

# Seller's GUIDE



  
THE BROKER NETWORK<sup>SM</sup>



*Thinking of selling?*

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## Let us help guide you

Your home is probably your most valued asset. If that is the case, it is imperative that you get the best representation to help guide you through the process. It can be a little scary but it can also be one of the most exciting times of your life. Big changes and dreams of what is next in your future as a homeowner. We have decades of experience and a proven track record of successfully selling homes in a variety of markets. Our broker's expertise in pricing, marketing, and negotiating has helped us to consistently achieve top dollar for our clients. We pride ourselves on providing exceptional customer service and clear communication throughout the transaction - and beyond.

The goal is to make the selling process as smooth and stress-free as possible, while ensuring that your needs are met every step of the way. Whether you are a first-time seller or a seasoned investor, we are committed to achieving your real estate goals and exceeding your expectations.

[www.thebrokernetworkrealty.com](http://www.thebrokernetworkrealty.com)

# HOME SELLER'S *Roadmap*

1

## MEET WITH YOUR AGENT

- Discuss your needs
- Receive a Competitive Market Analysis (CMA)
- Set a competitive list price

2

## PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

3

## IMAGERY

- Professional photo session
- Professional video session
- Professional drone session

4

## MARKETING

- Online marketing
- Social media
- Signage
- Flyers

8

## INSPECTIONS & APPRAISAL

- Our agents work with the buyer's agent to coordinate and schedule a inspections & appraisal. These are both ordered by the buyer

7

## NEGOTIATE

- You can accept, counter, or reject an offer
- We work with you to to achieve the best results during the negotiation process

6

## REVIEW ANY OFFERS

- Each offer is presented to you at the time it is received and we will discuss the benefits & risks of each offer

5

## SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

9

## REPAIRS

- Likely some small repairs will need to be made after inspections.
- Our agents will give you the best recommendations for contractors and the like

10

## CLOSING

- Final walk-through
- Sign closing documents
- Buyer receive keys
- Your sale proceeds are either wired to your bank or a check can be sent directly to you



# Determining FACTORS

WILL MY PROPERTY SELL OR NOT?

## FACTOR 1 *pricing*

When presenting a home to buyers, it's important to price the home correctly. This will set realistic expectations and attract serious buyers, ultimately leading to a successful sale for the seller. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

## FACTOR 2 *how it works*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- ✔ Completing repairs that need to be done
- ✔ Cleaning carpets
- ✔ Decluttering & removing personal items
- ✔ Neutralizing spaces and walls
- ✔ Make sure the home is clean and smells fresh
- ✔ Ensure landscaping looks good

## FACTOR 3 *marketing*

We offer **PROVEN MARKETING STRATEGIES** to help get your home sold quickly and for top dollar.

- ✔ **PROSPECTING**  
Prospecting daily for potential buyers, talking with neighbors, other agents in the market, and past clients.
- ✔ **MARKETING**  
As soon as the listing goes live, we go to work on marketing your home! **ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING** are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.
- ✔ **COMMUNICATION**  
You can expect your agent to actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.



### THE TBN ADVANTAGE

#### ✔ PROFESSIONAL STAGING AVAILABLE

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

#### ✔ BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light. Your agent will be sure to take the extra steps to get maximum exposure for your home and give the online shopper a wealth of information, as well as high quality photos and marketing.

#### ✔ PROFESSIONAL PHOTOGRAPHY PROVIDED



# Listing STRATEGY

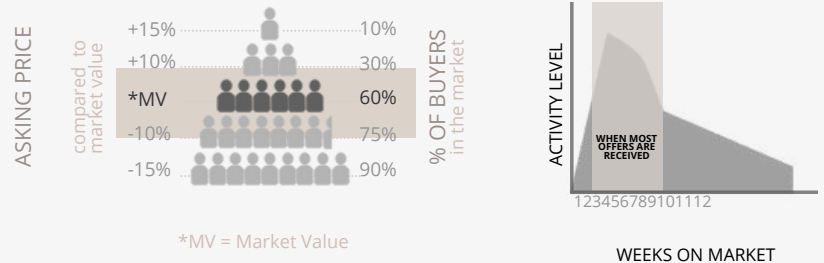


## PRICING STRATEGY

Taking a close look at the market analysis in your area, your agent will determine with you price for your home so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.



## PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, we recommend a professional staging consultation to ensure your home is ready to hit the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

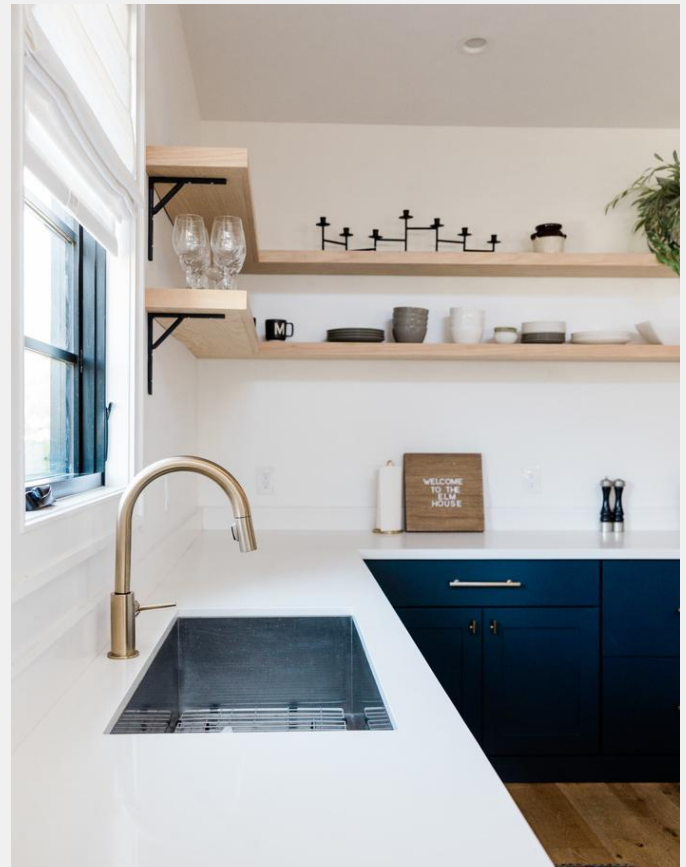
In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

## AGENT MARKETING

Our agents are part of a very large agent network. They will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. Our agents focus most of their attention on this. We attract a large pool of buyers with our marketing efforts.



# Preparing TO LIST

## MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

### 01 EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

### 02 INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures. Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

### 03 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



# THE ART OF *Staging*

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which attract more online interest and showings. Ultimately, staging helps a home stand out among and potentially command a higher sale price.



STAGED HOMES  
SPENT **90%** LESS  
TIME ON THE  
MARKET

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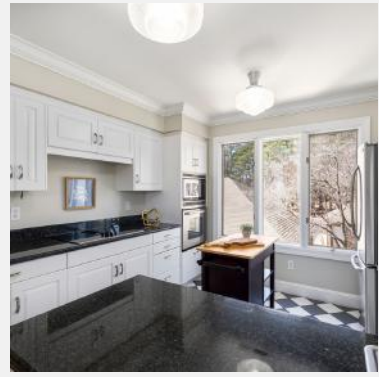
STAGED HOMES  
INCREASED SALE  
PRICE UP TO  
**50%**

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## BENEFITS OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ INCREASED SALE PRICE
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ MINIMIZES ANY FLAWS OF THE HOME
- ✓ DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL
- ✓ CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT





# Real Estate Photography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. We want to ensure that your home will be shown in its best light.



HOMES WITH  
PROFESSIONAL PHOTOS  
SELL **32% FASTER**

HOMES WITH AERIAL  
PHOTOS SELL **68%  
FASTER** THAN THOSE  
WITHOUT

PROFESSIONAL PHOTOS  
EARN OFFERS **47%  
HIGHER** ASKING PRICES  
PER SQUARE FOOT

## INTERESTING FACTS





# PROFESSIONAL *videography*

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VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT

REAL ESTATE LISTINGS  
WITH VIDEO RECEIVE  
**403%** MORE INQUIRIES

VIDEOS ATTRACT  
**300%** MORE TRAFFIC  
FOR NURTURING  
LEADS.

INTERESTING  
FACTS

**70%** OF HOMEBUYERS  
WATCH VIDEO HOUSE  
TOURS

# AERIAL *photography*

USING AERIAL PHOTOGRAPHY IN REAL ESTATE CAN SHOW BUYERS A MUCH MORE ACCURATE DEPICTION OF WHAT THE PROPERTY IS TRULY LIKE.



