

THE SOLD
\$ELLING
METHOD

**THE PERFECT TRIFECTA TO SELL YOUR
HOME FOR TOP**

KRISTI DAMON, REALTOR

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Published 2024

Printed in the United States of America by Author2Market.

For more information, please contact:

Kristi Damon

theratrodrealtor@gmail.com

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INTRODUCTION

In the dynamic world of real estate, success hinges on innovation, adaptability, and a keen understanding of the market. Sold Realty Group emerged as a player and a pioneer, redefining the art of listing properties through a method forged by experience and a relentless pursuit of excellence. At the heart of our story lies the profound belief that real estate isn't merely about transactions; it's about crafting an unparalleled experience for both sellers and buyers alike.

Our commitment to our clients goes beyond simply selling homes; we strive to provide a comprehensive and hassle-free experience from start to finish. With our dedicated team of colleagues and trusted vendors, we take care of every aspect of preparing your home for sale, so you can focus on what matters most to you. From the moment you decide to list your property with us, our team springs into action. We understand that presentation is key to attracting potential buyers, so we start by ensuring your home is in prime condition. Our cleaning crew meticulously freshens every corner, ensuring that your home sparkles and shines, leaving a lasting impression on anyone who walks through the door.

But we don't stop there. Our talented painters are on hand to touch up any scuffs or imperfections, giving your home a polished look that enhances its appeal. Whether it's a simple touch-up or a complete overhaul, our team has the skills and expertise to make your home look its best. Staging is another crucial step in the selling process, and our team excels in creating inviting and welcoming spaces that showcase your home's best features. We strategically place furniture and décor to highlight the potential of each room, helping buyers envision themselves living in the space.

And of course, no listing is complete without professional photography. Our skilled photographers capture stunning images that showcase your home in its best light, drawing in potential buyers and generating interest online and in print. At Sold Realty Group, we understand that selling a home can be overwhelming, which is why we handle everything from cleaning and freshening to painting, staging, and photography. With our dedicated team by your side, you can rest assured that every detail is taken care of, allowing you to relax and focus on your next adventure. Let us do the heavy lifting so you can enjoy a seamless selling experience.

Our method isn't just a product of theoretical studies

or fleeting trends. It's born from the trenches, shaped by years of navigating the ebbs and flows of the real estate landscape. It's a distillation of our collective expertise, insights gleaned from countless negotiations, and a commitment to learn from every property we've listed. But what sets our approach apart? It's the fusion of art and science, intuition and data-driven decisions. It's about understanding the market pulse while embracing each property's uniqueness. Our method isn't a rigid template but a flexible framework, customizable to suit the distinct personality of every listing we take under our wing. From the drawing board to the implementation phase, we share our trials and triumphs, vividly showing how experience became the cornerstone of our listing strategy. We thank you for entrusting us to assist you in selling your home. Let's embark together on this illuminating expedition.

THE TEN COMMANDMENTS

1. THOU SHALT VACATE THE HOUSE 3 DAYS BEFORE SELLING.
2. THOU SHALT ASSUME EVERY DAY IS A SHOWING DAY.
3. THOU SHALT NOT TURN OFF UTILITIES BEFORE CLOSING
4. THOU SHALT NOT CONSULT ZILLOW TO DETERMINE YOUR SALES PRICE
5. THOU SHALT NOT STOP PAYING THE MORTGAGE
6. THOU SHALT MAKE ALL BEDS BEFORE SHOWINGS
7. THOU SHALT SEND ALL INQUIRIES ABOUT YOUR PROPERTY TO YOUR AGENT
8. THOU SHALT FILL OUT SELLER'S PROPERTY DISCLOSURE COMPLETELY AND DISCLOSE ALL KNOWN DEFECTS.
9. THOU SHALT NOT INCUR A LEASE, A LIEN, OR OTHERWISE ENCUMBER THE PROPERTY.
10. THOU SHALT NOT COOK BROCCOLI.

REVIEWS

TS.

Kristi is the definition of above and beyond.

We first used Kristi to sell my home in 2018. Kristi did a fantastic job. She made my home stand out by making sure my home had high-grade professional pictures as well as a video walkthrough tour. She hosted several open houses and always made sure showings worked for my family. She really put her clients first and guided me through my first selling process, helping calm the stress of it all with her expertise and caring.

We again used Kristi in 2021 to buy another home. The market was much hotter now and was definitely a seller's market, and we were discouraged. Kristi kept me going; she was encouraging, understanding and honest about my situation. Kristi went with me to multiple new builds, and when we found a home that was perfect for me, we had to wait weeks for lots to be released. The builder finally released lots on a "first come, first serve basis". People were literally lining up at the sales office a day before lots were released to secure their homes. On a hunch, Kristi went hours earlier than we were planning to go and

got in an already forming line for me (which put me in a spot to get the exact home we wanted!). She then stayed with me overnight in the madness of the "first come, first serve" line!!! It was an experience I'll never forget. We will always use Kristi and highly recommend her as an agent. Tori Shaw

AA.

She has high ethical standards. Found out that a new home builder was pushing for a decision by telling us that the price would go up the next day. I won't trust that builder again, but I'll trust Kristi not to steer me wrong, as she advised me not to purchase.

R.L.A

Excellent agent. When my first buyer's contract fell through at the last minute, she re-listed the house and had it sold the next morning. She answered my questions and kept me calm when we were panicking. We know her personally. She is honest and has integrity. We highly recommend her.

GB.

In this type of Seller's market, Kristi was a lifesaver. At her suggestion, my house was staged (with furniture), ending with a full-price offer in a very short time. Because the buyers were paying a

premium price for my house, they were very picky, which required my agent (Kristi) to exhibit the skills of a master diplomat.

The bottom line... in the process of selling a house, when you encounter a "bump in the road", which happens to every sale at some point, you need a knowledgeable agent whose attention to detail is right on point. Throughout the entire process, when there was a problem, Kristi worked on it and stayed with it until the problem was solved.

EF.

We would recommend Kristi to anyone looking for a positive real estate experience.

Kristi was an amazing Realtor; she was with us throughout the entire process and answered all of our questions. As first-time home buyers, we needed someone willing to truly hold our hands throughout the process, and she was more than willing to assist us with our needs. I couldn't be happier with the entire experience, and I am so grateful to Kristi and her team for going above and beyond!

EB.

Kristi has been great to work with during our

relocation. She went above and beyond to help us prepare for a move across the country. We highly recommend her for her responsiveness, dedication and her hard.

