

SELLERS GUIDE

THE COMPLETE GUIDE TO
SELLING YOUR HOME



EPIQUE



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ABOUT ME

Michael Brunner



REALTOR®

Real Estate Specialist

Welcome! I'm your results-driven and dedicated real estate agent committed to achieving your goals in selling your home. With a focus on clear communication and meticulous organization, I am here to navigate the selling process seamlessly. Let's work together to maximize the value of your property and make your selling experience both successful and stress-free.

THE STEPS

When it comes to selling your home, we've got you -- every single step of the way. Here's a general breakdown of the process and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

TAKE PHOTOS

Our photographer will make your home look its best!

4



CREATE MATERIALS

We'll have our in-house graphic design team create everything we need to market your home!



6



SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



8



CLOSING DAY

Schedule the closing, hand over the keys, collect the check!

We recently purchased a home with
Todd St Pierre as our agent. We were
very happy with the ease of
communication, timeliness, and
knowledge he was willing and able to
provide. We highly recommend his
service!

-Becky and Matthew Bond

EPICQUE

THE MARKETING

The Epique Marketing Strategy includes advertising that no other brokerage can match. From Social Media ads, traditional print, web marketing, and email blasts, your home will be seen buy more buyers and their agents.



PHOTOS & PRINT

Professional Photoshoot, 3D tour, neighborhood flyers, and property brochures get your home noticed!

ADS - 3.5X

Your home will be distributed among over 200+ website, and paid ads ran on social media. On average you will be seen by 3.5X as many buyers and sellers than a traditional listing.



EVENTS

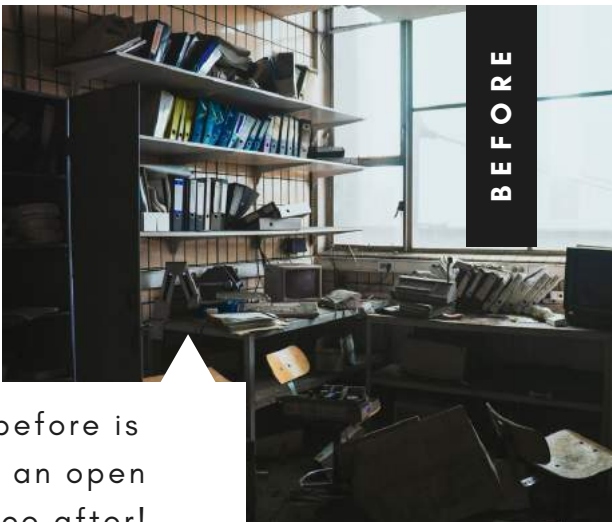
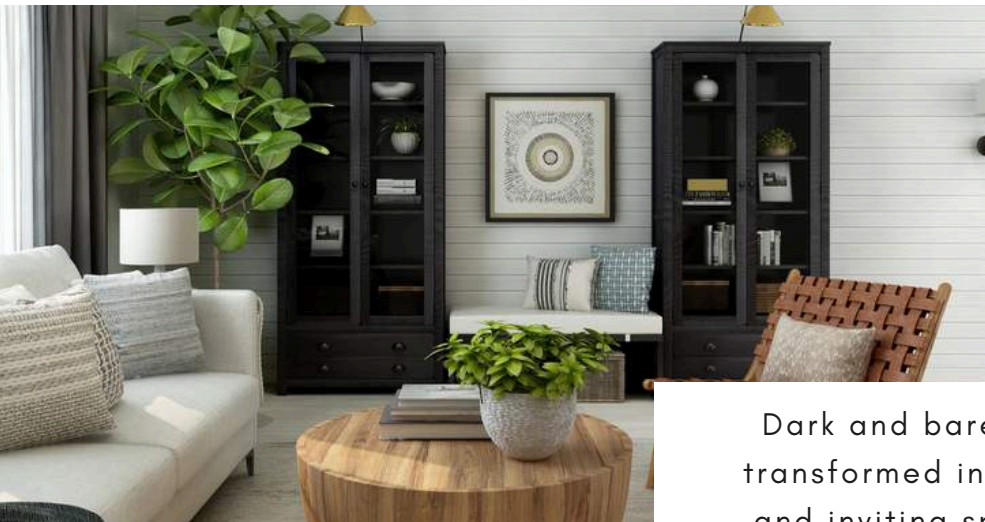
From neighborhood Open Houses, to Broker Open Events, we will do whatever we have to do to get the word out about your home.