## BENEFITS OF HAVING AERIAL PHOTOS

- ✓ PROVIDES VIEWS OF THE ENTIRE PROPERTY & LAND
- ✓ THE CONDITION OF THE ROOF AND OTHER PROPERTY FEATURES
- ✓ THE NEIGHBORHOOD AND SURROUNDING AREA, INCLUDING THE HOME'S PROXIMITY TO SCHOOLS & AMENITIES
- ✓ NOT ALL HOMES BENEFIT FROM AERIAL PHOTOGRAPHY BUT THOSE THAT DO REALLY STAND OUT



# Virtual TOURS

A VIRTUAL TOUR IS A SEQUENCE OF PANORAMIC IMAGES THAT ARE 'STITCHED' TOGETHER TO CREATE A 'VIRTUAL' EXPERIENCE OF A LOCATION. ONCE CREATED, THE VIEWER IS ABLE TO EXPERIENCE WHAT IT IS LIKE TO BE SOMEWHERE THEY ARE ACTUALLY NOT



## THE BENEFITS

- ✔ Virtual house tours allow potential buyers to check out every room and corner with a few mouse clicks. Compared to photos and videos, this technology offers a more accurate and immersive experience.
- ✔ Utilizing virtual tours, we can narrow in on the most serious buyers and give them a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.
- ✔ Potential homebuyers don't like to wait. They want all the information now. A virtual tour allows every part of your home to be on display around the clock without disturbing you.
- ✔ Your home will definitely stand out. A virtual tour exposes your home to a wider audience. Your home can be toured from anywhere at any time.



# Property BROCHURES



3 BEDROOMS 4.5 BATHS 5,456 SQFT.

## main level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.

EXCERTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERVUNT MOLLIT ANIM ID EST LABORDUM.

## kitchen

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## finished lower level

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Property brochures can have numerous benefits when selling a home. They provide buyers with a tangible and detailed representation of the property, including high-quality photos, detailed descriptions, and relevant information. Brochures can also showcase any unique features or upgrades of the home that may be overlooked in online listings. They serve as a leave-behind for buyers to reference after touring the property and can be shared with others who may be interested.



# Sold on Keeping You Safe

## ✓ A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and can be located anywhere on the exterior of the home guarded by a security lock that only licensed agents have access to.

## ✓ STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

## ✓ DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

## ✓ REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away. While it is not common for medication to go missing, it does happen from time to time. Better to be safe than sorry!

## ✓ PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can lead to identity theft.

## ✓ BE EXTRA VIGILANT ON KEEPING DOORS & WINDOWS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

## ✓ KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, and friendly reminder signs for all of your showings.

# Marketing PLAN

## NETWORKING

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A large percentage of real estate transactions happen with co-operating agents in the area. We will expose your listing to this market.

## SIGNAGE

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A sign will be placed in your yard as well as directional sign and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

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Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## LOCKBOXES

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Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you, the owner, for a key. We kindly ask homeowners to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

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When we list your home with us, we utilize a showing service that can immediately communicate with you when a showing is scheduled. Many times, sellers opt to have their agent contact them when a showing is requested. We follow up on all showings to get feedback from the other agents and buyers.

## EMAIL MARKETING

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An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## PROPERTY BROCHURES

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High quality property brochures will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## OPEN HOUSES

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We have a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