Kristi, where can I begin?! You helped us before with selling our previous home 4 years ago. Four years later, you made it possible for us to purchase a home for our kiddos again. You dedicated your time to us when we had questions and listened to our needs. Immeasurable feats were made in the process of purchasing this new home. We can't thank you enough for making this a smooth and convenient transition for us and your team. We send our best wishes and continued blessings to you! Thank you.

LK.

Discover how my client sold his home for more than the purchase price!

All within 10 months **AND** without making any renovations!

CASE STUDY

Kristi Damon

REALTOR

480-309-4322

My Sold Selling Method

"I need to sell quickly."

My Sold Selling Method

Chad was a happy man!

By using my Sold Selling Method: Full Price Offer in 1 week Sold his home for \$75,00 MORE than the purchase price

Chad purchased a resale home with me in January 2023. He notified me on September 2023 that he was being transferred to a new state and needed to list the home. He did not make any renovations to the home.

THE CHALLENGE

Comps in Chad's neighborhood were actually hurting his chances of making money, not helping him. This area had longer days on the market and

very few homes under contract, with a big portion still active and not moving in the new, slower market.

THE SOLUTION

My Sold Selling Method was implemented on Chad's Home!

When we have to break down the entire home-selling process and focus solely on perception, pricing, and presentation, it is the perfect trifecta to create demand for your home, potentially getting you up to 17% more on average!

Perception

You have 8 seconds to impress a buyer when they walk into your home. Buyers must PERCEIVE that your home is worth more money, and the best way to do that is to freshen your home, stage it, and present it as a "lifestyle package."

Pricing

Strategic pricing based on the competition in this newly balanced market is absolutely critical. Gone are the days when a seller can name their price and receive multiple competing offers over asking.

Presentation

92% of agents have never worked in a market when the list to close time on a home is over 26 days. Many agents don't know how to market a home during the frenzy.

By implementing my meticulous and robust marketing plan, the presentation sets the stage to create urgency for the buyer to act quickly!

STEPS TO SELL A HOME

1. PROFESSIONAL CONSULTATION
2. EVALUATE CIRCUMSTANCES AND MOTIVES
3. PREPARE AND STAGE HOME
4. PRICE THE HOME
5. PRESENT AND MARKET HOME
6. SHOW THE HOME
7. REVIEW OFFERS
8. OPEN ESCROW/BUYER DOES INSPECTIONS 9.
APPRAISAL
10. CLOSING & FINAL STEPS

STEP 1

WHY YOU NEED A REAL ESTATE PROFESSIONAL

This experience can be one of your life's most exciting yet stressful times. This process is much more than simply finding a willing buyer. It is about us helping you navigate the muddy waters of the real estate world and make things easier and clearer by empowering you through knowledge and being right by your side throughout the process of listing, marketing, and ultimately selling your home.

With our proven Sold Selling Method, we will break this process down into manageable goals to meet along the way!

Step one consists of us meeting for a consultation at your home. During this consultation, we will focus on you and your particular needs, timeline, and motivations. We will walk your property, allowing you to highlight any upgrades or issues with your home. Here is a short list of objectives we will address during our meeting.

STEP 1

Listing Consultation Objectives

1. Give you a better understanding of what we can offer you as your real estate professionals.
2. Give you an overview of the entire process from start to finish.
3. Get a better understanding of your needs by gathering additional information.
4. Create a timeline, process, and plan based on those needs.
5. Carefully explain our representation and work ethic, and answer all questions you may have.
6. Review Arizona real estate contracts with you.

Here is a list of items that will be needed for the meeting.

Property Documents

- Deed, title insurance policy, and any relevant legal documents related to the property.

Mortgage Information

- Details about the current mortgage, including outstanding balance, loan number, and terms.

Homeowners Association (HOA) Documents

- Any HOA agreements, fees, rules, and contact information.

Utility Bills

- Recent utility bills (electricity, water, gas) to provide an estimate of monthly expenses.

Property Tax Information

- Recent property tax bills and information on any exemptions or assessments.

Home Warranty and Maintenance Records

- Records of any warranties on appliances or systems and maintenance history.

Renovation and Repair Records

- Documentation of any renovations, repairs, or upgrades done to the property.

Survey or Plot Plan

- A copy of the survey or plot plan of the property, showing boundaries and easements.

List of Upgrades or Unique Features

- Note down any special features, upgrades, or unique selling points of the property.

Insurance Information

STEP 1

- Homeowner's insurance details, including the policy number and coverage.

Comparable Sales Information

- Do you know of any homes that sold in your neighborhood that may be similar to yours?

Any Relevant Disclosures

- Prepare any disclosures required by law, such as lead-based paint or property condition disclosures.

Having these documents and details readily available will enable the Realtor to assess the property accurately and devise a comprehensive marketing strategy. It streamlines the selling process and allows for a more informed discussion during the initial meeting. Thank you for taking the time to meet with me and discuss your real estate needs!

STEP 2

THINGS TO CONSIDER BEFORE TAKING THE PLUNGE

ARE YOU READY TO SELL?

Now is the time to critically examine your property (and your current life circumstances) to decide if you are ready to sell your home.

Finding your motivation and the right time to sell is a good beginning, but there are other things to consider before taking the leap to sell your home.

Are you relocating for work? Got a baby on the way? Hate your nosy neighbor? Sometimes, life circumstances dictate when we make the decision to sell a home. Other times, we can be more flexible. If you have flexibility, let's discuss the market trends for your area. Timing can affect your sales for better or worse.

If you're planning to sell your home, it's probably crossed your mind to try to sell it yourself and save the sales commission. But there are some very good

STEP 2

reasons why that would be a mistake.

Have you ever tried to DIY a project to save money, and then you ended up hiring a professional to fix your errors and ended up spending more money in the end?

95% of "For Sale By Owners" (FSBOs) try to save on paying commission, but they usually leave thousands of dollars at the closing table. They often forget to pay the buyer's agent to bring them a qualified buyer, and because of that, no buyer's agent will show them their home.

Historically, in the state of AZ, the seller allocates the commission to the buyer's agent... but who really pays the commission? The buyer truly is the one that does, and here is why: they typically pay the entire sale amount unless concessions are involved. This means they are paying their down payment and financing the remainder to make the sale amount, including the commission. You, as the seller, are the ones who allocate how much money goes towards commissions.

Other mistakes FSBOs make are they:

1. Don't price their home according to the current market.

2. Don't know how to showcase and market the home appropriately.
3. Don't know how to negotiate the sale.
4. Don't know the contract timelines and standard inspection and cancellation laws.

DO WE NEED A PRE-LISTING INSPECTION?

