

Home Seller GUIDE



about us

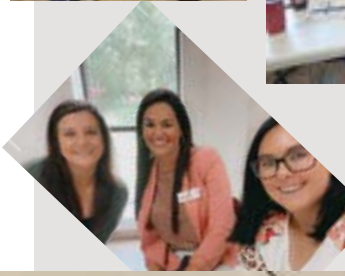
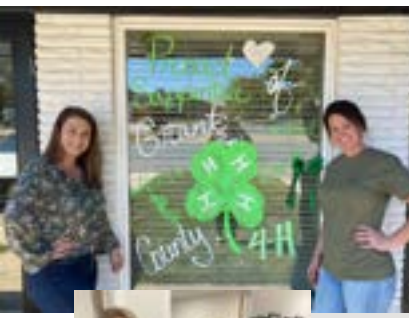


At Jenica Clement Properties, we approach the task of selling your property with heart and dedication. We want to hear about the memories you've made in your home and when it's time for you to sell, we want you to think of us and our dedication to our clients. We know this decision can be stressful and a difficult step, depending on your circumstances but we are here to take the stress and concern off of you. We will guide you through the selling process and be pro-active in navigating any problems that could arise. Your trust is invaluable to us, and we are committed to having your best interests in mind every step of the way. Let us handle the intricacies, navigate the challenges, and make your home selling experience as smooth as possible.

**WE
CARE**



We are
Involved



We were made

FOR MORE!



Your Trusted Agent

JENICA CLEMENT

hello

I am the Principal Broker at Jenica Clement Properties and I have been selling real estate in Grant County and surrounding areas for over 11 years. I make it my business to know everything about the real estate market, and buying and selling a home! I will work tirelessly for you & with your best interest at heart!

Let's Sell

YOUR HOME

Home Seller's Road Map

Jenica
Clement

REALTOR



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FIND A REAL ESTATE AGENT

- Research real estate agents in your area
- Explore reviews & past sales of agents & firms
- Make sure agent knows the market area and has experience with the type of property you're selling
- What is their availability?
- How do they market properties?



RENOVATE, REPAIR OR STAGE

- Let your agent help define any repairs needed
- Complete the most necessary repairs with high return on investment
- Allow your agent to recommend licensed professionals for the task.
- Trust recommendations by your agent on staging of furniture, etc.



DECIDE ON LISTING PRICE

- Allow your agent to provide comps on recently sold properties in your area.
- Ask your real estate agent about the market!
- Discuss the Comparative Market Analysis report
- Don't set a unrealistic price. The worst thing you can do is list too high and lose market time and potential buyers.



PRESENTATION OF THE PROPERTY

- Remove all unused items to create more space
- Deep clean and declutter
- Remove as many toys and personal items as possible
- Open blinds and turn lights on
- Use LED lighting
- Prepare for professional photos



LIST YOUR HOME

- Provide all details of the home to your agent
- Fill out property disclosure to the best of your knowledge
- Give your agent an extra key to place in the lockbox for showings
- Agent enters the property on MLS & goes live on Zillow, Realtor, Trulia etc.
- Market your home online & offline
- Prepare your home for showing day

Real Estate

terms

Appraisal

An evaluation of a property's value conducted by a licensed appraiser is typically for the benefit of the lender & buyer.

Closing

The final step in executing a real estate transaction. The closing date is set during the negotiation phase, and is usually several weeks after the offer is formally accepted

Closing Costs

These are fees paid at the closing of a real estate transaction. Can include title fees, taxes, termite clearance, survey, commission, etc. Sellers and buyers each have their own closing costs. Your Realtor should provide a seller net sheet with any offer so that you can make an educated decision on offers being presented.

Property Disclosure

A statement by a seller about a property's known defects & utility information.

Title Insurance

An insurance policy that protects the holder from financial loss sustained from defects in a title

Under Contract

A term used to describe a home that has an accepted offer but the sale has not yet been completed

Comparative Market Analysis

A report that includes recent sales of homes in the area similar to yours. It is used to help determine a reasonable listing price. Also, this data helps provide sellers with insight on what may be used during appraisal.

Contingency

A condition that must be met in order for a real estate contract to become binding & buyer to move forward with the sell. This could be a home a buyer needs to sell.

Counter offer

An offer made in response to a previous offer, in which the terms of the original offer are changed

Home Inspection

An examination of a real estate property's condition, usually performed by a professional home inspector. Items to be repaired are negotiated on an inspection addendum.

PRE LISTING

Checklist



Do you want to sell for top dollar?