## SOCIAL MEDIA MARKETING

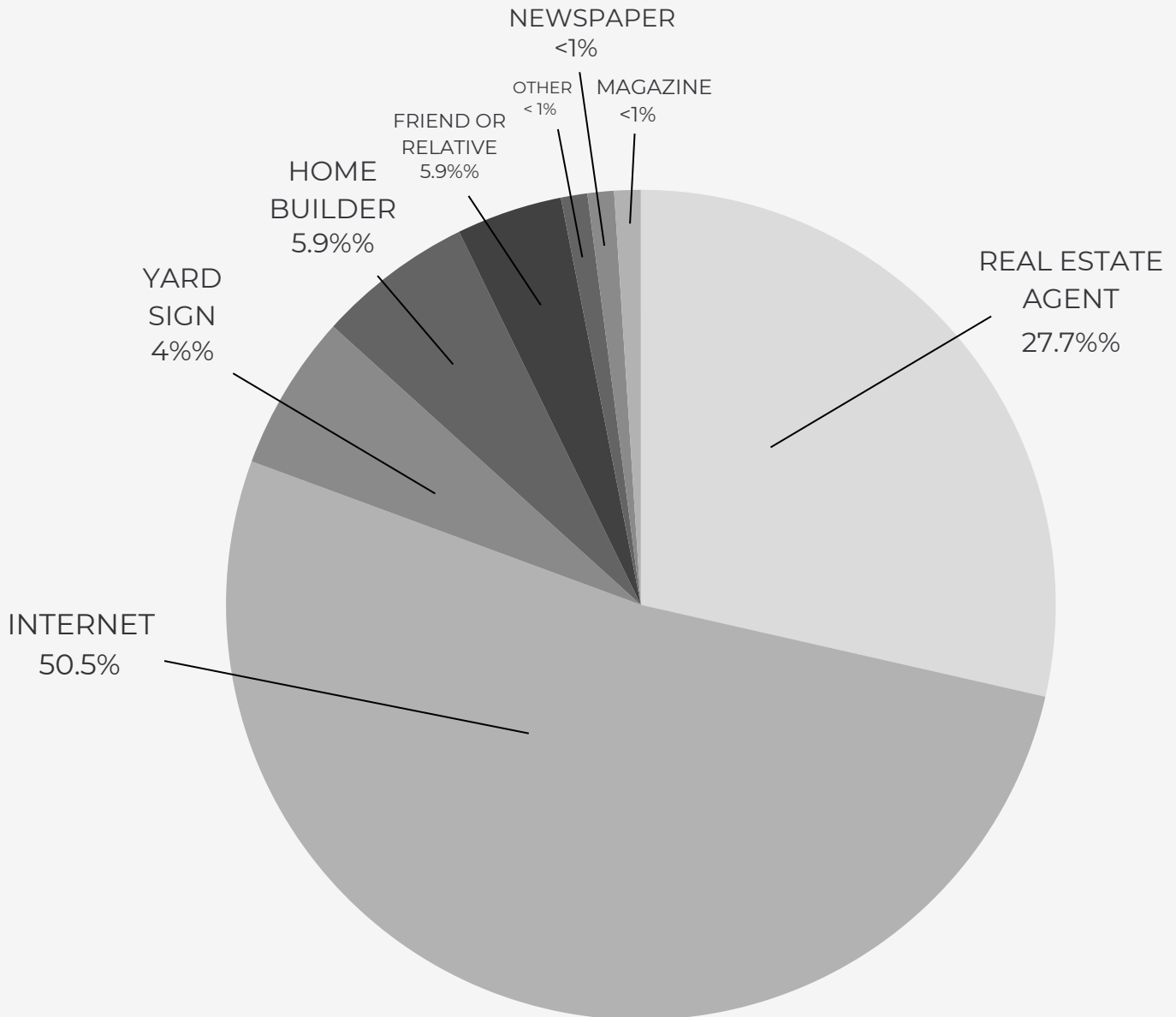
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We practice regular social media marketing on today's top social sites which include, but are not limited to, Facebook, Instagram, LinkedIn, YouTube and X.





# Where do buyers FIND THEIR HOME?



\*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

# Maximum

## EXPOSURE

We will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



# Home SHOWINGS

## FLEXIBLE

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Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having any missed opportunities.

## INFORMED

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Make sure everyone in the home is informed when showings are scheduled to ensure personal spaces are clean.

## DAILY CLEANING

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Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

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Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## PERSONALS

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Make sure you place all valuables and prescriptions out of sight and in a safe place.

## FURRY FRIENDS

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Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

## NATURAL LIGHT

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Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## TRASH

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Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

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Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

## VACATE

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Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.





# Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors to consider.

## CONTINGENCIES

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The fewer contingencies on an offer the better. Shorter time periods are also valuable.

## ALL CASH BUYER

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A cash offer is usually more appealing than a financed offer as the seller doesn't need to worry about the bank approving the loan.

## PRE-APPROVAL

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Assures a home seller that the buyer can get the loan they need.

## LOAN TYPE

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There are lots of different loan programs. From first-time home buyer programs to conventional, FHA & VA loans and even USDA. We will always give you the best advice.

