

HOME *Seller's* GUIDE




HOMCENTRIC[®]
REAL ESTATE

PROPERTY
EXECUTIVES
REALTY

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Homcentric Real Estate.



home [hōm] noun:
the place where one lives.

At **Homcentric® Real Estate**, it's about more than just a roof overhead. It's the scent of a warm meal after a long day, the laughter echoing in familiar spaces, the worn armchair that holds a million stories. It's where memories are made, dreams take flight, and weary hearts find solace. Home is a feeling, a refuge, a place you can be yourself.

Whatever home looks like for you, and wherever your journey takes you, the team at Homcentric® Real Estate is here to help you get there.

Our Values.

VISION.

Transform the real estate experience by putting our clients at the center of everything we do.

MISSION.

Put our clients first by building strong relationships, delivering exceptional service, and exceeding expectations at every step. Creating an experience that our clients want to share with their friends and family.

COMMITMENT.

We guide each client through the real estate process with patience and open, honest communication.

We educate our clients and provide expert advice to help them make sound real estate decisions.

We help each client fulfill their dream of buying or selling their home in a personal, relaxed and fun, yet professional manner.

We hold ourselves to the highest professional and ethical standards.

We earn the trust of our clients while becoming life-long advisors.





SERVICE.

Listening. Clearly understand your goals and objectives while realizing each client is unique.

Teaching. Educate you on the process and keep you informed on market conditions.

Empowering. Advise you for your best long-term interest, putting you in the strongest position possible.

Dedicated. Promptly communicate, anticipate and prevent potential issues, while maintaining loyalty and confidentiality.

Ease. Making the process as stress-less as possible while having fun along the way.

FOUNDATION.

Trust. At Homcentric® Real Estate, trust is the foundation of everything we do. We work to build trust through demonstrating:

Empathy. Being authentic, understanding, and caring.

Competency. Consistently building our knowledge and skills through education and experience.

Transparency. Clear communication based on honesty and openness.

Dependability. We meet expectations and keep our promises while remaining confidential at all times.

Agent Responsibilities.

An agent owes the following duties to all parties:

- Fairness and honesty
- Act responsibly
- Provide accurate information
- Disclose significant issues related to the property
- Confidentiality
- Protect money and property
- Present contract proposals in an objective and unbiased manner

When you sign a listing agreement, you become a client and also receive the following services*:

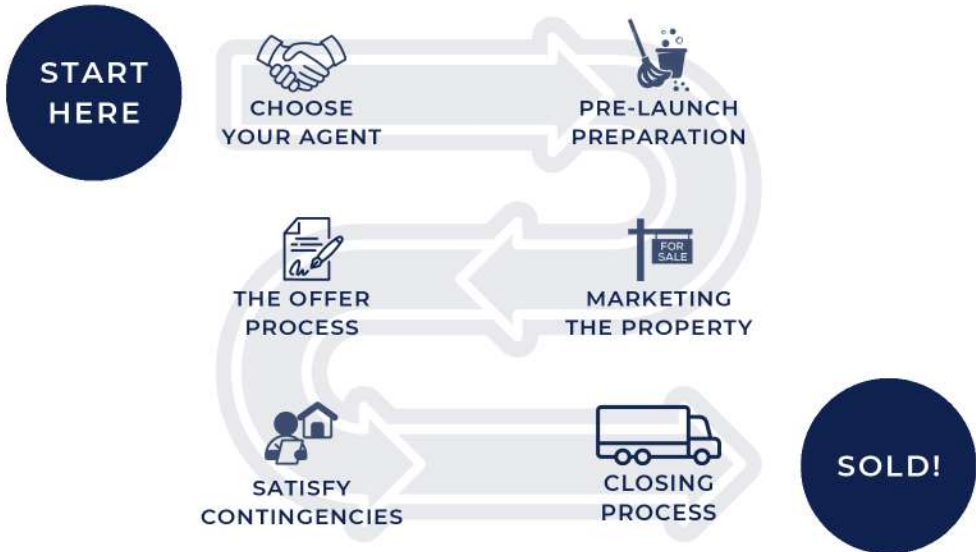
- Information and advice about real estate matters that affect your sale
- The ability to negotiate on your behalf to achieve the best terms possible
- Share knowledge of any items you determine are of significance
- Obedience (as long as it is lawful)
- Always put your interests first

*Note: Dual Agency / Multiple Representation may impact the duties and responsibilities of your agent. We'll go over this in detail so you understand your options.



