

SELLER'S



GUIDE

YOUR GUIDE TO SOLD

INTRODUCTION



Selling your home is one of the most important financial decisions you can make. It can be a tough decision as it's likely you have an emotional investment in your home and selling involves a lot of moving parts.

However, if you know what to expect you can avoid a lot of common mistakes and ensure that things go as smoothly as possible. In this guide, we will cover what to consider when selling real estate in a step-by-step process.

A stylized, handwritten signature in black ink that reads "Abby".

ABBY HANSEN

The TEAM



Sam Wurm

Team Lead, REALTOR®



Abby Hansen

REALTOR®

WELCOME TO NESTGROUP. WHERE EXCELLENCE MEETS REAL ESTATE. WITH UNWAVERING DEDICATION, WE CONSISTENTLY DELIVER EXCEPTIONAL RESULTS TO BUYERS, SELLERS, BUILDERS, AND DEVELOPERS ALIKE. ROOTED IN OUR FOUR PILLARS OF SUCCESS—STRATEGY, ANALYSIS, PLANNING, AND PROTECTION—OUR PROVEN AND METICULOUS APPROACH HAS BEEN THE DRIVING FORCE BEHIND THE SUCCESS STORIES OF COUNTLESS INDIVIDUALS THROUGHOUT THE STATE OF NEBRASKA. AT NESTGROUP, WE TAKE PRIDE IN CONSISTENTLY ACHIEVING EXCEPTIONAL RESULTS, MAKING US THE TRUSTED PARTNER FOR THOSE SEEKING UNPARALLELED EXPERTISE IN REAL ESTATE.



REAL ESTATE ADVISORS

RESEARCH | ANALYSIS | PLANNING | PROTECTION

Step 01 CHOOSING THE RIGHT AGENT

As your agent, it's our goal to secure the full financial potential for your home and find the correct buyer. We will take the stress and paperwork out of selling your home for a seamless closing. Here are some ways we back our clients:



GOALS

We'll meet with you and understand your needs and selling goals.

MARKETING

We can talk you through some marketing strategies that will work for your property and establish a unique selling point for your home.

NEIGHBORHOOD KNOWLEDGE

With expert neighborhood and property knowledge, we will work to professionally price your home.

CONNECTIONS

With connections in the industry and a long list of buyers agents, we will expose your house to a wide buying audience before it's even on the market.

PROJECT MANAGEMENT

We will create a marketing strategy, review buyers' offers and do all the negotiating.

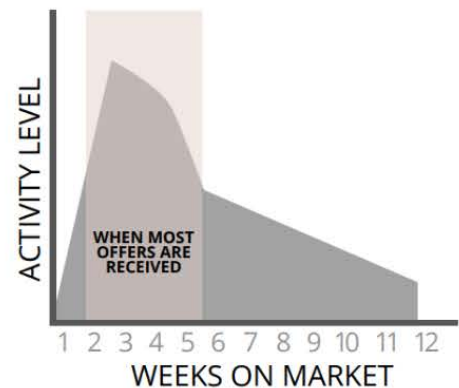
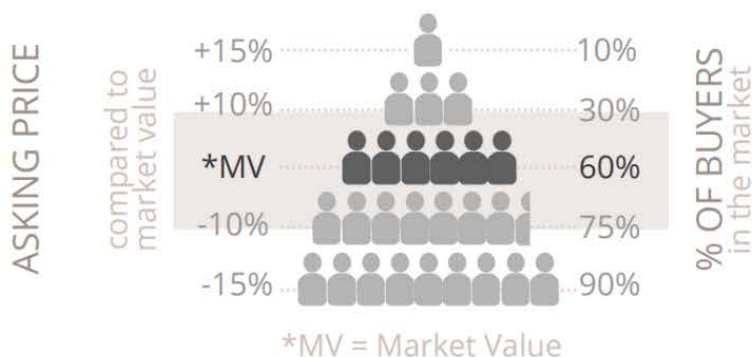
PAPERWORK

Let us navigate the real estate contracts and educate you along the way so you know exactly what you are signing.

Step 02 ESTABLISH A PRICE

We will do a market analysis using data about recently sold properties in the area. Pricing your home correctly is one of the most important factors that determines how quickly and how much money it will sell for.

Most home buyers view many properties. They quickly understand the value of a property in a particular location. If your home is priced at fair market value, it will attract many potential buyers quickly. If your home is overpriced, it will attract the fewest number of buyers looking to purchase. We will price your home correctly the first time so that it will sell quickly.



