

SELLER'S GUIDE

Taking you from LISTED to SOLD!

rea
REAL BROKER, LLC

The logo features the name "Lisa" in a large, elegant black cursive font. To the right of "Lisa" is a small blue icon of a house with a chimney. Below "Lisa" are the words "Helms Crabtree" in a black sans-serif font, and "REALTOR" in a blue sans-serif font. At the bottom left of the logo area is the tagline "Finding Your Happy Place" in a blue sans-serif font.

SELLER'S GUIDE

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ALL ABOUT LISA



I have worked in the real estate field since 2003 and have been blessed to serve sellers, buyers, and builders. Together with my team of support professionals, we will market your home in the best possible manner with all intentions of bringing you an acceptable offer.

With me, you will receive exceptional real estate services and a sincere commitment to helping you sell your home. If honesty, integrity, and a person with a servant's heart is important to you, I am your Realtor®.

I look forward to serving your real estate needs and providing unparalleled service that you will value enough to refer for years to come!

Let's Connect



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NC Licensed Real Estate Broker and Realtor®
Member of the Charlotte Realtor Association/Canopy MLS
Member of the High Country Association of Realtors/HCAR MLS
Member of the Triad MLS



You can also find me on:



GET READY TO SELL!

*We're here to guide you through the process,
Every step of the way.*

FROM LISTED TO SOLD



PRE-LISTING PREPARATION



- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRICING YOUR HOME TO SELL

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE

A home that is priced at a fair market value will attract more buyers, and is more likely to get multiple offers and sell faster.





7 EASY CURB APPEAL TIPS THAT WILL MAKE BUYERS FALL IN LOVE

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

In today's market, professional photographs are a requirement for every successful listing. We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.



PHOTOS & SHOWINGS CHECKLIST

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim and doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING & MARKETING

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.



LISTING WITH LISA



LISTING TERMS

One year listing agreement is expected, however, a minimum of 6 months is acceptable in a seller's market.



COMMISSION

Compensation for Listing Services are set by Seller's Agent/Brokerage and not fixed by law. Compensation received may be split with Buyer's Agent/Brokerage. Dual agency compensation will be discussed.

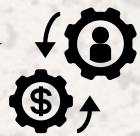


LISTING DOCUMENTS TO BE EXECUTED

- Working with Real Estate Agents Disclosure
- Exclusive Right to Sell Listing Agreement
- Residential Property/Owner's Association Disclosure
- Mineral and Oil Rights Mandatory Disclosure
- Any Other Disclosures Needed (Lead Based Paint, Vacation Home, etc.)
- Sellers Estimated Net Sheet
- Professional Services Disclosure
- Coming Soon Addendum (if applicable)
- Firm Wire Fraud Prevention Notice
- Firm Disclosure Regarding Compensation for Seller Agency
- Any Other Applicable Firm Notices and/or Disclosures

SELLER SUPPORT

Presenting your property in the best light is our ultimate goal. This requires sellers to be willing to handle as many items as possible on the prelisting checklists. Decluttering and cleaning is a priority as buyers need to be able to see the full beauty of the home in order to imagine it as their own. We want to ensure that our presentation of the home is the very best as "First Impressions" are everything and typically we only get one chance to win the buyer.



WHAT HAPPENS NEXT?



HOME MEASURE

Your home will be professionally measured in order to obtain the most accurate square footage and to ensure proper pricing. Floorplans may be provided on select homes.



PHOTOGRAPHY/VIRTUAL TOUR

Marketing of your property may include professional photography, virtual tour and/or drone footage. Listing agent will decide on appropriate marketing strategy after personally touring your property.



MLS INPUT

After gathering all the marketing details on your home, all data, photos, disclosures and other applicable data will be uploaded to the MLS. You will receive a copy of the MLS datasheet to approve prior to going Active. Depending on your home's location, your listing may be input into the Charlotte Canopy MLS, High Country MLS and/or Triad MLS.



SIGNAGE

A For Sale sign will be placed in front of your home, as well as directionals where permitted.



LOCK BOX & SHOWINGS

A lock or combo box will be placed on your property. It's best for sellers not to be present at the time of showings. A secure lock box allows only licensed real estate agents to schedule showings and access your home with pre-approved buyers.