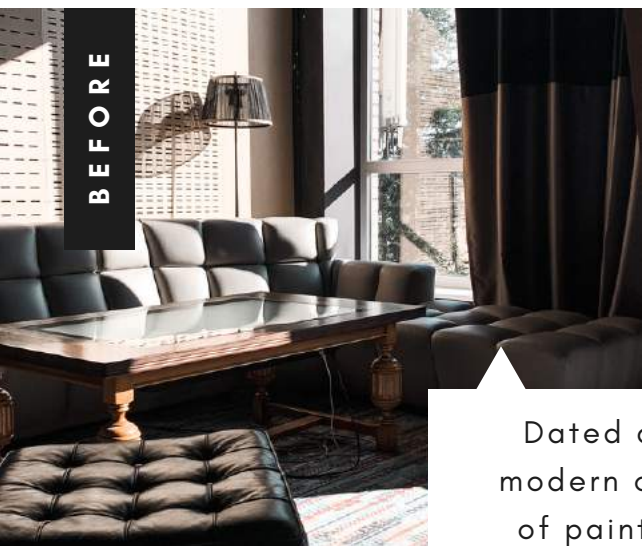
THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house - that's \$10,000-\$50,000 more money!

EPICQUE



Dark and bare before is transformed into an open and inviting space after!



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time.

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home. This will be held in Escrow, usually at a Title Company.

Options, Inspections, etc.