Step 03

PREPARE TO LIST

Declutter, and deep clean. Consider hiring a professional cleaner to save time.

A clean and minimal appearance will help buyers imagine the house as their own.

Follow our suggested checklist of tips and things to prepare in advance.



EXTERIOIR

- ☐ Paint front door
- ☐ Keep lawn neat and trimmed
- ☐ Remove old yard furniture
- ☐ Weed garden and patios
- ☐ Clean windows
- ☐ Paint the outside if feasible
- ☐ Clean gutters
- ☐ Add plants at entrance

INTERIOR

- ☐ Declutter
- ☐ Move excess items to storage
- ☐ Repair/fill holes in walls
- ☐ Ensure all windows close and open
- ☐ Repaint with neutral colours
- ☐ Replace or clean carpets
- ☐ Clean closets
- ☐ Paint walls, ceilings and trims
- ☐ Clean or replace fixtures
- ☐ Reduce pet areas in home
- ☐ Ensure all lighting works

Step 04 PROFESSIONAL IMAGERY

Listing photos are the first thing a buyer sees when looking at your property. A buyer will decide if they are interested in viewing your home just by looking at the photos which will determine getting a sale.

We will work with our very own in - house media company, NR Media, to show your home in the best light. The content strategy is unique to each property and we will work together to decide the best content for showcasing your home.

OTHER CONTENT TO CONSIDER

Aerial photography

This can be great if your property includes a lot of land or outdoor space such as terraces, balconies and swimming pools.

360 virtual tour

This can be great to give buyers a true feel of your home if they purchasing from overseas or busy investors. We also need to consider whether it will deter viewers from attending a showing.

Professional videography

This can be great to give buyers a true feel of your home. Video ads also get better results in digital marketing.



Step 05

MARKETING YOUR HOME

Marketing your home plays an integral role in securing the full financial potential and finding the correct buyer.

EMAIL MARKETING

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

NETWORKING

With connections in the industry and a long list of buyers agents, we will expose your house to a wide buying audience before it's even on the market.

ONLINE

We will market your home online and feature it in the MLS and on various third party sites such as Zillow and Trulia.

SOCIAL MEDIA

We will use a variety of social media channels to get exposure for your property including Facebook, LinkedIn, Instagram, Google, Youtube and any other suitable networks.