The Home Selling Process.

Selling a home isn't as easy as they make it look on tv. The good news is, you'll have a trusted advisor by your side every step of the way. Here's a simplified overview of the process.



The Steps in Detail.

1 THE CONSULTATION

While touring your home we will share tips to boost its sale. We'll step you through the process, craft a winning marketing strategy, and discuss your home's value. After setting clear expectations and signing the paperwork, you'll be set to sell!

2 PRE-LAUNCH PREPARATION

This is perhaps the most important step. We want your home to show and look its best. Cleaning, decluttering, and depersonalizing are critical. Once your home is prepped, the marketing materials will be completed, making sure everything is ready for launch day.

3 LAUNCH DAY

It's time! Your home is listed on the MLS and distributed online. You will start to receive showing requests - be prompt in approving. All marketing items we've agreed upon will be rolled out.

4 BUYER PROSPECTING

Consistent exposure of your home is essential and is spread across multiple platforms. Marketing efforts continue until you accept an offer.

6





5 THE OFFER PROCESS

Once an offer or offers have been received, we will review all terms and conditions with you and craft a response to get you the best terms possible.

6 INSPECTIONS

The potential buyer may hire an inspector to review your home. The inspector will likely recommend repairs. We will discuss your options and negotiate your best terms. If you agree to any repairs or price adjustments as part of the inspection process, those will be addressed at this time.

7 LOAN COMMITMENT

The buyer's lender will complete an appraisal to verify the home meets the value of the purchase price. At this point, all of the buyer's documentation is verified and the loan is underwritten. A final approval and "clear to close" will be issued. If a cash offer is received, the buyer may choose not to have an appraisal completed and this step is skipped. On to closing!

8 THE CLOSING PROCESS

All transfer documents are signed at the title company, the keys are exchanged and your proceeds are dispersed. You should cancel your utilities and insurance at this time. Congratulations on the sale of your home!

Top 5 Sale Tips.

START WITH THE RIGHT PRICE

Pricing is the most important decision you will make. Homes priced right from the start tend to sell faster than those listed too high, which ultimately sell for less. Comparing similar homes in your area that have sold or are for sale will help set the current market price. This price may be higher or lower than what you have in mind.

DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, minimize your belongings. A tidy house helps buyers see the space and picture it as their own. Pack away personal items like family photos and start packing what you can live without—it's a head start on moving!

CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so make yours spotless! Focus on the kitchen, bathrooms, and floors to show your home at its best.

MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often means investing in your home. Visible repairs that are not addressed can result in lower priced offers or risk the sale. Fix issues beforehand for a smoother process, and consider a pre-listing inspection to avoid surprises later.

BE READY & WILLING TO SHOW

Accommodating showings is key to selling your home. Keep it "show ready" so you can quickly tidy up and leave before buyers arrive.



Avoid These Mistakes.

GETTING EMOTIONAL

When selling your home, think like a businessperson, not a homeowner. Viewing the sale as a financial transaction helps you stay objective and avoid emotional decisions. Don't take showing feedback personally.

SETTING AN UNREALISTIC PRICE

Setting a realistic asking price is CRUCIAL. Overpricing can cause your home to sit on the market longer and ultimately sell for less. Price it right from the start based on comparable homes in the area.

NOT PREPARING FOR THE SALE

First impressions are everything! If your home isn't well-prepared, it may sell for less and take longer. If buyers notice small issues they may fear bigger problems. Get a fresh perspective to spot trouble areas. Declutter, deep clean, add fresh paint, and eliminate odors to impress buyers.

HIDING MAJOR PROBLEMS

Be upfront about your property's condition—disclosing known issues can prevent surprises during the buyer's inspection. Consider pricing your home accordingly or even doing a pre-listing inspection to address any problems, helping you avoid objections later.



Pricing to Sell.