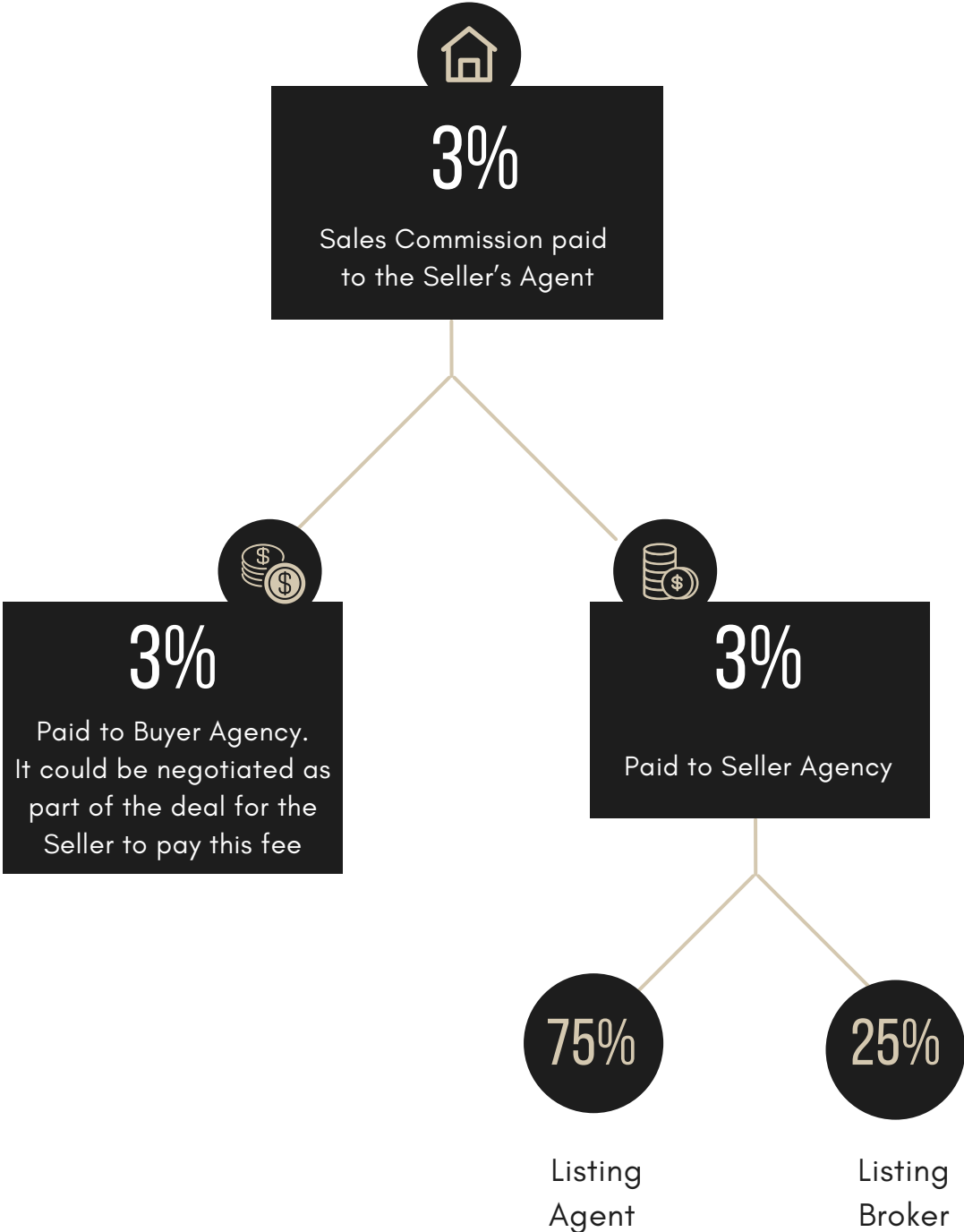
Buyers traditionally negotiate an Option Period (or due diligence) where they can use this time to get the home inspected. If they have third party financing (loan) the lender will require an appraisal as well to see if the home is worth the asking price. During this time, the potential buyer often has rights to back out of the deal if it does not appraise for the value or the home reveals deficiencies that can't be overcome.

Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED

All commissions are negotiable. The most common scenario is laid out below which includes a split of the listing commission between the listing agent and the buyer's agent, as well as a split between them and their respective brokerage/company.



where our portion of the commission goes...

BUDGET

MARKETING

From Professional Photography, Property Brochures, Postcards, Flyers, and more, your home will be shown in the absolute best light and to as many potential buyers as possible.

ADVERTISING

Unlike most listings, your home will be advertised with paid ads on hundreds of websites, including social media, to reach the most amount of buyers. Epicque listings average 3.5X more views than a traditional listing.

AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean out garage
- Clean fridge and stove
- Clean and freshen bathrooms



TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors



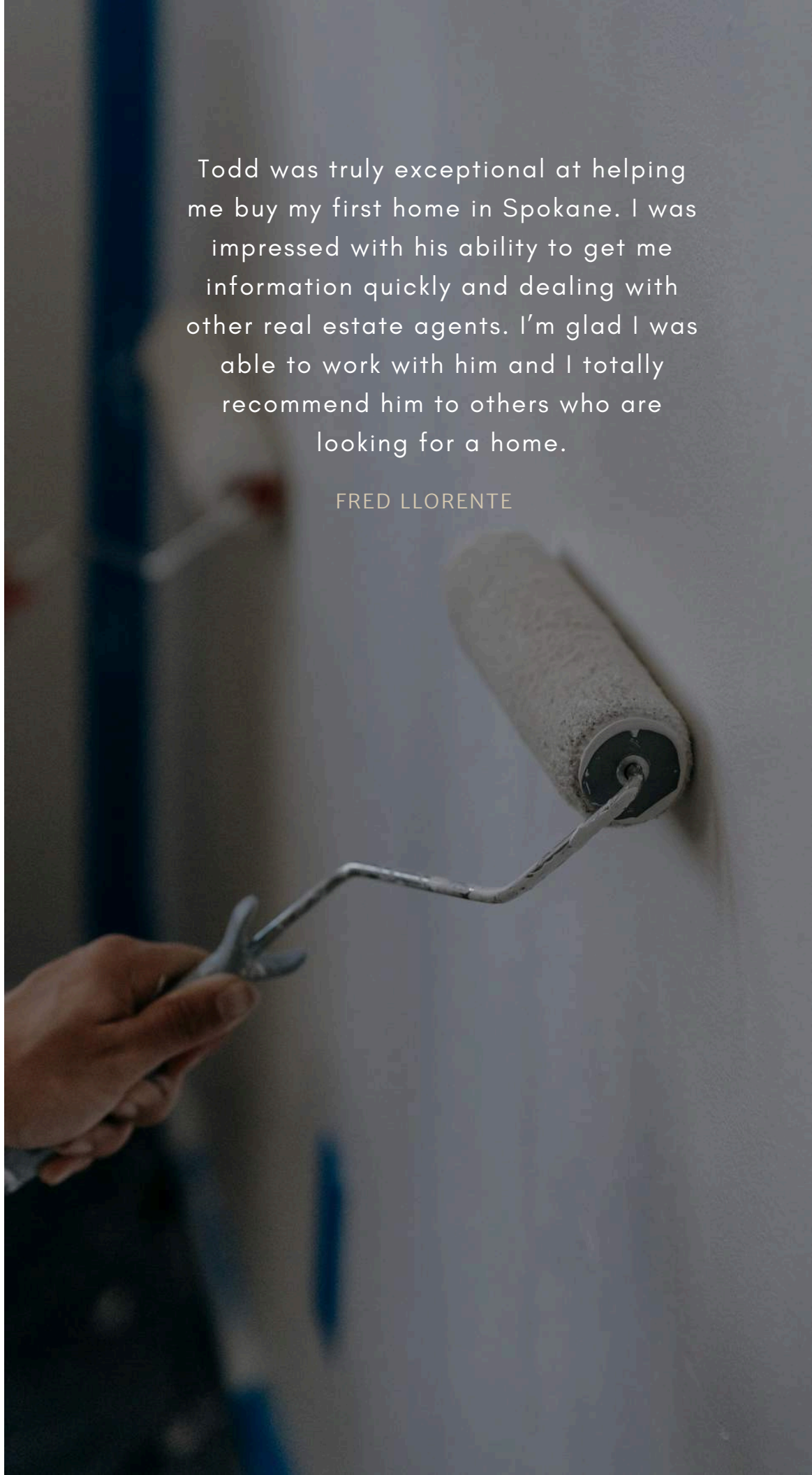
ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

EPICQUE

Todd was truly exceptional at helping me buy my first home in Spokane. I was impressed with his ability to get me information quickly and dealing with other real estate agents. I'm glad I was able to work with him and I totally recommend him to others who are looking for a home.

FRED LLORENTE



TESTIMONIALS

I started my home buying journey with Todd St Pierre a few months ago and I almost gave up because me and my co-borrower didn't meet the requirements for the lender we tried pairing up with. Todd went out of his way to pair us with another lender who have been an amazing team ever since. Todd responds quickly when any questions were asked and would get house viewings scheduled for us within the same day! Very professional and efficient agent, I would highly recommend!

GINNA EYNON

Todd was such a responsive and helpful realtor. This was such a smooth and comfortable process as a result of his knowledge and support. I highly recommend him to anyone looking to buy or sell a home- great experience.

AMY VIOLETTE

Todd St Pierre was great to work with! He was always willing to answer any questions we had and went above and beyond to get us the home that we loved. I would highly recommend him as a real estate agent for your next home purchase.

KELSEY & JAMIE SIMPSON



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MORGAN & ASSOCIATES

TOGETHER WERE STRONGER

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