## CLOSING TIMELINE

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You might need to close quickly to move on to the next adventure, or you might need to extend the closing date to allow time for your next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

## CLOSING COSTS

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Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs or some specific closing costs.



## BUYER LETTER

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A buyer letter is usually a sort of introduction to the buyer(s) and helps the seller get to know the buyer with any specifics to their situation.

## REPAIR REQUESTS

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If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repair requests can be expensive. It's important to know what is best for you.

## OFFER PRICE

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Price matters, of course, but it's not the only story. Many sellers accept lower net offers because other terms in the offer make it more attractive.



# Negotiations

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## WE CAN:

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- ACCEPT THE OFFER
- DECLINE THE OFFER  
If the offer isn't close enough to expectation and there is no need to negotiate.
- COUNTER-OFFER  
A counter-offer is when you like parts of an offer but need to change things to terms that are agreeable to you.

## THE BUYER CAN THEN:

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- ACCEPT THE COUNTER-OFFER
- DECLINE THE COUNTER-OFFER
- COUNTER THE COUNTER-OFFER  
You can negotiate back and forth as many times as needed until you can reach an agreement - or not.

## OFFER IS ACCEPTED:

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Sign the purchase agreement and you are now officially under contract and in escrow! There are usually several contingency periods while in escrow.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

# Inspections

## WHAT IS INCLUDED:

- ✓ HEATING & COOLING
- ✓ PLUMBING
- ✓ BASEMENT
- ✓ FOUNDATION
- ✓ CRAWLSPACE
- ✓ STRUCTURE
- ✓ ROOF & COMPONENTS
- ✓ EXTERIOR & SIDING
- ✓ ELECTRICAL
- ✓ ATTACHED GARAGES
- ✓ WALLS
- ✓ ATTIC & INSULATION
- ✓ DOORS
- ✓ DRAINAGE
- ✓ WINDOWS & LIGHTING
- ✓ APPLIANCES (LIMITED)
- ✓ GRADING
- ✓ ALL STAIRS
- ✓ GARAGE DOORS



## FAQ

### INSPECTION TIME FRAME

Typically, inspections will need to be scheduled ASAP to stay within the usual typical inspection period. Depending on the offer, the buyer may have several inspections.

### POSSIBLE OUTCOMES

A home inspection may reveal potential and necessary repairs. Most loans require health and safety issue be addressed before closing.

### UPON COMPLETION:

BUYER CAN ACCEPT AS-IS

BUYER CAN CANCEL CONTRACT

BUYER CAN OFFER TO RENEGOTIATE

### COSTS

There is usually no cost to the seller with a general home inspection. The buyer will hire a home inspection company of their choosing.

### COMMON PROBLEMS COULD BE

Outdated electrical, leaky plumbing, mold, structural cracks, foundation issues, heating/cooling system defects, roof problems, and more.





# Home APPRAISAL

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If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is in fact worthy of a loan. As a seller, you want the property to appraise for at least the sale amount or more. An experienced agent will demonstrate certain strategies to reveal the value of the home prior to - and during - the appraisal.

## APPRAISAL COMES IN AT OR ABOVE SALE PRICE

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You are in the clear, and closing can be begin!

## APPRAISAL COMES IN BELOW SALE PRICE OR NEEDS REPAIRS

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- Renegotiate the sale price with the buyer
- Request buyer to cover the difference & renegotiate terms
- Terminate the contract & re-list
- Review any back-up offers



# Closing THE SALE

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## WHAT TO EXPECT

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The escrow officer will look over the contract to determine what payments are owed by whom, prepare documents for closing, perform the closing, and make sure all payoffs are completed. Now the buyer's title is recorded at the county and you receive all proceeds due to you.

## YOUR COSTS

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### SELLER COMMONLY PAYS:

- Mortgage balance & penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Real estate brokerage fee
- One half of escrow fee
- Title insurance policy

## WHAT TO BRING

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### SELLERS NEED TO BRING TO CLOSING:

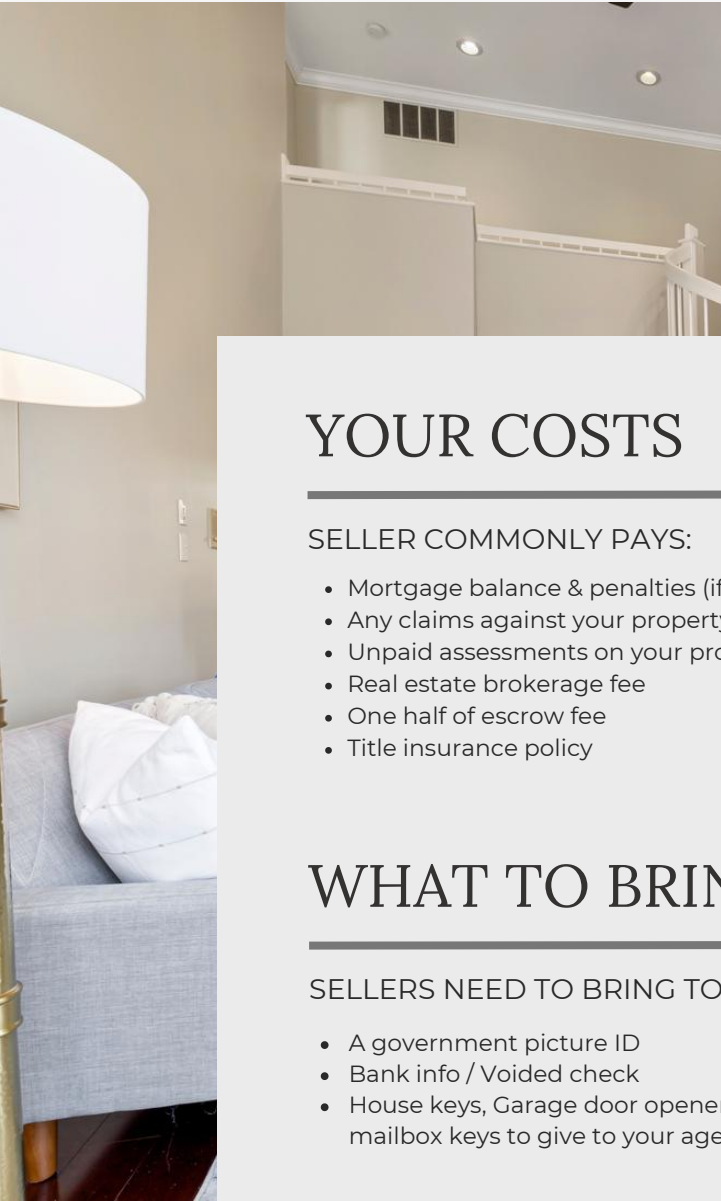
- A government picture ID
- Bank info / Voided check
- House keys, Garage door openers, and mailbox keys to give to your agent.

## AFTER CLOSING

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### KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



# Final STEPS

## FOR SELLERS



### ✓ CANCEL POLICIES

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Once transfer of title has occurred, contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

### ✓ CLOSE ACCOUNTS

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Cancel utilities and close those accounts or transfer if necessary. Keep a list of phone numbers for each of your utility companies.

### ✓ CHANGE ADDRESS

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Let everyone know you have a new address. Submit a change-of-address form to the post office.

### ✓ TURN EVERYTHING OFF

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Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

### ✓ FLOORS

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Vacuum and sweep floors one more time.

### ✓ CLEAR PERSONAL ITEMS

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Move your personal belongings out completely. Check all drawers, cabinets, and closets.

### ✓ CLEAN

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Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

### ✓ ACCESS

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Leave all house keys, remotes, gate keys, pool keys, guest house keys, shed/storage keys, and mailbox keys in a drawer in the kitchen.

### ✓ GATHER HOME PAPERWORK

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Put together a packet of manuals, receipts, warranties, and copies of any upgrades or work that was done to the home.

### ✓ DOCUMENTS

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Secure the Purchase Agreement and all closing documents concerning the home. Keep them in a safe place.

### ✓ LOCK UP

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Ensure all blinds are closed, and lock the windows and doors.





# *What to* EXPECT

GREAT COMMUNICATION

HONESTY & TRANSPARENCY

INTEGRITY & RESPECT

LOCAL MARKET KNOWLEDGE

REACH YOUR REAL ESTATE GOALS



WWW.THEBROKERNETWORKREALTY.COM

**THE BROKER NETWORK<sup>SM</sup>**



# Experience the Difference

Serving Oregon & Washington since 2008

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**Portland Metro  
Vancouver & SW Washington  
Central Oregon  
Willamette Valley  
Oregon Coast**