You may be thinking, "My home is fine. Why would we have an inspection done?" There is no such thing as a perfect house. A home inspector will discover the loose hinge on the kitchen cabinet, the missing closet door guide (the \$2 plastic piece under sliding closet doors), as well as larger items such as roof issues, symptoms of an AC issue, plumbing leaks, etc. A pre-listing inspection helps discover the issues up front so you can address them and market the inspected and repaired property.

This is optional. The Arizona Residential Purchase Contract already has a due diligence period, during which time the buyer will typically hire a home inspector. Some buyers will hire their own inspector even if the seller had a pre-listing inspection done. However, perhaps the biggest thing to consider is this: buyers have the right to cancel during that due

STEP 2

diligence period based on any inspection findings, but most typically cancel over the major ticket items such as the roof, foundation, and air conditioner. If any of these things are wrong with your home and the buyer cancels, then we have wasted precious time on the market, have to go off the market to make the repairs temporarily, or it ends up hitting you where it really counts your pocketbook.

Ultimately, the choice is yours whether or not to pay for a pre-listing inspection. Should you decide to have a pre-listing inspection done, we have a list of professionals you can trust.

Let me know!

Please note that anything found during a pre-listing inspection must be disclosed to any potential buyer, even if you have had it repaired.

STEP 3

MAKING THE BUYER'S PERCEIVE THE HOME IS WORTH MORE MONEY

WHAT IS THE SOLD SELLING METHOD?

Our Sold Selling Method helps homeowners such as yourself sell for more money and in less time by breaking down the entire convoluted process and focusing solely on perception, pricing, and presentation.

This creates the perfect trifecta, which in turn creates more demand for your home. More demand = more money.

You have 8 seconds! You read that right; you have just 8 seconds to impress your potential buyer from the moment they hit your doorstep. This is why putting your home's best foot forward in any market is essential.

Just about everyone has heard you need to declutter

STEP 3

your home for it to show better. In fact, depersonalizing is just as important. Family pictures and mementos on walls and shelves create a very comfortable living environment. But there is a way to live in a house, and then there is a way to sell a house.

Your home must be immaculately clean from the air filter down to the baseboards, cupboards and closets organized and color-coded, and excess furniture and belongings removed. Less is more.

Creating a neutral environment in decor and colors will appeal to the largest percentage of buyers. Most buyers are looking for a home where they can just drop their stuff and start living.

Why do you think model homes are professionally staged to the nines? It's because they are selling you a perception that the home is worth more money, and they are selling you a lifestyle. On average, staged homes sell for up to 17% more money. Yes, 17% more. But you might be thinking, "We're not staging my house and spending \$2,500 to \$4,000." However, consider this: your neighbor sells the exact model of your home for \$800,000. Their home was not as updated and was not staged. For this example, let's say you sell for 5% more. That's an additional \$40,000! That is an amazing return on investment.

Perhaps the biggest caveat with staging is this: if you overprice your home, you ARE WASTING YOUR MONEY. PERIOD.

"To carpet or not to carpet, that is the question." You may not be ready to sell immediately, as you are considering doing some updates to your home.

As agents who have toured thousands of homes, we can tell you the BIGGEST MISTAKE THAT HOMEOWNERS MAKE is putting in 10 different types of tile flooring throughout a home, and there is absolutely no coordination of styles and colors when they upgrade the bathrooms. Typically, what happens is that a buyer will pull up the carpet in all areas of the home, which is typically the living room and bedrooms and INSTEAD OF REPLACING ALL OF THE FLOORING TO BE CONSISTENT, they replace just the carpeted areas with floating laminate flooring.

Next, they will decide to update the bathroom and place another type of tile. You get my point! We can tell you that many buyers have passed on a property solely on this factor alone.

One last thing to take into consideration when doing any updates before selling is to make sure your updates are tasteful and will appeal to the masses.

STEP 3

What are the current design and decorating trends? We can tell you the latest trend is never the Pepto Bismol pink room with leopard spotted carpet. Creating a neutral and calming home is key to a quick sale. We will tour your home and design an exact plan to help you show your home's best qualities.

CURB APPEAL, A FIRST IMPRESSION THAT LASTS

Most buyers form their first impression of your home before they even get out of their cars. This is "curb appeal," or the view from the curb that tells the buyer how attractive and well-maintained your home is compared to other homes. In a competitive market, it takes more than trimming the hedges and planting a few flowers to create curb appeal. The exterior of your home must be in pristine condition - freshly painted, cleared of clutter, with no visible repairs needed.

A broken step, overgrown bush, or abandoned toys in the yard can spoil the appearance and your buyer's first impression.

Curb appeal is important because it sets the tone for what the buyer is going to see inside. If the buyer likes the exterior, he or she will be predisposed also to like the interior, and you're that much closer to selling

your home. To see what needs to be done to sell your home faster and for a higher price, go outside, stand at the curb and try to look at your home the way the buyer will.

Home Staging Checklist

Preparation

- Evaluate each room from a buyer's perspective

Declutter and Depersonalize

- Go through every room and get rid of anything you no longer want or need
- Depersonalize the decor with a neutral color scheme
- Get rid of features like wallpaper, popcorn ceilings, and outdated carpet
- Edit the decor on shelves and surfaces so there is less visual clutter
- Put away family photos, kids' artwork, certifications, toys, and pet supplies
- Make sure there is a natural traffic flow in each space by rearranging furniture and getting rid of any pieces that are too bulky
- Allow as much light in as possible and add artificial lighting to dark corners
- Thoroughly clean the entire home

STEP 3

Kitchen

- Clean everything off the countertops to show as much counter space as possible except for a few key decorative items like flowers, apothecary jars, or a bowl of fruit
- Put away small appliances
- If the cabinets are outdated, update them with a fresh coat of paint and new hardware
- Declutter the cabinets and organize the items so buyers will see that they offer plenty of storage space
- Declutter and organize the pantry
- Clean the entire kitchen, including the interiors of the cabinets and appliances
- Evaluate the appliances and consider updating them before listing the home if they are in subpar condition
- Clean the trash cans and move them out of sight if possible

Living Room

- Evaluate the traffic pattern and make sure there is a natural flow through the space
- Get rid of bulky or unnecessary furniture to create more space
- Edit the shelves and surfaces so there is minimal decor left and more open space

- Put away movies, video games, and magazines
- Gather small items like television remotes in a pretty box
- Cover outdated furniture or bold patterns with neutral slipcovers
- Accent the sofa and chairs with pretty accent pillows
- If you have one, clean out the fireplace and stage it (such as with a stack of wood or tools)

