

ENGEL & VÖLKERS®
JESSICA CRAIG



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Here's to New Beginnings

Whether it's your first time selling a house, or this is another move within your property journey, the key to an optimal experience is partnering with the best. With Engel & Völkers, you'll engage a trusted real estate advisor whose expertise is backed by a reputable local brokerage and a leading global real estate brand. Our advisors are truly passionate about helping you navigate the real estate market and find the right buyer for your property. Engel & Völkers maintains consistent high levels of service throughout the world to ensure the satisfaction of our valued customers.



Jessica has a true passion for real estate and is determined to provide the highest level of service to all of her loyal clients. She provides a luxury client experience by making the process as seamless as possible while maximizing the return on their home sale. A mission to be of service fuels her daily and she is proud to call Central Ohio home.

“

Super impressed and could not have been more happy with our experience with Jessica! When selling our home she was very detailed in walking our home and giving great advice on what to change and what a buyer is looking for, definitely helped to get us top dollar in our sale!

- user on Zillow

“

If you need real estate expertise, look no further than Jessica Craig. She sold my mother's house within a week of it being listed and we closed last week. She is responsive, reliable, & knowledgeable. Let her help you with your real estate needs!

- boatohio2007 on Zillow



Recent Achievements

- Featured as Agent on the Rise in Real Producers Magazine for the month of October. Chosen out of 10,000 Columbus Realtors.
- Over \$12,000,000 in real estate sold in 2023
- Provided real estate services to over 30 families in 2023
- Chosen to serve on the Women's Council of Realtors Board for 2024

Reality Check

Realize the cost of selling

The total cost to sell a home can amount to much more than the 5-6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

Set a realistic price

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which can have consequences.

Take care of major repairs and costly renovations

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing and fixing the most glaring issues, particularly those that are likely to turn up during a home inspection—many buyers will require an inspection before closing.

Be flexible for showings

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.



Steps to Selling

1

Prepare to list

Although you may love your property the way it is, new buyers will be looking for a fresh face. Spend time preparing your home for sale by conducting a deep cleaning and refreshing its appearance by providing a fresh coat of paint. Light renovations can help you get top dollar.

2

Set a Listing Price

Being able to sell your home quickly is a matter of competitive pricing. There is a fine line between pricing low enough to sell, versus pricing just above market value.

3

Negotiation Time

The great thing about selling a home in a seller's market is that there is often room for negotiation. Work with your agent to negotiate on your behalf to make and accept the best possible counteroffer.

4

Wait Out the Escrow Period

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date, as well as address duties such as ordering a title report, scheduling an appraisal, and conducting a property inspection.

5

Property Appraiser

The buyer's prospective lender will typically require a property appraisal to make sure that the negotiated purchase price is fair and parallel to the actual property value. Be sure to keep your property clean and organized before the appraisal appointment.

6

Property Inspection

If the property inspector discovers a serious underlying issue, which can range from anything between cracks in the foundation to plumbing that needs replacement, the buyer reserves the right to back out of the deal if they are not comfortable with the results.

7

Prepare for Closing

Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, the property has officially been sold.



Preparation

- 1. Toss out, recycle, or donate what you don't need anymore.** You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Buyers want to be able to see themselves in homes when they go for a showing, and having a bunch of the previous owner's things lying around can mess with that vision.
- 2. Start staging.** Staging is the art of designing your home to highlight its best features. And even if decorating isn't your strong suit, it's part of the home selling process you can't ignore—49% of buyers' agents state that home staging has a positive effect on how buyers view a home, according to the National Association of Realtors' 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a home and decreases the time it sits on the market.
- 3. Figure out a plan for kids and/or pets.** If you have little ones at home, two-legged or four, make sure that you have a plan in place for when showings happen.
- 4. Set expectations with your realtor.** The first couple of weeks that a home is listed for sale tend to be pretty busy in terms of market activity. Talk to your realtor now, in the week before you go live, about expectations you have about how things should go so that you know exactly what to anticipate.
- 5. Boost your curb appeal.** In addition to staging inside your home, you also want to put some effort into making the exterior of your home look as inviting as possible. After all, while the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, and tidy up as necessary.
- 6. Find another place for personal items.** A fundamental part of selling your home quickly and in as stress-free a manner as possible is depersonalizing it.
- 7. Deep clean.** Part of the stress that comes with living in a for-sale house is having to keep it museum-levels of clean all of the time.