Pricing strategy plays a vital role in the successful home selling process. It can mean the difference between selling at the best terms possible, or sitting on the market for months finally selling at a lower price than you'd like.

The market value of your home is based on a combination of factors including:

- ✓ The Current Market Conditions
- ✓ Comparable Listings
- ✓ Location
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements
- ✓ Level of Finishes



It's important to understand that the amount you feel your home is worth may not be a realistic price for the current market conditions.

The amount of money you have spent on repairs, maintenance, or over-improving the home may not directly increase the home's value. These can however contribute to the buyer's favorability of the home when comparing it to other similar homes they are considering.





Adding Curb Appeal.

FRESH PAINT ON THE FRONT DOOR

Create a great first impression with a freshly painted front door. Clean the exterior, front steps, patio, and railings.

ADD FLOWERS TO THE ENTRY

Simple touches, like new planters with vibrant flowers on the front porch, can make your home appear more inviting and welcoming.

PRESSURE WASH THE DRIVEWAY

A dirty, oil-stained driveway suggests a home in need of work, while a pressure-washed driveway and walkway signal a clean, well-maintained property.

UPDATE EXTERIOR LIGHT FIXTURES

Replace faded exterior lighting with new fixtures to brighten your home at night and enhance its appearance during the day.

KEEP THE LANDSCAPE TIDY

A messy yard suggests neglect, while a well-manicured landscape shows care. Keep up with plant and lawn maintenance (mowing, watering, fertilizing.) Remove snow and ice in the winter to be ready for showings.

ADD OR UPDATE HOUSE NUMBERS

Clear, visible house numbers make your home easier to find and enhance its appearance. Also, check the condition of your mailbox and repair or replace if needed.

ADD A WELCOME MAT

A new welcome mat can make your home feel more inviting as buyers enter, as well as help keep the inside clean.

Offer Terms to Consider.

CASH OR FINANCED OFFER

Sellers may accept a lower cash offer over a higher financed offer due to fewer potential issues. Consider your timeline and finances to decide if a quicker, simpler cash deal is worth a lower price.

CLOSING DATE

Buyers' move-in timelines vary. Choose an offer that fits your preferred timeframe or be flexible to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but they may ask the seller to pay for a portion or all of this expense as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a condition that must be met for the sale to proceed, often related to financing, inspections, or the buyer's home sale. It may allow the buyer to back out without penalty if terms aren't met.

BUYER AGENT COMPENSATION

If you choose not to offer compensation for the Buyer's Agent up-front, it is possible the buyer may ask for a seller concession as part of the offer to help offset their expenses, which will reduce your proceeds.



Closing Day.

Congratulations, closing day is here! At the closing, both parties sign necessary documents, funds are dispersed by the title company, and the property ownership is formally transferred to the buyer. Sometimes the seller can sign documents prior to the actual closing day.

CLOSING EXPENSES FOR SELLERS COULD INCLUDE:

- ✓ Title Insurance Policy
- ✓ Home warranty
- ✓ Real Estate Agent compensation
- ✓ Property tax proration
- ✓ Recording fees
- ✓ State Transfer Tax
- ✓ Remaining Balance on Mortgage
- ✓ Any unpaid assessments, penalties, or claims against the property

Note: Be sure to bring a government issued photo ID to closing for all parties that need to sign.



Agent Compensation.

As a seller, you'll choose an agent compensation package when you sign the listing agreement. You will first agree to a compensation amount for your agent, then consider offering compensation to help the buyer offset their cost of hiring their agent.

A few of the more common methods are listed here. We will discuss the pro's and con's of each and develop a strategy that works best for your goals.

TRADITIONAL MODEL: SELLER PAYS THE AGENT COMPENSATION



BUYER NEGOTIATES AGENT COMPENSATION

If you choose not to offer Buyer Agent compensation up-front, the buyer can choose to make compensation to their agent part of the offer to purchase the home. As the seller, you could accept it, reject it, or submit a counter-offer.

BUYER NEGOTIATES A SELLER CONCESSION

The buyer may negotiate a “seller concession” or “contribution to the buyer’s closing costs” as part of their offer. The buyer can choose to use this amount to pay for any of their costs which could include agent compensation.