Bedrooms

- Depersonalize the decor and make it gender-neutral, including in kids' rooms
- Declutter all surfaces (end tables, dressers) and leave only a few key pieces of decor on them (such as lamps and flowers)
- Put away jewelry and other valuables in a safe place
- Declutter and organize your closet

Bathrooms

- Do a deep clean and polish everything
- Make necessary repairs like re-caulking around the tub and sink
- Switch out outdated elements like unappealing tile and flooring
- Declutter the countertop and cabinets and

STEP 3

organize the latter

- Create a spa-like appeal with elements like a white bathrobe hanging on the door, luxurious white towels, apothecary jars filled with pretty soaps or loofahs, flowers, and candles

Other Spaces

- Address any awkward spaces and stage them to make them more appealing to buyers.
- Declutter your home office, clear off the surfaces except for a few key items and decor, put away and secure important documents, and create as much open space as possible
- Declutter and organize the garage

Curb Appeal and Backyard

- Make sure your house numbers are visible from the street and look good and that the mailbox is in great shape
- Power-wash the exterior of the home, including the facade, driveway, sidewalk, and front porch
- Clean out the gutters
- Make any necessary repairs to the exterior of the home
- Add a fresh coat of paint to the front door and make sure any light fixtures are clean and updated

- Put out a simple, pretty welcome mat
- Clean up the yard, fertilize the grass, and add colorful plants to the landscaping
- Replace loose or damaged roof shingles
- Repaint the front door with an eye-catching color that complements the rest of the exterior. Replace broken windows.
- Trim back trees and shrubs to make sure buyers can see the house and that plenty of natural light can make it inside
- Make any outdoor living spaces appealing with comfortable furniture and stylish decor
- Replace mailboxes, light fixtures, doorknobs or any other fixture that looks less than fresh. Put out a welcoming new floor mat.
- Some parts of your home may require more work than others, but it's well worth it to get buyers eager to see what's inside.

Extra Touches

- Make sure the home smells great by keeping it clean, airing it out daily, and adding extra scents from candles, air fresheners, or baking something in the oven before showings.
- Switch out any art that is too personal in taste for pieces that are more neutral and appropriate for all audiences

STEP 3

- Hide pet items from view before showings

STEP 4

PRICING

Pricing a home for sale is as much art as science, but a few truisms never change.

- Fair market value attracts buyers; overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract, which is a fair price for the home. Values can be impacted by a wide range of reasons, but the two largest are location and condition.

Generally, fair market value can be determined by comparables - other similar homes that have sold or are currently for sale in the same area. Sellers often view their homes as special, which tempts them to put a higher price on the home, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are

STEP 4

eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.

DETERMINING THE LIST PRICE

The market typically determines what a house will sell for. The market tends to be cyclical, sometimes favoring buyers and other times sellers. During our consultation, we will advise you on the current market conditions. The real estate industry establishes "market value" by looking at comparable properties. We will provide you with a list of recent comparables. When looking at comparable sales, we start by looking for your model match. Has one of your neighbors in the subdivision sold a home that is your model? We also consider the square footage of the home and the lot. Simply put, we are trying to compare apples to apples and oranges to oranges.

Please do not rely on Zillow's Zestimate to determine your property value. (Although sometimes they can get pretty darn close, they still have a degree of inaccuracy.) If, for whatever reason, you disagree with my assessment of value, we can arrange a professional appraisal at no cost to you.

WHAT DO YOU OWE ON YOUR HOME?

- How much do you owe on your house? First mortgage? Second mortgage? Home equity line of credit (HELOC)?
- Are there any additional liens? HOA lien? Mechanic's lien (for repairs)?
- Do you have enough equity to pay off all the debt associated with the property? (We will provide an estimate of your net proceeds based on the list price and an updated estimate for each offer received.)
- Can you afford to move out before selling this home, or will you have to remain in the home while there are showings, inspections, etc.?

Other fees associated with selling your house:

Closing costs is the term used to describe the fees associated with the transfer of property ownership. Traditionally, the seller pays their portion, and the buyer pays theirs (although in certain markets, it is not unusual for a buyer to ask the seller to assist with buyer closing costs). Typical seller closing costs include real estate agent commissions, title fees, HOA fees, payoffs for any property liens, and, in Arizona, property taxes since they are paid in arrears.

STEP 4

Remember, you will need to keep ALL utilities on through the close of escrow and remain current on your mortgage payments and HOA fees. Should an HOA violation arise, that will need to be cleared prior to closing.

HOME FEATURES THAT INCREASE YOUR HOME'S VALUE NEARBY STATE, COUNTY, OR CITY PARKS

If your home is in close proximity to any parks, this could positively affect its value. Studies have shown that homes within 1500 feet of public parks can sell for more money than those that are farther away.

COFFEE CHAINS

According to "The New Rules of Real Estate" by Zillow's CEO and Chief Economist, homes near a popular coffee chain are shown to appreciate faster than those located farther away.

NEARBY PROFESSIONAL SPORTS ARENAS

Being close to big entertainment centers can be beneficial. Of course, a location like this won't be ideal for every buyer, but being close to stadiums has generally been shown to increase home values.

VIEWS

Sometimes, home values in the same neighborhood can vary greatly based on location in the neighborhood. If your home has a nice view, that will most likely positively impact its value. Again, we encourage you to take some time to think about all the factors that might positively affect your home's value. Take these into consideration before deciding on a final list price.

TREES

Landscaping and curb appeal often get overlooked as features that can increase your home's value. However, trees are a valuable asset! Whether in your yard or around the neighborhood, having well-kept mature trees can increase your home's value.

WALKABILITY

Is there anything nearby that you can walk to? Schools, shops, grocery stores, etc. Highly walkable neighborhoods are likely city dwellings, but even in suburban communities, just having a few things to walk to can increase the value of your home.

Since no two houses are exactly the same, there are bound to be unique features of your home that

STEP 4

positively affect its value. It's a good idea to take some time to consider these before deciding on a list price.

HOME FEATURES THAT DECREASE VALUE

Just like the features that can increase the value of your home, there is a laundry list of factors that can decrease the value as well. It's equally important to think about what can negatively impact your home's value as those that can increase it.

Here are a few often-overlooked features that may negatively impact the value of your home:

SMOKING INDOORS

Certainly, everyone is entitled to utilize their home according to their lifestyle; however, if there's a lingering smell of smoke, it could negatively affect the value. Smoke seeps into furniture, carpets, and draperies and is often extremely difficult to remove permanently.

ODORS

Many people become "nose blind" to odors in their own dwelling. As previously mentioned, smoke is a big factor, but other odors can be problematic. Pets are usually the biggest factor.