Listing Ready

Clean

- Dust shelving and wall art
- Dust and clean all lighting
- Dust and wash vent covers and air returns
- Wash refrigerator and freezer (inside & out)
- Wash oven and range hood
- Clean kitchen cabinets
- Clean interior doors
- Wash all windows (inside & out)
- Wash walls and doorknobs
- Clean switch plates
- Magic erase baseboards
- Clean window ledges
- Wash bed sheets and linens
- Wash curtains
- Have carpets professionally cleaned
- Replace air filters

Paint & Caulk

- Touch up ceiling & interior doors
- Re-caulk baseboards and touch up paint
- Remove nails/screws in walls, patch & paint
- Re-caulk cabinetry & showers

Declutter

- Organize pantry, fridge, and freezer
- Playroom
- Bookcases
- Closets
- Storage areas
- Linen closets
- Surfaces, counters, desktops
- Floor space
- Remove personal items and photos

Lightbulbs

- Replace lightbulbs
- Hang mirrors in dark/ small spaces
- Add lamps in bedrooms

Exterior

- Clean window wells/wash windows
- Pressure wash deck/patio
- Paint front door
- Add fresh doormat
- Weed and add fresh mulch
- Add fresh flowers to planters



Showing Ready

Bedrooms

- Make the beds
- Remove all personal items
- Remove all clutter from the top of the dresser
- Store away any cords/chargers
- Put away toys

Bathrooms

- Clear countertops completely
- Put the toilet seat down
- Remove bottles from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/cleaning items

Exterior

- Close garage doors
- Remove toys from the yard
- Clean up landscaping
- Mow the grass
- Pressure wash the driveway and sidewalk
- Remove cars from the driveway

Kitchen

- Clear countertops
- Clear the outside of refrigerator
- Hide garbage can
- Remove dishes from the sink
- Remove rugs/dish towels/pot holders

Living Room

- Remove bulky or unnecessary furniture
- Declutter the shelves and surfaces so there is minimal decor left and more open space
- Put away movies, video games and magazines

General

- Remove pet bowls, toys, and accessories
- Clean whole house
- Turn off all TVs
- Open blinds/curtains for natural light



Showings

Here are a few seller rules to live by before a home showing.

Put jewelry, medication, and other valuables in a safe place. During a showing or open house, agents will try to keep an eye on everyone, but they may not be able to watch everyone at all times. Make sure to safely secure all firearms, medications, and valuables.

Prep your house for your guests. This means bringing in light by opening all the blinds, turning on lights, and bumping down the thermostat.

A clean house is a happy house. Make sure your home is tidy before having potential customers view your home.

Put away personal items. You want potential buyers to imagine themselves in your home and it may be hard with lots of your family photos and personal items around. Tuck away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves in your home.

Move your car. Make it easy for visitors to park and view your home.

Take your pets with you. In addition to allergies, a barking dog doesn't set the tone for potential buyers as they tour your home.

Completely leave the site when prospective buyers are viewing your house. You want prospective buyers to imagine themselves in your house and they can't do that with you there.





Title Process

What is a title company?

A title company acts as the controller of the closing process and the provider of title insurance. They help people finalize their mortgages and transfer property from seller to buyer.

The Closing Timeline

The closing timeline begins almost as soon as an owner accepts an offer and includes these steps:

1. Order Opening (3 to 5 Days): After a real estate agent or lender requests a closing, the title agency informs all parties that they will be handling the closing. During this phase, employees conduct a title search and send a title commitment and closing protection letter to the lender.
2. Closing Prep (2 to 3 Weeks): Closing prep involves gathering accounting information, balancing the escrow account, clearing up title issues, and preparing closing documents.
3. Closing (1 Day): The buyer and seller sign closing documents on the closing date.
4. Post Closing (1 – 3 days): The title company issues the title insurance, disburses money from the escrow account, and funds the loan. Documents are also recorded at the recording office.





Live Your Luxury

We look forward to the opportunity to demonstrate our process, precision, and passion for service so that you can focus on living your luxury.





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