BUYER PAYS THEIR AGENT COMPENSATION

If you choose not to contribute any amount to help offset the cost for the Buyer’s Agent, the buyer would pay the agreed upon compensation for their agent when the purchase closes. This would increase the amount the buyer would need to bring to closing.

**Real Estate compensation is not set by law and is fully negotiable by agent and firm. Before signing a Listing Agreement, be sure you understand and agree with the compensation model and services provided.



Real Estate Terms.

APPRAISAL

A determination of the value of the property by an independent appraiser, ordered by the buyer's lender. A "low appraisal" means the appraised value is not enough to cover the agreed upon price in the offer to purchase.

CLOSING COSTS

All settlement charges that are paid at closing. These costs may include title company fees, the prorated share of property taxes, transfer taxes, title insurance, agent compensation, outstanding mortgage balance and other debts against the home.

EARNEST MONEY

A promise of performance paid by the buyer when the offer is accepted. This is held in a trust account until closing and will be credited to the buyer's amount due at closing. If the purchase fails to close due to the buyers fault, this money could be forfeited.

MLS

The Multiple Listing Service, commonly referred to as the MLS. It provides information on past sales and listing information, as well as current active properties for sale. This may exclude homes listed "for sale by owner"

DEED

The signed and accepted document that conveys title to real property from one party to another.

CONTINGENCY

A clause in a purchase contract outlining conditions that must be fulfilled before the contract is executed. Both the buyer and seller may include contingencies, but both parties must agree to accept the contingency. Examples include inspection, financing, sale of another property, etc.

DISCLOSURES

The release of relevant information about a property that may influence the sale, especially if it represents defects or problems. A seller must disclose all known defects in the property.

HOME INSPECTION

A detailed inspection of the condition of the property, including the structure and mechanical systems which include heating and cooling, plumbing, and electrical. Separate inspections for radon, sewer/septic, etc can also be completed.

TITLE

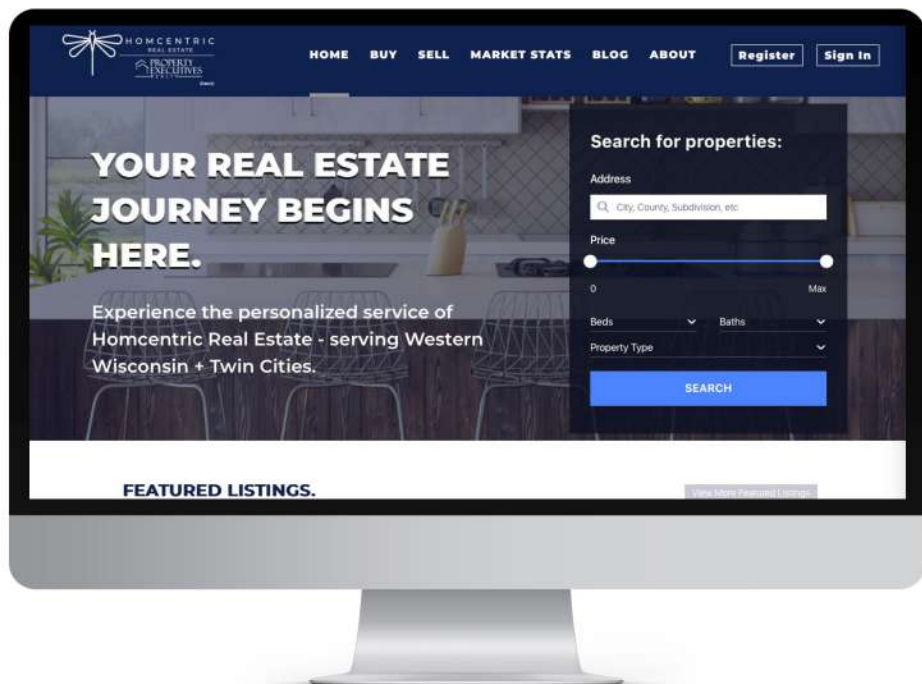
Rights in a piece of property in which a party may own either a legal or equitable interest. It may also refer to a formal document, such as a deed, that serves as evidence of ownership.

Why Choose Us?

Clients hire us because of our experience, knowledge, and reputation.

