



sellers guide  
*lets get your home sold*



# About Me

Kseniya Korneva, Realtor®  
Korneva Home Group  
REAL Broker, LLC

Kseniya Korneva is a top-producing Realtor and team leader! The Korneva Home Group can service clients in Russian and English!

Her passion for cultivating new relationships and helping others will allow you to effortlessly build a lifelong relationship with a dedicated real estate professional.

Kseniya has been featured in USA Today, Business Insider, and Money Magazine. Kseniya is proud to be a member of the Greater Tampa Association of REALTORS®, the Florida Association of REALTORS® and the National Association of REALTORS®.

Don't hesitate to contact Kseniya today!

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# what my clients say



Andrew  
Southeast Seminole  
Heights

Kseniya was outstanding to work with. She walked me through every step of the process and was very supportive during the whole sales process. She was active with promoting the property with a open house and very active on social. It all worked to help get the property sold in only a few days before the first offer. She also was a huge help in getting contract workers over to the property to make any sale required repairs to close on time. I'd highly recommend her for anyone looking to buy or sell a house. She was so responsive to any questions and kept me up to date on the process from start to finish.

What can I say about K? Think of the best service you could only wish for, and she will do it even better. After meeting with her and the team, I had very high expectations (they blew away with their presentation), and OMG did she deliver!! She gave me three offers in a week, and sold the house at full asking price.

She was there the whole way, answering questions at all times. She made things easier, fought for me the whole time, and she moved at the pace I was comfortable! She gave me answers to questions before I asked them, because she knew I was going to ask them. She is perfect and I will always recommend her! I will call her when the time comes to purchase my dream home, and again when it's time to sell it so I can buy my second dream home :) K, thank you! Really, THANK YOU! You are the BEST at your job! You are an amazing human being!! I would give you 100/5 stars if I could!



Antonio  
Wesley Chapel



Kimberly & Nick  
St. Petersburg

Kseniya is amazing!! We so enjoyed working with her to sell our home in St. Pete! Throughout the process she was a pleasure to communicate with and always available if we had questions! Couldn't ask for anything more!

# the selling process

Let's break the home selling process down into 4 simple steps:

01

## PREPARE IT

Meet with your agent  
Clean, declutter, paint

02

## ADVERTISE IT

Determine price  
Strategic marketing

03

## SHOW IT

Negotiate offers  
Get under contract

04

## SELL IT

Inspections + appraisals  
Closing day!

## ✓ CLEAN, DECLUTTER, PAINT

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"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property.

Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

Use the checklist on the following page to prepare your home for the market.

# staging checklist

## ✓ CREATE A GAME PLAN

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- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

## ✓ REPAIRS TO CONSIDER

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- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

## ✓ CLEAN, CLEAN, CLEAN

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- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

## ✓ KITCHEN AND BATHROOMS

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- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

## ✓ FINISHING TOUCHES

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- Switch out any lights that need to be replaced
- Throw in some fresh flowers or plants
- Remove personal photographs and items
- Don't forget to tidy up your closets and storage areas - buyers will be looking there too
- Stow away any pet or kids items
- Light a candle
- Wipe down all surfaces and declutter

## ✓ CURB APPEAL

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- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds

## ✓ CONSIDER STAGING

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Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