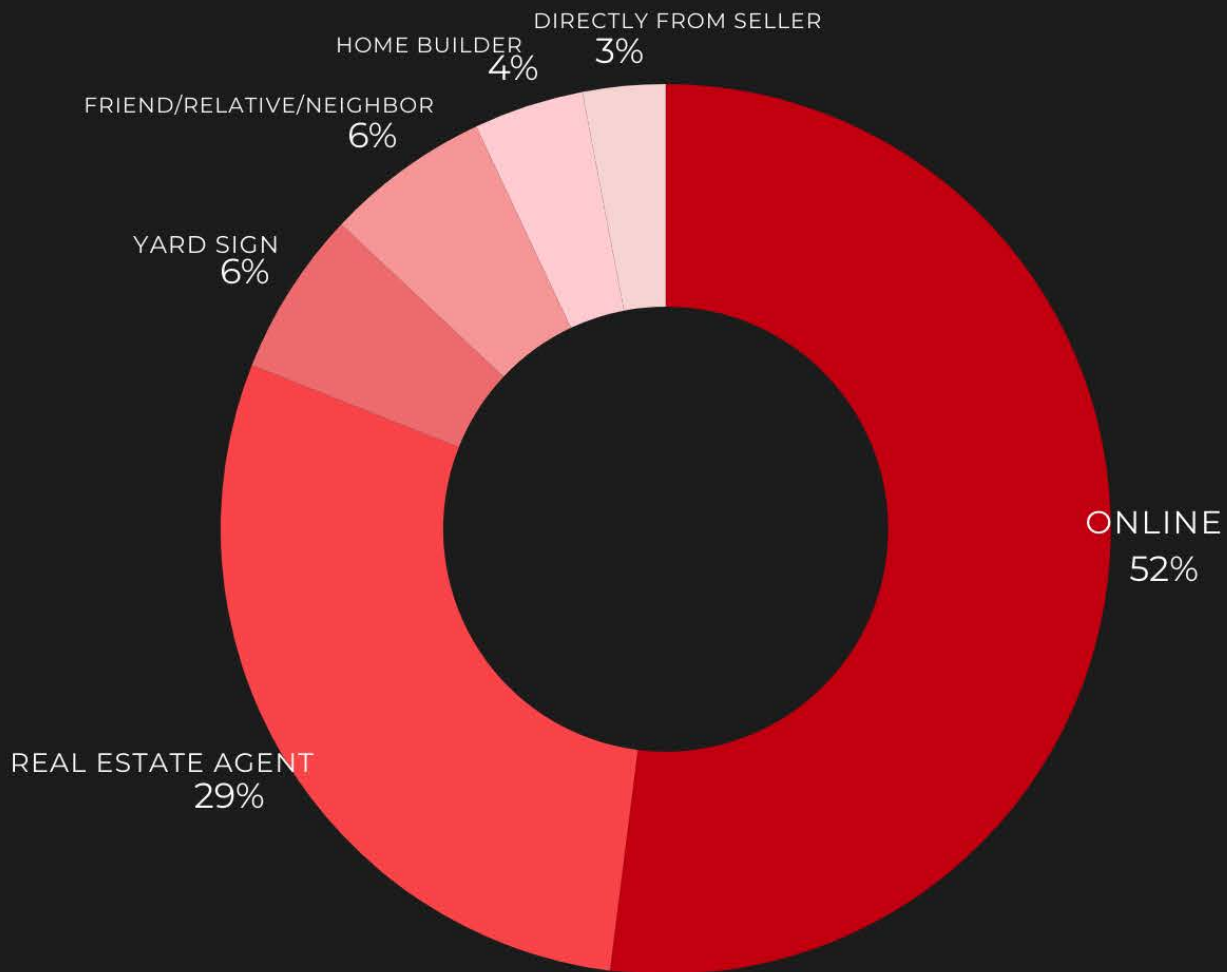


BETTER
MARKETING.

BETTER
RESULTS.



WHERE DO BUYERS FIND THEIR HOME?



*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

Marketing Power

THROUGH OUR INNOVATIVE AND PROVEN ONLINE/DIGITAL ADVERTISING STRATEGIES, OUR TEAM IS ABLE TO PROVIDE MORE EXPOSURE AND MORE MARKETING POWER THAN ANY OTHER REAL ESTATE GROUP.

More Exposure.

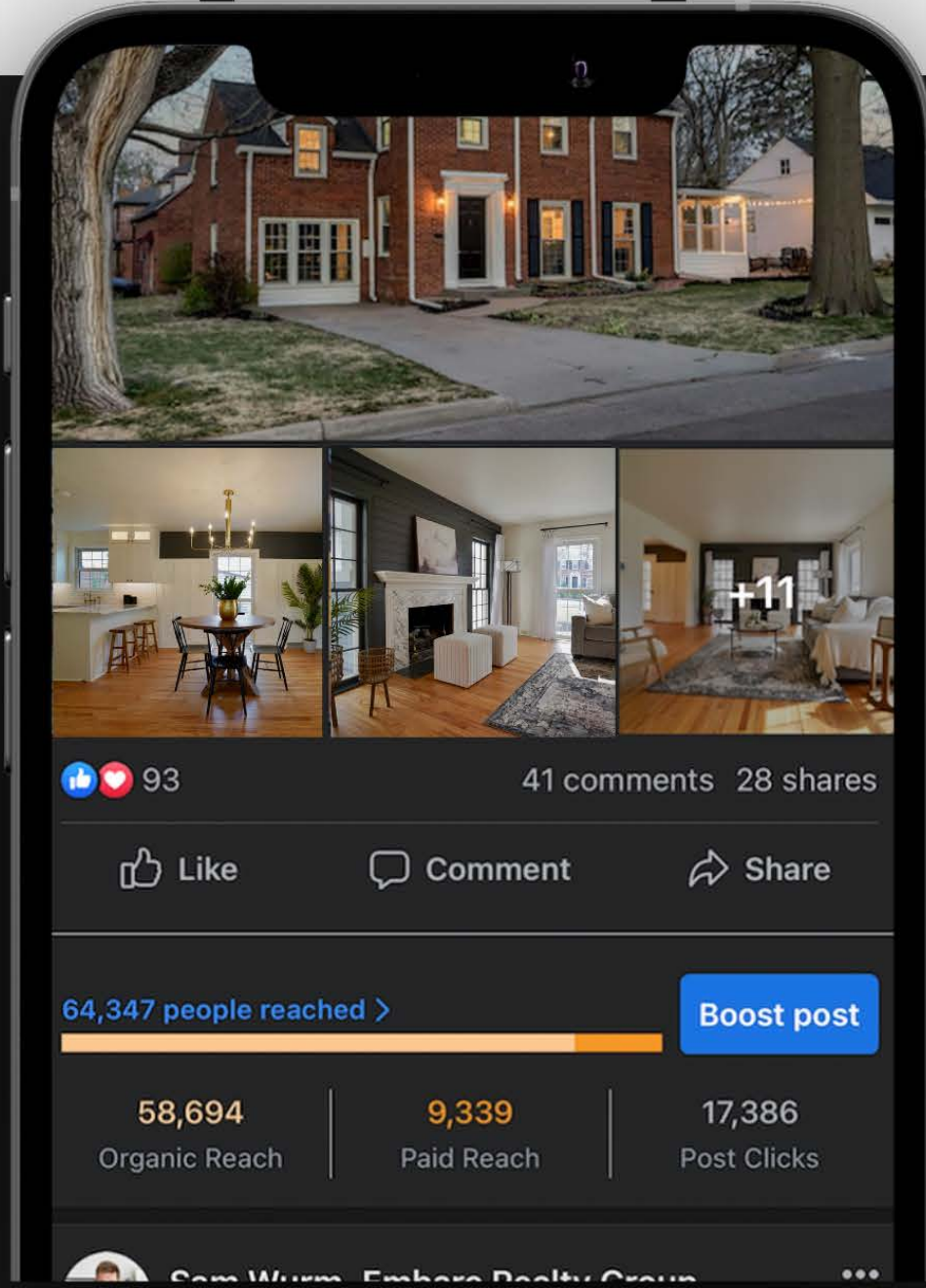
We put your listing in front of more buyers than any other group, by utilizing the vast and expanding power of social media platforms like Facebook, Instagram, and Google.

