. Three white bar stools with metal frames are tucked under the island. The kitchen has white cabinetry, a stainless steel stove, and a wooden floor. The background shows a dark grey wall with three pendant lights.

FINDING

A Buyer

YOUR

Listing

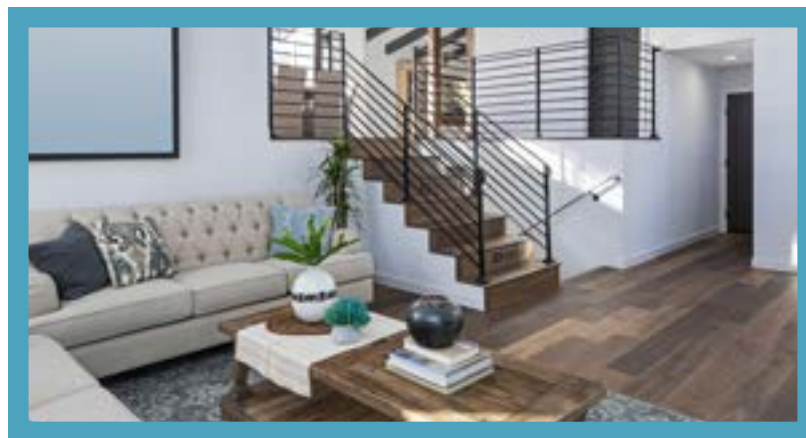
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PROFESSIONAL PHOTOS

We will hire a professional photographer to take photos of your home. Be sure the home is “picture ready.”

Clean off all clutter, empty dishes in sink, make beds, remove magnets from fridge, hide bathroom plungers and cleaning supplies, open blinds/curtains, etc.

These are the first impressions of your home to a potential buyer.



A home with professional photos:

- Sells faster
- Attracts more buyer leads
- Sell for a higher price
- Looks more professional!

POSTED ON *The MLS*

IT'S LIVE!

While we are waiting for photos to be ready, we will start verifying all the information about your home to make the best listing description to capture buyer's attention! This is where you highlight all the great things about your home!

Once the photos are ready, your home will be live on the Multiple Listing Service (MLS) for all real estate agents to see and schedule for showings.

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.

Be prepared for showings and open houses!



MARKETING

your home

05



Not only do we just post it on the MLS and forget it, we will actively market your home. I will share your listing with other colleagues and other agents who have active buyers.

We will supply a sign for your front yard to let passerby's know of your intentions to sell.

We can also discuss having an open house, if you choose!

ADVERTISING & SOCIAL MEDIA

Leveraging social media and targeted advertising, we highlight your home's best features through engaging content and virtual tours.

Our strategic approach ensures your property reaches the right audience, maximizing exposure. I will make sure your home stands out and attracts potential buyers efficiently.



Showings

06

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.

Put away anything that is not part of your daily life.

TIP: Have a laundry basket ready to throw your da-to-day stuff in and bring to your car for last minute showings.



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.

REVIEWING

offers

07

NOW WHAT?

After receiving an offer on your home, you, as the seller, have three main options: accept, reject, or counter the offer.

1. **Acceptance:** If the offer meets your expectations in terms of price, contingencies, and closing timeline, you can accept it as is. This moves you into the contract phase.
2. **Rejection:** You might reject an offer outright if it's too low or the terms are not favorable. This can be strategic if you anticipate more attractive offers.
3. **Counteroffer:** This is the most common route. If the offer is close to what you're looking for but needs adjustments, you can counter. The buyer can then accept, reject, or counter your counteroffer.



COUNTEROFFERS:
involve negotiating the price, closing date, contingencies, or other terms.

COMMON CONTINGENCIES:

- Home Inspections
- Appraisals
- Financing

UNDER

contract

08



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

- Stay proactive: Ensure you meet all deadlines for repairs and other obligations.
- Keep documents organized: From the original contract to repair receipts, having your documents in order can smooth the process.
- I am always a phone call away! I can help navigate any issues that arise, keeping the process on track towards a successful closing!

Navigating from an accepted offer to closing is a complex process, requiring coordination and cooperation from all parties involved. With the right preparation and guidance, sellers can look forward to a smooth transition to the closing day.

A photograph of a bedroom. In the foreground, a bed is covered with white linens and a grey patterned runner. A wooden tray with a cup of coffee and a small dessert sits on the bed. To the right, a gold-colored bench with a white cushion is visible. In the background, there is a window with white curtains and a large green plant.

FINAL STEPS

and Closing

FINAL *details* 09

Some processes that will happen prior to closing. (Be prepared for hiccups. Don't worry - we'll get through them!)

- Contingency Period: Buyers and sellers address any contingencies, such as inspections, appraisals, and financing.
- Inspections and Appraisals: Conducted to ensure the property's condition and value meet the agreed terms.
- Title Search: Ensures the property is free of liens and disputes.
- Final Walkthrough: Allows the buyer to verify the property's condition before closing.



Closing

10



Closing is the final step. You made it!

Both parties sign all necessary documents, the buyer finalizes financing, and the sale is completed once funds and documents are exchanged.

- 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.

Congrats! You sold your home!



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