HIGHER THAN AVERAGE CRIME RATES

When was the last time you checked the crime rates in your area? If you've never checked or haven't done so lately, you can find them at crimereports.com. Be sure to compare your neighborhood to surrounding neighborhoods to see how the rates vary. If you're in an area with high crime rates, that can decrease your home's value.

EXTREME RENOVATIONS

We all love personalizing our living spaces to our exact tastes; however, when remodels and upgrades only please a small percentage of people, this can be a big disadvantage when it comes to your home's value. Try to look at your home through the eyes of the average consumer - are there any colors or extreme styles that might turn someone off? If so, and they're relatively easy to fix, consider doing so before listing your home.

HIGH MAINTENANCE YARDS

The yard is oftentimes the first thing potential buyers notice about your home. If the landscaping hasn't been taken care of, it can look like an overwhelming amount of work to a prospective buyer, and they'll likely take that first impression with them through

STEP 4

the rest of the home. If you have a high-maintenance yard, make sure it's well taken care of before showings.

SURROUNDING HOMES CONDITION

Unfortunately, the condition of your neighbor's homes can impact the value of yours. When appraisers come around to determine your home's value, they notice what the surrounding homes look like. If there are heaps of garbage strewn about your neighbor's homes or obvious maintenance problems that haven't been taken care of, that can negatively impact the value of your home - regardless of how well you've kept it.

3 PRICING STRATEGIES PRICE BELOW MARKET VALUE

Why would a seller ever list their home under market value? After all, market value is a reasonable rate that homebuyers would expect to pay. Wouldn't you always list a home as high as you could? Not necessarily.

Listing a home under market value is primarily to gain a larger audience and shorten hold times. Specifically in the business of home flipping, cutting

hold times is one of the fastest and most critical functions of increasing profitability. There's a range for market value.

Many homeowners tend to focus their search within a specific price range aligned with their approved loan amount. If your home falls within the lower spectrum of that range, you're likely to draw a broader audience of potential buyers. Perception is everything.

If the potential buyers believe that many offers are being made on your home, they may be inclined to make you an offer higher than the listing price. Most of the time, listing a property at \$5,000 to \$10,000 under your ARV will get you multiple offers and have a net similar to that of listing at a higher price.

Until a property sells, its listing price doesn't constitute market value.

You may feel your home is priced low, but it may not be low unless you've gotten expert advice on pricing. If your home is priced below all the homes around you that are for sale, that might not necessarily mean that you are priced too low. Until those properties sell, they do not constitute market value. They may end up selling for much less than what they're asking.

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If a neighbor's house is priced too high, the price of homes around you is not a good benchmark.

Wholesale

Another time to list your investment property under market value is when you discover condition issues after purchase. If you dramatically underestimate the rehab budget or the condition of a property, it may be better just to list it at a low price, get out of that deal, and start looking for the next property to invest in. Condition issues that could be major problems are problems with the roof, foundation, and mold.

Unexpected title issues can also present a problem where listing under market value is critical. Easements, HOA assessments, back taxes, and zoning can all create chaos on a fix-and-flip. Make sure you do your due diligence so you don't get caught in a situation where you are just dumping the property.

Finally, the strength of the economy and demand should be considered. You don't ever want to be chasing a declining market. If the market is going down, list under market value so you can pull your cash out to reinvest.

Bottom line: Know your area's pricing and market as well as you can, and set what you believe is a

reasonable price. If the home is in a desirable area, a home that is priced a little lower will be very attractive. You are able to create value and undercut the competition. However, not having enough demand could result in a sale that is lower than the market value and might not attract the right buyer.

Pricing your home below fair market value does not necessarily mean that it will sell below fair market value. When you price your home lower, you can oftentimes create a frenzy among buyers and create competition, driving up the price.

Have you ever watched an auction? It's like that, where everyone wants to acquire the home for a bargain, but the demand and attention it gets from other buyers increases the resulting sale price. This pricing strategy only works well in certain markets. Depending on the nature of your market, we can help you determine if this approach is right for you.

PRICE AT MARKET VALUE

Pricing at fair market value gives you an advantage in the following areas:

When other agents who represent buyers see your home listed at a fair market value price, they will be

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more motivated to bring their buyers to look at it if it meets their criteria. It won't leave them wondering why the home is over or underpriced.

With buyers starting their home searches online today, the first bit of criteria they typically enter is price. Every buyer is looking to get the most for their money, but there's a range in which they're looking. By pricing at market value, you increase your chances of showing up right in front of a buyer who can feasibly afford your home.

Pricing your home at fair market value makes the appraisal process go smoother and doesn't hold up your buyer getting their mortgage. Being realistic about the value of your home can lead to a smoother transaction all around. The downside of pricing your home at fair market value depends on how you look at it.

Certainly, there is a chance you could potentially be leaving money on the table, but that's what negotiating the transaction is all about.

My job is to help you get the most money for your home in the quickest amount of time.

PRICE ABOVE MARKET VALUE

Disclaimer: This is my least recommended pricing strategy. Say we push the envelope on price and list your home above market value; what will happen?

The pros are that you may just find that perfect buyer and set a new value for your home and the neighborhood. However, this is not a likely scenario.

What's more likely is a situation that would fall under the "cons" category of pricing your home above market value. This strategy will often lead you towards too much time on the market and/ or an expired listing.

To sell your home, you need to attract the attention of buyers and agents who represent those buyers.

When a home is overpriced, agents often won't even mention it to their clients. They will know it's overpriced and not waste their or their client's time showing it.

In today's market, where everyone begins their home search online and sets price filter preferences, there's a chance that realistic buyers will miss your overpriced home.

STEP 4

In closing on pricing strategies, it is ultimately up to you as the seller to decide on a listing price after we have discussed the pros and cons of each.

With that being said, if you elect to overprice your home, we may elect to take a retainer deposit, and here is why: it takes me a minimum of \$2,000 to bring your listing to market with my ultimate presentation package (discussed later on). Your holding time will be much longer in a higher inventory market coupled with a higher interest rate. Intelligent pricing isn't about getting the most for your home - it's about selling your home quickly at fair market value.

STEP 5

PRESENTATION

Presenting your home as a beautiful lifestyle we are selling is the best marketing one can do. It's crucial in a saturated market to make your home stand out and equally important to get it in front of more eyes through various marketing channels. Whether we are selling a family home that a young couple hopes to grow into or a small retirement home that a couple are downsizing to, we will market specifically to that demographic group. Your best chance of selling your home is in the first two weeks of marketing. When we sit down for your consultation, we will review my exact marketing strategy for the current market.