Sell Faster.

By giving you more exposure to the market from Day 1, we are able to generate **more buyers in less time**, helping you sell more quickly.

Sell For More.

By increasing your exposure, we increase your chance of starting a bidding war, which is the most proven way to increase your selling price.



Step 06 SHOWINGS

A FEW TIPS TO HELP HOME SHOWINGS GO AS SMOOTHLY AS POSSIBLE

FLEXIBLE

BE AS FLEXIBLE AND ACCOMMODATING TO THE BUYERS SCHEDULE AS POSSIBLE. WE WANT TO AVOID HAVING MISSED OPPORTUNITIES IF AT ALL POSSIBLE.

INFORMED

MAKE SURE EVERYONE IN THE HOME IS INFORMED WHEN SHOWINGS ARE TO HAPPEN SO THEY CAN KEEP THEIR SPACES CLEAN.

DAILY CLEANING

KEEP UP WITH DAILY MESSSES. WIPE DOWN KITCHEN AND BATHROOM COUNTERS BEFORE LEAVING FOR THE DAY.

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 A POTENTIAL BUYER'S ABILITY TO PICTURE THEMSELVES LIVING IN YOUR HOME.

NATURAL LIGHT

OPEN BLINDS AND CURTAINS AND LET IN AS MUCH NATURAL LIGHT AS POSSIBLE. LEAVE LIGHTS ON BEFORE YOU LEAVE FOR A SHOWING.

TEMPERATURE

KEEP THE ROOM TEMPERATURE COMFORTABLE. THIS DEMONSTRATES TO BUYERS THAT THE HVAC IS WORKING PROPERLY.

PERSONALS

MAKE SURE YOU PLACE ALL VALUABLES AND PRESCRIPTIONS OUT OF SIGHT AND IN A SAFE PLACE.

VACANT

HAVING A SELLER PRESENT CAN MAKE BUYERS FEEL AWKWARD. WE WANT TO MAKE THE BUYERS FEEL AT HOME AND STAY AWHILE.



PRE-SHOWING PREP

CHECKLIST

- ☐ Install lockbox for the key
The lockbox holds the keys to the home and is typically found at the front guarded by a security. This allows real estate agents, inspectors, and appraisers access to show your home on appointment.
- ☐ Stow away valuables
- ☐ Remove mail and personal documents
- ☐ Remove prescription medicines
- ☐ Only let scheduled appointments in
- ☐ Keep it clean for showings
- ☐ Remove trash before each showing
- ☐ Avoid cooking strong scented food
- ☐ Make sure room is a nice temperature



Step 07 OFFER CONSIDERATIONS

When a buyer wants to purchase your home, they will make an offer on the property. There are some factors to consider when looking at an offer.