We understand that each client is unique so we offer personalized service to match your wants and needs.

With Homcentric® Real Estate, **YOU** are at the center of everything we do.



Thank You.

Your journey to becoming a successful home seller begins here.

We're here for you, when you're ready.

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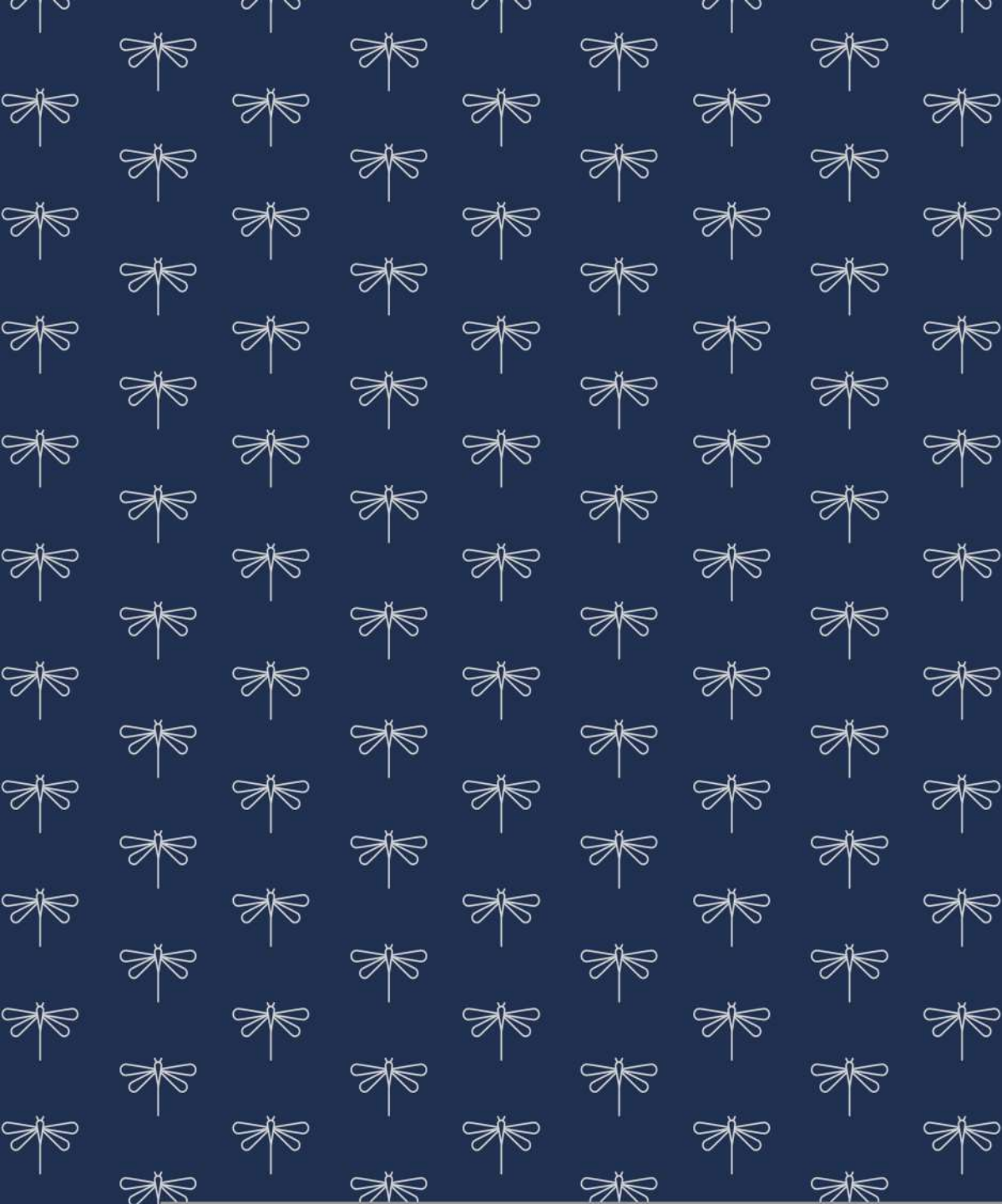
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