Your home is fresh and exciting to buyers and to their agents. With a sign in the yard, a description in the local Multiple Listing Service, distribution across the Internet, open houses, broker's caravan, ads, and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first two weeks.

STEP 5

EXTENSIVE PRESENTATION PACKAGE

Professional Architectural Photography Package

- HDR Photography
- Neighborhood Photos
- Drone Property Photos
- Virtual Twilight
- Twilight Photos
- Videography
- 3D Matterport
- Video walkthrough
- Drone Videos & Video
- Lifestyle Video

Sneak Peak Marketing

- Prepare a neighborhood report so we know exactly what our marketing target demographic is.
- Prepare a detailed list of property amenities and assess market impact.
- Prepare a detailed list of locations and distances to area schools, grocery stores, department stores and shopping malls.
- Prepare a detailed list of locations and distances to recreation centers and public libraries.
- Luxury Sign and Post

- 24/7 SMS/Web info Sign Rider with a QR Code Sign Rider that links to your home's personalized website
- Coming Soon in MLS
- Syndicate it to Zillow, Trulia, Redfin and all other major sites
- Brokerage Spotlight

Digital is King

- Email past & current clients + SOI+ past Open House attendees
- Social Media & Internet push with extensive paid ad campaign
- Paid Social Media Marketing to Targeted
- Demographic Identified by Neighborhood Report
- Youtube
- Facebook/Instagram
- Google
- Videos
- Posts
- Reels
- Stories
- "Friend" seller/client for tagging and reach
- Facebook Live video tour of home
- Print Marketing
- Beautiful Custom 8 X 11, Quality Bifold

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glossy-/matte finish brochures.

- "Oh Snap" Your Neighbor Just Listed/QR code only (Every Door Direct Mailer)
- Door-knock to start conversation/Door hangers \$100 Value
- Customized property information binder for buyers
- Direct Mailers

STEP 6

SHOWINGS & OFFERS

Here are a few tips to help your home showings go as smoothly as possible.

LEAVE THE HOME

Plan on leaving the home at least 15 minutes before the showing and don't return until we have told you the prospective buyers have left.

CLEANING

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

TRASH

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.

TOP OF FORMODORS

Avoid strong-smelling foods: Keep your meal prep as

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neutral and simple as possible.

FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

FURRY FRIENDS

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 their ability to picture themselves living there.

NATURAL LIGHT

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

REVIEWING OFFERS

Upon receipt of an offer/offers, we will set a time to sit down and review each offer and net sheet. A net sheet estimates the final costs to close, proration of taxes, HOA, etc. and calculates approximately how much you will net based on the terms of the offer. We will assist you in reviewing all terms of the offer, as it is a whole picture and not a single term. Not all offers are created equally!

PURCHASE PRICE

While many people heavily weigh their decision based on the first page and the purchase price, other terms explained below can greatly affect the bottom line.

EARNEST MONEY

While this typically does not affect the seller's bottom line at closing, this is the buyer's skin in the game, and in the event of a buyer breach, these are funds that will be tied up and potentially released to the seller. Earnest money is typically 1% of the purchase price but is ultimately negotiable. These funds help keep a buyer motivated to reach closing.

CLOSE OF ESCROW DATE

In Arizona, many ongoing expenses are prorated to the day of closing. A longer close means that the seller is continuing to accrue expenses. However, it should be noted that personal time frames for packing, moving, and acquiring another residence. Together, we can discuss an optimal close of escrow date for you.

TYPE OF FINANCING

Cash is generally considered the most desirable, but the truth is that most buyers must finance the purchase of a new home. In the case of cash, proof of funds will be delivered with an offer. In the case of financing, a lender-signed pre-qualification form will be delivered with an offer. The pre-qualification form informs us of the type of financing and what documents the lender has reviewed to qualify the buyer for this loan. Different types of financing have different implications for a seller. Other financing types include conventional, FHA, VA, and hard money lending. We will review the nuances of different loan types with each offer and, ultimately, at closing, all money, whether cash or financing, spends the same.

CONCESSIONS

In the pre-printed Arizona Purchase Contract, there is a space for buyers to request the seller to pay a percentage or flat amount toward the buyer's costs to close. Less commonly seen, the buyer can also offer the seller concessions toward their closing costs in section 8 of the contract. The current market conditions determine how common it is to ask for or offer concessions. We will advise you of the current market. That knowledge from the net sheet will help you determine if you should accept an offer asking for concessions.

CONTINGENCIES AND TIME FRAMES

The pre-printed contract contains an appraisal contingency, a loan contingency, and a due diligence/inspection period to protect the buyer's interest. In most markets, these contingencies stand, and the due diligence period is typically 10 days. Depending on the current market, contingencies are sometimes waived, and the due diligence period may be extended, shortened, or done away altogether.

HOME WARRANTY

At the time of listing, we discussed whether you

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would want to purchase a seller's home warranty.

Even if you decide against this, the buyer can still request that you either pay for the warranty entirely or split the cost with them. One of the benefits of purchasing a home warranty is that it reduces your future liability, but it is still potentially an additional cost at closing.

TERMS OF ADDENDA

It is not unusual for a contract to require an addendum at the time of offer. Common examples are the HOA Addendum, On-Site Waste Water Addendum, and Water Well Addendum. These typically include additional costs of the transfer of property ownership. Most of these fees are negotiable between buyer and seller.

Again, we will review all terms of each offer as they apply to you. We will decide which offer is best for your situation, needs, and bottom line.

STEP 7

OPENING ESCROW

BUYING OR SELLING A HOME IS THE LARGEST MONETARY TRANSACTION MOST OF US WILL MAKE IN OUR PERSONAL LIVES. Buying or selling a home or land usually involves the transfer of a large sum of money. As a buyer or seller, you want to make sure that all the conditions of the sale have dictated that money and all related documents be transferred through a neutral third party.

This is called escrow. In Arizona, escrows are processed by escrow officers. Most of these are employed by title companies. Escrow officers are people who have years of hands-on experience in handling all types of documents and the large sums of money involved in transferring real property.

The escrow officer serves as the neutral "stakeholder" and the communication link to all parties in the transaction. The escrow officer holds all documents.

An escrow is opened by one of the real estate agents involved in the transaction. In some counties, it is traditional for the listing agent (the real estate agent

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who has the property listed for sale) to open the order. In other counties, the agent representing the buyer will open the order.

Today, many buyers and sellers are very knowledgeable about the process, and both may have a favorite escrow officer and the title company they wish to use.