- **OFFER PRICE** - This is how much money the buyer is willing to pay for the home. This can include fees and any other costs associated with buying a home (closing costs).
- **EARNEST DEPOSIT** - This is money put down by the purchaser before closing which shows the buyer is serious about buying the house; usually around 1 percent of its value but may vary depending on factors such as location & market rate etc. This amount will be deducted from closing costs once a deal is finalized at the closing table.
- **LOAN TYPE** - Conventional loans are often the least complicated and most appealing for a seller.
- **CONTINGENCIES** - This is a purchase agreement specifying an action or requirement that must be met for the contract to become legally binding. The fewer contingencies included in an offer, the better for the seller.
- **CASH OFFER** - Cash offers are generally more appealing as the money is ready to send and there is no waiting on a bank to approve a loan.
- **CLOSING TIME** - Some buyers may be looking to move in immediately, others may be waiting until their current property is sold. This may influence your decision based on which timing suits you better.

Step 08 THE OFFER PROCESS

ACCEPT

If you accept the offer, the purchase agreement will be signed. Then you are officially under contract! Now inspections, appraisals, or anything agreed in the purchase agreement will take place.

REJECT

You can reject the offer completely. This can happen if you feel the buyers offer is too far from the asking price or don't agree with the terms proposed.

MAKE COUNTER-OFFER

A counter-offer is when the seller offers different terms. The buyer can then accept the offer, reject it or negotiate it.



Step 09 PRE-CLOSING (INSPECTIONS)

HOME INSPECTION

Before closing on a home, the prospective buyer will usually schedule an inspection with a professional home inspector. They will identify issues with the house including structural or mechanical issues. The buyer then uses this info to negotiate with the seller to reduce the price or else carry out the repairs before closing.

WHAT'S INCLUDED?

- ROOF & COMPONENTS
- EXTERIOR & SIDING
- BASEMENT
- FOUNDATION
- CRAWL SPACE
- STRUCTURE
- HEATING & COOLING
- PLUMBING
- ELECTRICAL
- ATTIC & INSULATION
- DOORS
- WINDOWS & LIGHTING
- APPLIANCES (LIMITED)
- GARAGE
- GARAGE DOORS
- GRADING/DRAINAGE

UPON COMPLETION

- BUYER CAN ACCEPT THE PROPERTY AS IS
- BUYER CAN OFFER TO RENEGOTIATE
- BUYER CAN CANCEL THE CONTRACT



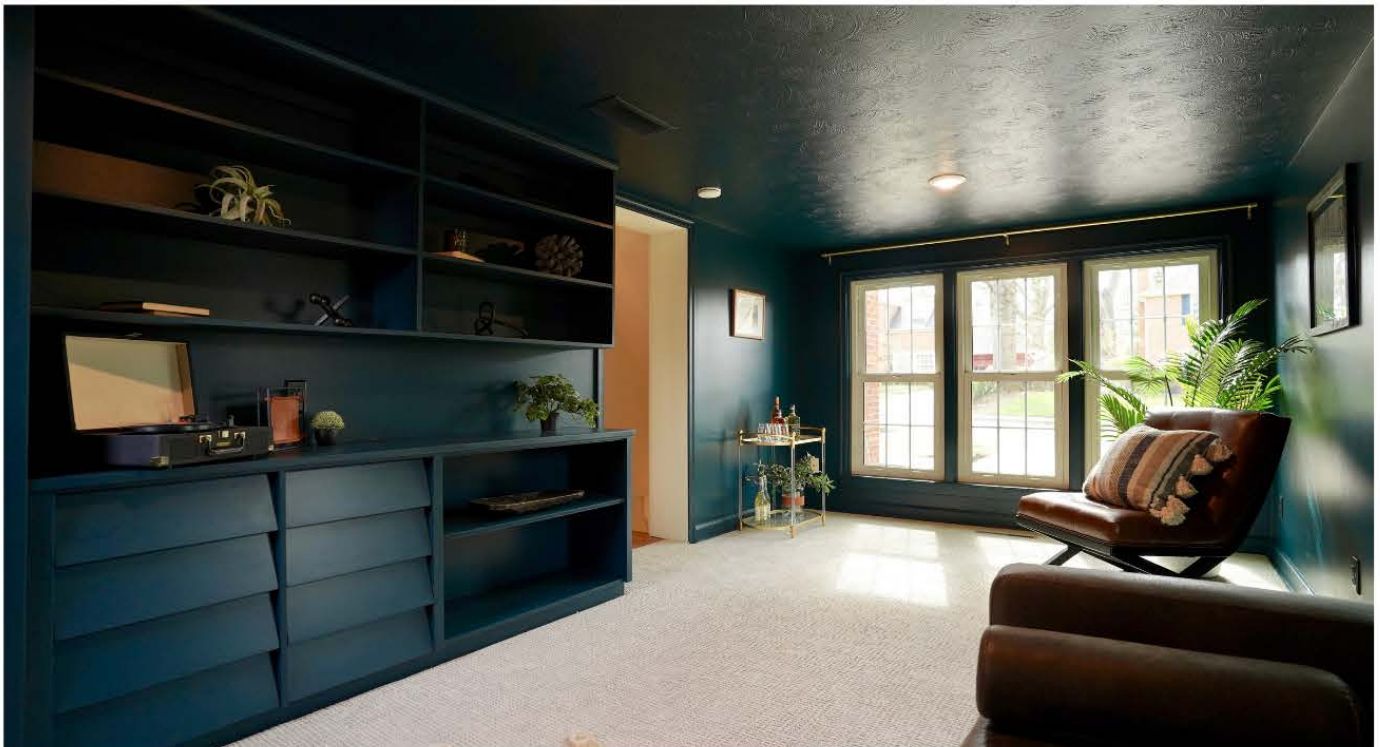
Step 09 PRE-CLOSING (APPRAISAL)