Let's maximize your profit by doing the following :

- Change AC filter/service units
- Deep clean your home. Including carpet, floors, baseboards, ceiling fans, tubs, showers & window ledges.
- Make sure fireplaces are clean and in working order. Make sure gas logs are present if needed. If wood burning, make sure the damper works properly
- Check roof for worn areas and debris. Remove any limbs that may be touching the roof.
- Change light bulbs to LED
- Declutter!
- Remove and box up miscellaneous items and move to garage or storage
- Clean the front door and entrance area
- Spruce up or paint front door
- Create a well lit & inviting space by opening blinds and turning the lights on
- Trim shrubs away from home and spruce up the hedges
- Mow the yard
- Minimize furniture and decor to maximize and showcase the homes space!

This will also give you a head start when it's time for inspection!

Setting the right *Price*

One of the most critical aspects of selling your home is determining the right asking price. Pricing your home correctly from the start can make the difference between a swift, lucrative sale and a drawn-out process with multiple price reductions.



Understanding the Market

The real estate market is driven by supply and demand, which varies by location, season, and economic climate. As your agent, I will help you understand the current market conditions and how they should influence your pricing strategy.

Comparative Market Analysis (CMA)

A Comparative Market Analysis (CMA) examines the prices at which similar properties in the same area have recently sold. The CMA is the best indicator of what buyers are willing to pay for a home like yours.

Home's Unique Features

While the CMA provides a base, we'll also consider the unique aspects of your home. Upgrades, additional features like a pool or a large garden, and the overall condition can add value.

Market Trends

Broader market trends can impact your home's price. For instance, low mortgage rates can lead to increased buying power, potentially allowing for a higher asking price.

Remember, setting the right price is both an art and a science. It's about understanding the data behind recent sales while also factoring in the unique qualities of your home. As your real estate agent, my role is to guide you in setting a price that meets your objectives, backed by a deep understanding of the market.



PRICING YOUR HOME

Pricing your home is one of the most important factors to getting your home sold. Because of our proven systems we can help you price it just right.



Jenica Clement Properties has an office percentage of Sale Price to List Price (List Side)

of 98.44%

**as of Aug 2024*



MLS AVERAGE of Sale Price to List Price is 94.95%



OUR LISTINGS GO OUT TO ALLOF THESE SITES & MORE



Listing your *home*

Listing your home effectively is a critical step in attracting the right buyers and getting the best price. Here are the key components of a successful listing:



High-quality photos and immediate marketing can make your home stand out online, where most buyers start their search. They showcase your home's best features and give potential buyers a sense of what it's like to live there.

The listing description should highlight the unique features and selling points of your home. It's not just about listing facts; it's about telling a story that makes potential buyers want to see your home in person.

The listing price should be competitive, based on the comparative market analysis (CMA), your home's unique features, and current market conditions.

Accurately list important details such as square footage, the number of bedrooms and bathrooms, lot size, location, upgrades, and unique features. Check your previous appraisal or square footage to make sure you're listing for the best price per ft.

The worst thing you can do is over price the home and it sit on market or months. You'll miss out on buyers and provide a stale listing that will be passed up. If there is ever the chance that a home is underpriced, the market will make the adjustment for you. The home will receive multiple showings and multiple offers. List within a comparable range.

Once the listing is live, it's time to attract buyers. This might involve advertising on real estate websites, social media platforms, direct mail campaigns, open houses, or private showings.

Be prepared for inquiries and showings. Timely responses and flexibility in scheduling visits can make the difference in securing the right buyer.

Ask a Jenica Clement Properties
agent about complimentary staging

Listing



MLS Listing

Getting your home listed on the MLS is essential. This platform is used by real estate agents to find homes that match their buyers' criteria and also syndicates to numerous online real estate sites.

Market Timing

The timing of your listing can significantly impact your sale. Certain times of the year, or even specific days of the week, can generate more buyer interest. As your agent, I can provide advice on the best timing based on local market trends.

Pre-listing walk through

Having a pre-listing walk can uncover any issues that might impede a sale. It offers the chance to address necessary repairs beforehand, allowing you to present potential buyers with a home in excellent condition.

Property

Marketing

Successfully selling your home involves a strategic approach to promotion, reaching potential buyers across a variety of mediums. Here's how we'll market your property:

At Jenica Clement Properties we immediately process your property online and on social media to create an urgency to buyers. Getting information out on all websites & platforms quickly benefits our sellers and provides opportunity for more showings and offers. Our goal is to market your home to the best of our ability for maximum exposure and profit for you!



Private Showings

Allowing potential buyers to experience your home firsthand can be a powerful selling tool. We'll coordinate these visits to fit with your schedule.

Yard Signs

A professional and eye-catching "For Sale" yard sign can attract passersby and spark interest in your home.

Social Media Promotion

We'll create engaging posts and eye-catching graphics & videos to reach potential buyers. Facebook & Instagram's visually driven platforms are ideal for showcasing your home's aesthetics.

Online Advertising

We'll list your property on popular real estate websites and use targeted social media & google campaigns to capture the attention of potential buyers.