However, any question about "which title company" is always worked out before arriving at that point in the process!

When an "order" (or "file") is opened, the agent will call the selected escrow officer. An "escrow number" is used to identify this transaction throughout the escrow process, and once the file is closed, it continues to be identified in the storage system used to safeguard these files. The agent will provide all information about the property, including address, current owner, prospective buyer, buyer's lender, outstanding loan information, sales price, etc. The agent may also send instructions outlining the transaction details, such as the commission to be paid to the agent and the expected closing date.

THE NEXT STEP IS TO VERIFY ALL OF THE PERTINENT INFORMATION WITH THE SELLERS

When an escrow file is opened, the Escrow Officer makes a list of all the items necessary to close the escrow. These may include:

- The buyer's deposit
- Loan documents
- Fire and other insurance policies
- Home warranty
- Pest inspection
- Terms of the sale
- Any seller-assisted financing
- Title insurance policy
- Request for payment for various services to be paid out of escrow funds.

Since most people have rent or lease payments month-to-month, escrow often closes at the end of the month so the buyer can move into their new home and avoid paying another month's rent on the previous residence.

The Escrow Officer cannot disburse any funds or information unless she/he is instructed to do so in writing. So, when the necessary documents and

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money have been received into the file in accordance with provisions contained in your purchase contract and escrow instructions, the Escrow Officer will proceed with recording the necessary documents with the county recorder's office, at which time the title to the property is transferred, and all funds are available to be disbursed.

Please follow your escrow officer's instructions and be sure to bring any requested items to closing with you.

STEP-BY-STEP: LIFE OF AN ESCROW

Step 1: Opening Escrow

Contract Acceptance

- Once the buyer and seller agree on terms, the ratified contract is submitted to an escrow officer.

Deposit Funds

- The buyer submits an earnest money deposit to the escrow account as a sign of commitment.

Title Search and Examination

- The escrow officer orders a title search to

ensure the property has a clear title and initiates title insurance.

Step 2: Escrow Processing

Document Collection

- Both parties submit necessary documents, including disclosures, loan documents, and inspection reports.

Loan Approval

- The buyer's lender works on approving the loan, conducting appraisals, and finalizing financing details.

Property Inspections

- Inspections, such as home, pest, and other contingencies, are conducted and reviewed within the escrow timeline.

Step 3: Contingency Period

Resolution of Contingencies

- Any issues identified during inspections are addressed, negotiated, or resolved between the parties.

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Review and Sign Documents

- Both buyer and seller review and sign necessary documents, including the closing disclosure.

Step 4: Closing Preparation

Final Approval

- The lender finalizes loan documents and sends them to the escrow officer for review.

Escrow Instructions

- The escrow officer prepares instructions for signing and provides the settlement statement for review.

Funding and Closing Date

- All funds necessary for the transaction are collected, and a closing date is set.

Step 5: Closing and Funding

Signing Appointment

- Both parties meet to sign closing documents, including loan papers and the transfer of ownership.

Funding Approval

- Once all documents are signed and approved, the lender releases funds to the escrow account.

Recording and Title Transfer

- The escrow officer records all necessary documents with the county, transferring ownership.

Step 6: Closing Escrow

Confirmation of Closing

- The escrow officer confirms all conditions are met, funds are disbursed, and the transaction is recorded and closed.

Distribution of Funds

- Proceeds are distributed to the seller, paying off any liens or mortgages, real estate commissions, and other fees.

Closing Statement

- Both parties receive a closing statement detailing the financial breakdown of the transaction.

The life of an escrow culminates in the successful

STEP 7

transfer of ownership and funds, providing a secure and neutral process for both buyers and sellers in real estate transactions.

STEP 8

DUE DILIGENCE

Buyers and sellers of real estate assets may not be completely aware of the tasks that are necessary to fully analyze and evaluate a property during the "due diligence period." The due diligence period plays an important role in real estate, and involved parties should be familiar with the basic concepts; otherwise, they will eventually face legal and financial implications.

WHAT DOES DUE DILIGENCE MEAN IN REAL ESTATE?

The legal definition of due diligence is the level of care, prudence, and activity a person or company must undertake to acquire objective and reliable information before a specific event or decision.

In real estate, due diligence includes conducting any and all physical inspections of the property. This includes but is not limited to structural, roof, plumbing, air conditioning, mold, radon, and electrical.

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It also includes reviewing documents, financial calculations, and evaluating risks. It is essentially the "doing your homework" part of real estate. When real estate agents bring up due diligence, they usually refer to either the buyer's research before making an offer or the contingency period before final closing.

REAL ESTATE DUE DILIGENCE PERIOD

During real estate transactions, the due diligence period typically starts as soon as both buyer and seller have accepted the Residential Purchase Contract (RPC) and contractual deposits have been made. During this contingency period, the buyer collects all the information about the property to help make a final decision about whether they will proceed with the transaction.

THE DUE DILIGENCE PERIOD TIME FRAME

The time frame for due diligence can vary depending on the terms of the RPC, which are agreed upon by the parties involved in the transaction. For a residential property in Arizona, the contract default period is 10 days; however, some more complex transactions can have due diligence periods that greatly exceed that time frame.

During that window, time frames are often required for specific contingency items dictated by state law or negotiated between the parties.

WHAT IS INVOLVED IN DUE DILIGENCE?

If you are the buyer in purchasing a real estate asset, you would use the due diligence period to obtain and review detailed documented information related to the property. This includes a variety of tasks:

- Primary research on items such as zoning and building permits, title and title exceptions, demographics, traffic, noise, hazardous materials, earthquake faults, etc.
- If a buyer is a real estate investor who aims to acquire an income-producing property, they or their real estate consultant will investigate economic factors such as market supply and demand, comparable rents, vacancies, operating expenses, real property taxes, and insurance.
- Most properties include existing buildings or structures. To perform due diligence on the state of the buildings, buyers will often hire a professional to carry out an inspection. For undeveloped properties, the due diligence for raw land should involve more engineering expertise for development feasibility.

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- Depending on the location (such as near current or historical industrial/processing facilities), performing environmental due diligence can also be prudent, sometimes going as deep as investigating environmental subsurface conditions.

During the due diligence period, the seller would have to make all the legally required disclosures and be responsible for providing access to the property for inspections.

The biggest takeaway from the due diligence period? You can legally cancel the contract for any information discovered within that period and receive a full refund of your earnest money. If you should cancel beyond that inspection period, you may not be so lucky.