APPRAISAL

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 worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more.

APPRAISAL COMES IN AT OR ABOVE THE SALE PRICE
YOU ARE IN THE CLEAR, CLOSING CAN BEGIN

APPRAISAL COMES IN BELOW SALE PRICE
RENEGOTIATE THE SALE PRICE WITH THE BUYER
RENEGOTIATE WITH THE BUYER TO COVER THE DIFFERENCE
CANCEL AND RE-LIST



Step 09 PRE-CLOSING (FINAL WALKTHROUGH)

FINAL WALKTHROUGH

The buyer will do a final walkthrough the home within 24-48 hours of closing to check the property's condition and make sure any repair work that the seller agreed to make has been done.

THE BUYER'S WILL BE SURE TO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans



Final Steps

CANCEL POLICIES

ONCE TITLE TRANSFER HAS OCCURRED CONTACT YOUR INSURANCE AGENT TO CANCEL YOUR POLICY SO YOU CAN RECEIVE A REFUND OF ANY PREPAID PREMIUMS.

CLOSE ACCOUNTS

CANCEL UTILITIES AND CLOSE THOSE ACCOUNTS. KEEP A LIST OF PHONE NUMBERS FOR EACH OF YOUR UTILITY AND ENTERTAINMENT COMPANIES.

CHANGE ADDRESS

LET EVERYONE KNOW YOUR NEW ADDRESS. SUBMIT A CHANGE-OF-ADDRESS FORM TO THE POST OFFICE.

TURN EVERYTHING OFF

TURN OFF VALVES TO THE SINKS, TOILETS, APPLIANCES, AND WATER HEATER. TURN OFF ALL LIGHT SWITCHES AND FANS. LASTLY, CALL THE ELECTRIC COMPANY.

DOCUMENTS

SECURE ALL CLOSING DOCUMENTS AS WELL AS THE CONTRACT AND CLOSING DOCUMENTS. KEEP THEM IN A SAFE PLACE

CLEAN

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.

CLEAR OUT

MOVE OUT YOUR PERSONAL BELONGINGS COMPLETELY. CHECK ALL DRAWERS, CABINETS, AND CLOSETS.

INCIDENTALS

LEAVE ALL HOUSE KEYS, REMOTES, GATE KEYS, POOL KEYS, AND MAILBOX KEYS IN A DRAWER IN THE KITCHEN.

GATHER HOME PAPERWORK

PUT TOGETHER A PACKET OF MANUALS, RECEIPTS, AND ANY WARRANTIES AS WELL.

LOCK UP

ENSURE ALL BLINDS ARE CLOSED, AND LOCK THE WINDOWS AND DOORS.



Step 10

CLOSING DAY

Closing will likely be held at the office of the title company.