Showing your *Property*

Showing your home to potential buyers is a crucial part of the selling process. This is when buyers get to see and feel what it would be like to live in your home. Here's how we can make the most of this opportunity:

Scheduling Showings: We'll work together to schedule showings at times that are convenient for you, while also being considerate of when potential buyers are most likely to be available. This often includes evenings and weekends.



OPEN HOUSES

Open Houses: Open houses can be an effective way to get a number of potential buyers through your door. We'll plan these strategically to generate maximum interest. Open houses may not work well in certain areas. Discuss options with your agent.

PREPARING FOR SHOWINGS

Prior to each showing, ensure your home is clean, tidy, and well-lit. It's often a good idea to vacate the property during showings, allowing potential buyers to comfortably explore and envision themselves living in the space.

PROVIDING PROPERTY DETAILS

During showings and open houses, we'll provide potential buyers with a fact sheet that details your home's key features, upgrades, and selling points.



Receive and Review

offers

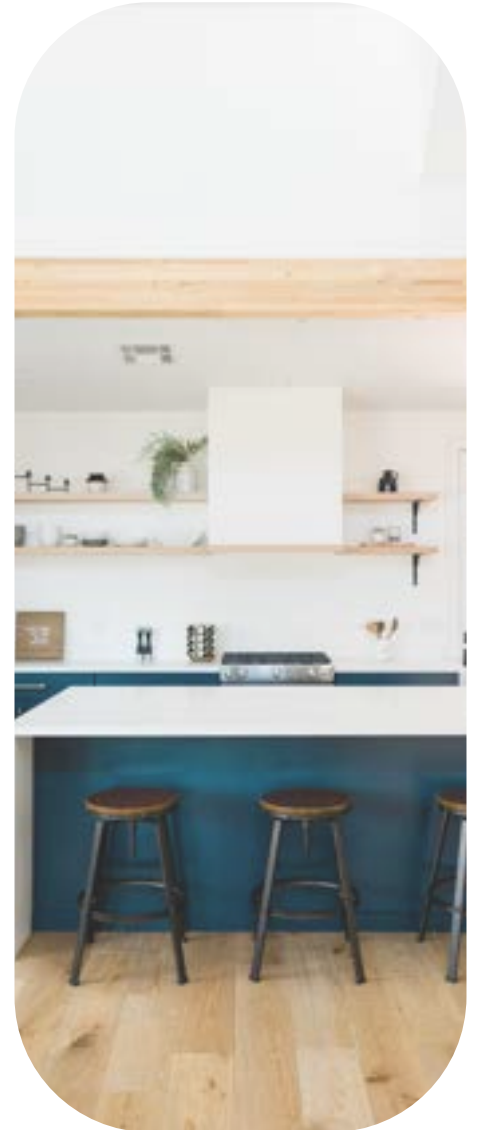
Once we begin receiving offers on your property, it's important to carefully review each one to understand its merits and potential drawbacks. This is where it is important to have a knowledgeable agent by your side! Here's what this process entails:

Understanding the Offer: Each offer will include the proposed purchase price, financing details, closing date, contingencies, and any additional requests or conditions. It's crucial to understand all these elements before deciding how to respond.

Evaluating the Offer: Not all offers are created equal. A higher purchase price might be attractive, but the offer could also include contingencies or financing that is less secure. On the other hand, a slightly lower offer with fewer contingencies or a quicker closing date might be more appealing, depending on your circumstances.

Another thing to consider is delayed occupancy. Do you need additional time to move? Is the buyer considering that in their offer?

Each offer represents a potential sale, so it's crucial to review them carefully. As your real estate agent, I will guide you through this process, helping you understand the nuances of each offer and advising on the best course of action to reach your selling goals. As your agent, I can provide you with a net sheet and suggestions on countering or accepting the best offer for you.



Undergoing *the* Inspection

After an offer on your home is accepted, it's time for one of the most critical stages in the home selling process—the home inspection. Don't worry; we've got you covered on what to expect.

Understand the Purpose: *Home inspections are designed to protect the buyer from any unforeseen issues with the property. The inspector will conduct a thorough examination of your home, looking for anything from structural problems to minor maintenance issues.*

Be Prepared: *Ensure your home is clean and accessible for the inspection. Clear away any clutter that might hinder the inspector's access to areas like the basement, attic, and electrical panels.*

Expect Some Findings: *No home is perfect, and inspectors are trained to find issues. It is entirely normal if the report comes back with a few (or several) items.*



Your Home's Value Revealed

Appraisal

It's a moment of anticipation in the home-selling process: the appraisal! This key step provides a concrete figure for your home's value. Here's a brief rundown of what to expect:



The Basics

An appraiser, hired by the buyer's lender, will evaluate your home based on a variety of factors, including size, condition, and recent comparable sales, to determine your home's current market value.