OPEN HOUSE

If mutually agreed, an open house will be strategically scheduled to attract additional attention to your home.

OUR MARKETING STRATEGY

SYNDICATION

Once your home goes Active in the MLS, it will be syndicated to multiple websites including Realtor.com, Zillow and multiple other sites where potential buyers will be able to find your home immediately.

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility including agents worldwide via our firm's corporate platform (WorkPlace).

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, Google Business and LinkedIn to get the word out about your listing.

IN-HOME MARKETING

Where deemed beneficial, in-home marketing packets will be prepared and displayed for buyer tours. This is also a good opportunity to share a list of updates or items that make this home special to you.



OFFERS & NEGOTIATIONS

Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home.



FACTORS TO CONSIDER

CASH OFFERS

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

DUE DILIGENCE FEE (DDF)

The fee, if any, is negotiated and paid by the buyer directly to the seller for the right to conduct "Due Diligence". The amount of the fee may be influenced by such matters as the market for the property, number of days on the market, personal circumstances of buyer and seller, and the length of the "Due Diligence" period.

DUE DILIGENCE PERIOD (DDP)

This is the time period allowing buyer's the opportunity to engage in the process of further investigation of the property (aka "Homework"). During this time the buyers will engage in home inspections, pest, septic, property survey, appraisal, title search, loan qualification and application, repair negotiations, etc. A buyer can decide to terminate their offer at any point up until the end of their due diligence period and lose their DDF paid.

UNDER CONTRACT

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.



STEPS BEFORE CLOSING

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

DUE DILIGENCE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction or seller credit in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLEARED TO CLOSE

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.



CLOSING DAY



CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- › Revenue stamps
- › Home warranty
- › Real estate agent commissions
- › Attorney/document prep fees
- › Property taxes (split with buyer)
- › Remaining balance on mortgage
- › Any unpaid assessments, penalties or claims against your property

ITEMS TO BRING TO CLOSING:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys



SUCCESS STORIES

“

Lisa listed and sold a house as well as a piece of property for us. The home was a rental and had been left a mess. We live over an hour from the properties and Lisa helped coordinate all the repairs, handled one difficult offer, and we ended up selling both the home and property well over asking price with all the details handled perfectly! Strongly recommend Lisa to all!

- Jay T.



”



“

When we decided to move and sell our house Lisa was top on my list to contact. She came in and immediately confirmed what we needed to do to get on the market ASAP! We did like she said and our house sold in 5 days and closed in less than 30 days. Her knowledge and professionalism was even more than I ever thought they would be.. and, my little meltdowns would always end in laughing. Lisa should be your realtor and I cannot emphasize this enough, especially if you want your house to sell.



- LaDonna W.

”

“

Lisa is an amazing realtor!!!! She was recommended to us and she delivered!!! Lisa treated us with professionalism, integrity. She also acted with a sense of urgency which was huge in this market!!! We are beyond thrilled!

- Dale M.



”



SUCCESS STORIES

“

If I could give more stars I would! Lisa is very dedicated, detailed and an excellent communicator. Lisa is knowledgeable about the market. She is focused on her customer and makes you comfortable though the entire process.

- E. Wasson



”



“

I have been so impressed by Lisa Helms Crabtree. She helped me with my listings even though there weren't even roads to all the properties! She did a great job of advertising the properties so there was plenty of interest. She kept me informed throughout the process. I had talked with other realtors, but none were able to help me. Lisa Helms Crabtree did...and sold my properties in record time!

- L. Gibbs



”

“

My husband and I have worked with many many realtors over the past 40 years of marriage, bought, sold and rented properties from some realtors that were very good and some that were terrible. But none of them can compare to Lisa Helms Crabtree! FIVE Gold Stars for Lisa! She was kind, professional, listened to our needs, stepped back when she felt she should and offered advice when we were undecided. She was not pushy, but knowledgeable and intuitive and we feel so fortunate that we found her. She helped us get our dream cabin in a very competitive market and we loved working with her. We would recommend her highly!



- T. Broome

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Sell with confidence

Rea
REAL BROKER, LLC

Lisa 
Helms Crabtree
Finding Your Happy Place REALTOR