CLOSING COSTS TO SELLER

- Mortgage balance
- Real Estate Agent Commission
- Attorney fees
- Title fees
- Transfer taxes
- Prorated property taxes
- Prorated HOA fees
- Excise tax

WHAT TO BRING

- Two forms of Government-issued photo ID
- House Keys
- Garage Keys
- Mailbox keys

WHO WILL BE THERE

- A title company representative
- Attorneys involved in the transaction

Once all the papers are signed, the closing is officially complete.



Congratulations



YOU HAVE OFFICIALLY SOLD YOUR HOME

Moving Checklist

PREP

- ☐ KEEP CLOSING DOCUMENTS
- ☐ CANCEL INSURANCE
- ☐ BOOK TIME OFF WORK
- ☐ BOOK CHILDCARE FOR MOVE
- ☐ BOOK MOVING TRUCK
- ☐ DONATE UNWANTED ITEMS
- ☐ MAKE INVENTORY OF YOUR ITEMS
- ☐ TRANSFER PRESCRIPTION RECORDS
- ☐ REGISTER AT NEW SCHOOLS
- ☐ TAKE CUTTINGS FROM PLANTS
- ☐ MEASURE FURNITURE
- ☐ DEFROST FREEZER

NOTIFY OF MOVING

- ☐ POST OFFICE
- ☐ EMPLOYER & PAYROLL
- ☐ TELEPHONE, INTERNET
- ☐ TAX & SOCIAL SECURITY
- ☐ BANK & CREDIT UNION
- ☐ GARBAGE REMOVAL
- ☐ DOCTOR
- ☐ DENTIST
- ☐ ATTORNEY
- ☐ SUBSCRIPTIONS
- ☐ HEALTH & DENTAL INSURANCE
- ☐ LIFE INSURANCE
- ☐ HOME & CAR INSURANCE
- ☐ FRIENDS & OVERSEAS FRIENDS

'OPEN FIRST' BOX

- ☐ CLEANING SUPPLIES
- ☐ LIGHTBULBS
- ☐ TOOLS (KNIFE, SCISSORS)
- ☐ LIGHTBULBS
- ☐ CHILDRENS TOYS
- ☐ COFFEE, TEA, SNACKS
- ☐ REMOTE CONTROL

PACK OVERNIGHT BAG

- ☐ PYJAMAS & CLEAN CLOTHES
- ☐ TOOTHBRUSH & TOILETRIES
- ☐ TOILETPAPER
- ☐ MEDICATION
- ☐ PET FOOD
- ☐ TOWELS
- ☐ IMPORTANT DOCUMENTS
- ☐ CASH & VALUABLES

MOVING DAY

- ☐ LEAVE MAILBOX KEYS
- ☐ LEAVE GARAGE KEYS
- ☐ LEAVE HOUSE KEYS
- ☐ PUT PETS SOMEWHERE SECURE
- ☐ PROTECT PHONES AND CARPETS
- ☐ MAKE SURE BOXES ARE LABELLED
- ☐ FINAL CLEAN & REMOVE TRASH
- ☐ LEAVE OWNER MANUAL & RECEIPTS

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Testimonials



Saying that Abby went above and beyond to help sell my house is an understatement! Abby kept me in the loop throughout the entire process and made every little detail as smooth and seamless as possible. If you want to sell your house at lightening speed with full transparency and communication throughout, Abby is your rockstar realtor. You'd be lucky to have Abby by your side when buying or selling a property!!!

-Stevie D



Abby was wonderful to work with! She was very organized, and everything was always in order. Abby was great at communicating with us throughout the whole process of selling our home. She was always there to answer any questions or update us contract offers. All in all, she made selling our house a very pain free process and I would highly recommend her services to anyone looking to purchase or sell a home.

-Brian K



Whether you're looking to sell your property or find your first or next home, Abby excels in making the entire process remarkably smooth and enjoyable!! With her support, extensive market knowledge, and a genuine commitment to her clients satisfaction, Abby goes above and beyond to turn your real estate journey into a seamless and fun experience. I would recommend her to anyone who is looking to get the home buying/selling process started.

-Van N



Sam is the best of the best in the Lincoln and Omaha markets. He and his team helped me sell my house in Lincoln and buy a house in Omaha. He had recently helped a number of clients in both markets had a great knowledge on property values based on the age, location and condition of both properties.

-Tim K

CONTACT ME



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