Good thing you picked an awesome agent to help sell your home! Our agents will meet the appraiser and provide comps & info on your home. WE are PROACTIVE! This is important.

Preparation

Just as you'd stage for a showing, ensure your home is clean and presentable for the appraisal. Highlight any recent upgrades or renovations you've made—they can add to your home's value.

The Outcome

The appraisal report will come in one of three ways: at value, above value, or below value. If it's at or above the contract price, great! If it's below, don't panic. We can negotiate with the buyer or contest the appraisal.

Know Your Options

Remember, if the appraisal comes in lower than the sale price, it's not the end of the road. You can reduce your price, or the buyer can bring more money to the table. Sometimes, a second appraisal might be an option.



Preparing

for Closing

Final Countdown!

You've made it! The journey of selling your home is nearing its end, and closing day is almost here. But before that day arrives, there are a few crucial steps to prepare for. Here's what you need to know:



Understand the HUD-1 Settlement Statement: This document outlines all the costs for both the buyer and seller related to the closing. Your agent will review it carefully. As your real estate agent, I'll help ensure everything is correct and as expected.

Funds for Closing: If you owe any funds at closing, be prepared to provide these in the form required by the escrow company, typically via a cashier's check or wire transfer.

Gather Necessary Documents: Bring all necessary paperwork to the closing, such as identification, copies of pertinent documents, and keys to the property.

Last Look:

Final Walkthrough

The final walkthrough is the last milestone before the finish line in your home-selling journey. Here's what to expect:

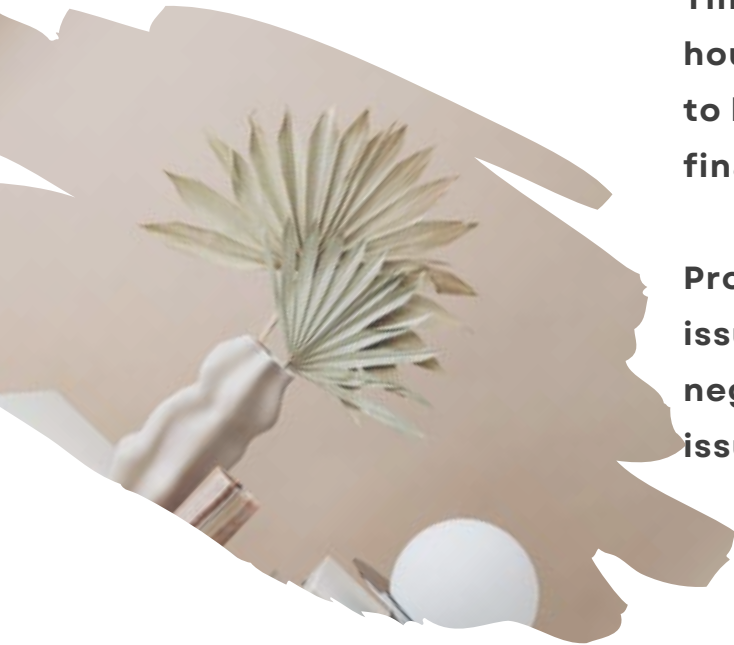
Purpose: The final walkthrough gives buyers the opportunity to verify that the home's condition remains unchanged since their last visit and to ensure that all agreed-upon repairs were completed.

Preparation: Ensure the home is clean and vacant, except for any items included in the sale.

Documentation of completed repairs should be provided for the buyer's reference.

Timing: Typically, the final walkthrough occurs 24 hours before closing. This timing allows any issues to be addressed before the transaction is finalized.

Problem-Solving: If the buyer identifies new issues, don't panic. Solutions can range from negotiating a price reduction to addressing the issues before closing.



Dealing with Unforeseen *Issues*

In the home-selling journey, surprises can and do occur, but don't fret. From sudden repairs to renegotiations, your real estate agent (yours truly) is equipped to handle these bumps in the road.



We'll work together to address issues swiftly, keeping your sale on track. Remember, a hurdle is just another opportunity for problem-solving and growth.

The Grand Finale!

Closing *day*

Congratulations! You've made it to the end of your home-selling journey: Closing Day. This is the day when ownership of your home officially transfers to the buyer. Here's a brief rundown:

The Closing Table: Closing usually takes place at the office of an escrow agent, closing agent, or title company. All parties involved in the transaction will be present at different times, and it's where you'll sign the final paperwork. Typically less than 30 minutes of your time.

Bring Necessary Items: Don't forget your photo ID and any other documents relevant to the sale. Be ready to hand over keys, garage remotes, and any other devices the new owners will need.

Review the Documents: You'll be signing a lot of legal documents, mainly the deed of the home, which transfers ownership to the buyer, and the closing statement, which itemizes the financial transactions enacted in the process.

The Final Farewell: Once all the documents are signed and payments are exchanged, you've officially sold your home!