**83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.**

**40% of buyers' agents said that home staging had an effect on most buyers' view of the home.**

*\* Statistics from the National Association of Realtors® Research Group, 2019*



### PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in shorter time

### CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste



## ✓ PRICE IT RIGHT

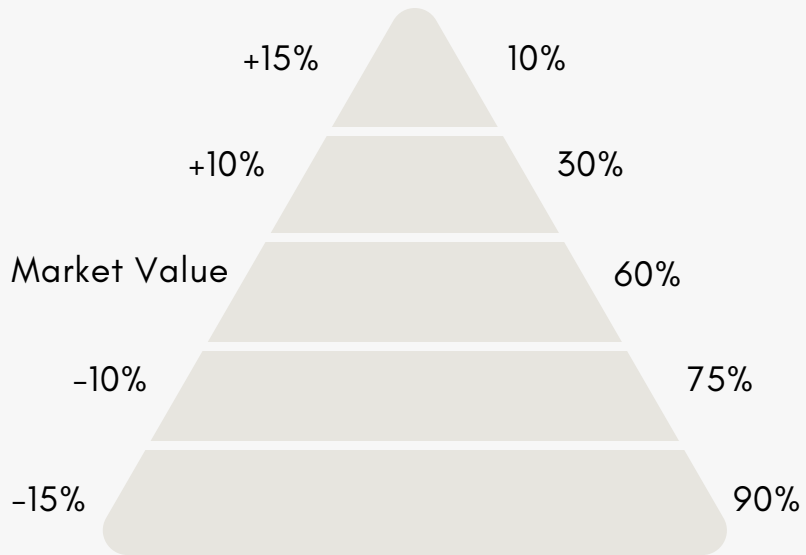
It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

### why pricing it right is critical

asking price

percent of buyers



## ✓ PRICE IT RIGHT

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### Should we price it higher just to see what happens?

Setting a very high price just to “see what we get” is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

### PROS AND CONS OF PRICING IT...



#### **below** market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to seller at a lower price



#### **at** market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



#### **over** market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

### What is my home worth?

Determining your home’s market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser’s assessed value of your home has nothing to do with the market price.)



## ✓ OUR MARKETING STRATEGY

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- Shared with my agent network
- Professional photography
- Blasted to my e-mail list of 500 local neighbors
- Broadcasted to 10k followers across my whole team social media platforms
- Open houses



## ✓ QUICK SHOWING CHECKLIST

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Use this showing checklist to get your home prepared for each showing.

- Remove all clutter and put away any personal items or decorations
- Remove all dishes from the sink and wipe it down
- Stow away any valuable items or take them with you
- Collect any kids or pets toys that are out
- Empty trash
- Clean bathrooms
- Spray air freshener or light a candle
- Fix and declutter exterior walkways

## ✓ PREPARING TO CLOSE

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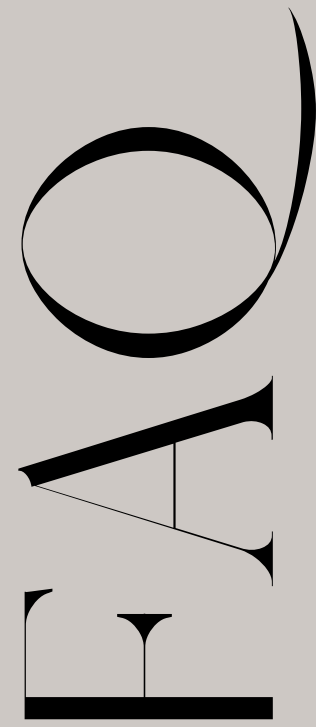
Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they have are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Appraisal contingency.** Typically, the lender requests an appraisal is done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **Home sale contingency.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.





## **Should I offer incentives like a home warranty, closing costs, or selling agent bonus?**

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start. For example, if your home is in an area that doesn't get a lot of traffic, we may offer an incentive to agents to bring us a buyer. Or if you know the appliances are at the end of their lifetime, you may offer a home warranty to help the buyers replace them. Other incentives, like helping with closing costs, are better used during the negotiation process.

## **What do I need to disclose?**

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

## **What happens if my home doesn't appraise above the contract price?**

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the contract to the satisfaction of both buyer and seller. Usually we are able to work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal, but it's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation. If you are concerned about the appraisal value, go ahead and have your home appraised before setting the listing price.

## **How do you negotiate multiple offers?**

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using. How much they are offering to put in escrow and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

## **How long will it take to sell my home?**

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. I am always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in two to three months. If you need to sell fast, that should be reflected in the list price.