STEP 9

APPRAISAL

An appraisal is an opinion of value. When an appraisal is used to obtain an opinion of the value of a property for loan purposes, federal regulation requires the lender or its agent to place an appraisal order. The lender or its agent contacts a state-licensed or certified appraiser and identifies the property to be appraised and the intended use of the appraisal. The appraiser then determines the appropriate scope of work for the assignment.

The appraiser's scope of work typically includes the type of property inspection (interior, exterior only or none), what approaches to value are required, and any lender-specific requirements. In some cases, the lender may order the appraisal through an agent, such as an Appraisal Management Company (AMC).

- If an appraisal requires an interior inspection, an appraiser will contact the homeowner (or, in the case of a sale, an agent or the seller) to inspect the interior and exterior of a property. As previously mentioned, an appraisal may not require an interior inspection.

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- An appraiser will research county and municipal records, Multiple Listing Service (MLS) records, and other data services for information and documentation concerning the subject property and market area.
- An appraiser will review recent sales and listings of comparable properties. Comparables are recently sold or listed properties that have utility, quality, age, and amenities similar to the subject property and are located in the subject property's market area. In markets where few sales have recently occurred, comparables may be from similar or competing neighborhoods located some distance from the subject property.
- An appraiser may use the sales comparison approach to develop an opinion of value. Often, the primary approach to developing an opinion of value for a residential property is the sales comparison approach, which utilizes recent sales of comparable properties. An appraiser will analyze and compare characteristics that include the home's living area, land area, style, age, quality of construction, number of bedrooms and bathrooms, presence or absence of a garage, etc.
- The cost approach is another method an appraiser may use to develop an opinion of value. The cost approach is the appraiser's opinion of the current replacement cost of constructing a reproduction of

the existing structure, less any estimated depreciation, plus the value of the land. The cost approach is valuable when appraising newer homes that might have little or no depreciation.

- Lastly, an appraiser may utilize the income approach. The income approach is most often used in appraisals of properties with two, three or four living units, where income is a factor in the decision-making process of buyers and sellers. It is generally not used for one-unit residential properties in areas where the majority of the homes are owner-occupied.

The appraisal can make or break a deal. If the appraisal comes in lower than the contract price, there are three different options. One is disputing the appraisal, the second is renegotiating the contract price with the buyer, and the last is canceling the contract if you are unwilling to renegotiate.

STEP 10

CLOSING & FINAL STEPS

Congratulations, you survived!

The last step will be vacating your home 3 days before closing to allow the buyer their final walkthrough. Remember to leave everything that was negotiated in the contract. Please see the Moving Checklist below for specifics.

A time will be arranged for you to sign your last documents for the sale of your home, and if need be, a mobile notary will be provided.

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer.

The escrow officer will review the contract to determine what payments are owed by whom, prepare documents for closing, perform the closing, and make sure all payoffs are completed, the buyer's title is recorded, and you receive any payoffs due to you.

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for a specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

The transfer of funds may include payoffs to:

- Seller's mortgage company, as well as any lien holders
- Local government, if any property taxes are due to third-party service providers
- Real estate agents, for payment of commission Sellers, if there are any proceeds from the sale of the home

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement

STEP 10

statement (HUD 1)

- Receipts (if needed) for completed repairs, per sales contract.

Moving Checklist

Planning and Preparation:

- **Research Moving Companies:** Get estimates, check reviews, and book a reputable moving company or decide on a DIY move.
- **Declutter and Organize:** Sort belongings, donate or sell unnecessary items, and streamline possessions.
- **Create a Moving Binder or Folder:** Gather all moving-related documents, quotes, and receipts in one place.
- **Change of Address:** Submit a change of address form to the post office and update addresses for subscriptions, banks, and official documents.
- **Notify Schools, Doctors, and Services:** Inform relevant institutions about your upcoming move and arrange for records transfer.

Packing and Supplies:

- **Gather Packing Supplies:** Purchase boxes, tape, bubble wrap, markers, labels, and other packing materials.

- **Packing Strategy:** Pack room by room, labeling boxes with contents and the room they belong to.
- **Fragile Items:** Use extra care and packing materials for delicate or valuable items.
- **Pack a "First-Night" Box:** Include essentials for the first few days in your new home (toiletries, clothing, bedding, etc.).

Home Preparation:

- **Utilities and Services:** Arrange for disconnection and reconnection of utilities at old and new residences.
- **Appliances and Furniture:** Defrost freezers, disconnect appliances, and disassemble furniture if necessary.
- **Cleaning:** Ensure the old residence is clean before leaving.

Moving Day:

- **Supervise the Move:** During the move, oversee and direct movers.
- **Check Inventory:** Verify inventory lists with the moving company.
- **Clean Up:** Leave the old residence clean and tidy.

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Post-Move:

- **Unpack Essentials:** Start with unpacking the "first-night" box and essential items.
- **Utilities and Services:** Ensure all utilities are functioning in the new home.
- **Explore the Area:** Familiarize yourself with the new neighborhood and nearby amenities.
- **Update IDs and Licenses:** Update your driver's license, car registration, and other IDs with your new address.
- **Settling In:** Arrange furniture, hang curtains, decorate, and personalize your new space.

Miscellaneous:

- **Pets:** Make arrangements for pet transportation or boarding during the move.
- **Valuables and Important Documents:** Carry important documents, jewelry, and valuables with you during the move.
- **Final Checks:** Do a final walkthrough of the old and new residences to ensure everything is in order.
- **Celebration:** Take time to celebrate your successful move into your new home!

Conclusion

Selling your home is a significant chapter in your life's story, filled with memories and milestones. It's a step towards new beginnings and opportunities. The Sold Selling Method is designed not just to sell a house but to transition a home from one family to another, ensuring that every memory and corner is valued and presented in the best light possible.

We understand that every home has a unique story and a distinct charm. That's why our method emphasizes customization and flexibility, tailoring our approach to highlight the unique features of your home and attract the right buyers. From the meticulous preparation of your property, through strategic pricing that reflects its true worth, to presenting it in a way that speaks directly to the hearts and minds of potential buyers, every step is crafted to ensure your success.

This journey you've embarked upon with the Sold Selling Method isn't just about closing a sale; it's about opening up to new possibilities. As you move forward, remember the diligence, care, and strategic planning you've invested in this process. These efforts not only culminate in the successful sale of your property but also in the satisfaction of knowing

that your home's legacy is passed on in the best possible manner.

Thank you for allowing us to be a part of your journey. The successful sale of your home is not just a professional achievement for us but a personal joy in seeing you move forward to your next adventure with confidence and peace of mind. Here's to new beginnings, prosperous outcomes, and the continuous journey of creating and sharing stories in the places we call home.