



Seller

handbook

FROM LISTED TO SOLD

ASHLEY GONZALEZ

NEW SCOTLAND REALTY

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Thank you!

As your trusted real estate agent, I promise to market your home with expert precision to secure the best possible price.

I'll keep you informed at every step and ensure your selling experience is seamless, professional, and stress-free.

Your satisfaction is my top priority, and I'm committed to delivering exceptional results while upholding trust and integrity throughout the entire process

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SELLER FAQs

HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. We will guide you through the process to ensure everything runs smoothly.

4 STAGES OF HOME SELLING

PRELISTING

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Direct mail campaign launched
- Email campaigns started
- Open House scheduled

ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood door knocked

OFFER AND CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to us!

A dimly lit dining room featuring a round table with a ribbed pedestal base and four upholstered chairs with dark legs and gold tips. A vase of pink roses sits on the table. Three wireframe pendant lights hang above the table. The background shows a dark wall and vertical wood slat panels.

*your
current home*

PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.





our steps
to sold

EIGHT STEPS

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK

PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

67%

of top agents say that home staging helps a seller fetch more money for their house resale

40%

of top buyers agents cited that a home staging had an effect on most buyers view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

STAGING TIPS

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster than homes with amateur photography

Have a 50% higher asking price per square foot

Get 403% more inquiries when paired with listing videos

ONLINE MARKETING

REALTOR.COM

ZILLOW.COM

HOMES.COM

TARGETED EMAIL CAMPAIGN

GOOGLE SEO

SOCIAL MEDIA POSTS

HOMEFINDER

TARGETED ONLINE CAMPAIGN

HOMESNAP PRO

+MANY MORE!

SOCIAL MEDIA MARKETING

INSTAGRAM

We regularly post professional photos, videos, and stories to expose your home to as many people as possible.

FACEBOOK

We run targeted ad campaigns to ensure your home shows up in front of the right buyers.

TIKTOK

We post professional grade videos of your home to show off every angle.



OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR HOME
WITH AN
OPEN HOUSE**

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments to make visitors feel comfortable.

PRINT MARKETING

To promote our current listings, we use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

PRINT COLLATERAL

01

Property
Flyer &
Brochure

02

Custom
Property
Postcards

03

Custom
Door
Hangers

04

Newspapers
& Custom
Magazines

05

Open House
& For Sale
Signs

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS
BEEN REQUESTED

STEP 2:

YOU APPROVE OR
DISAPPROVE

STEP 3:

HOME IS PREPARED
FOR THE SHOWING

STEP 4:

YOU LEAVE AND
THE SHOWING IS
COMPLETED

STEP 5:

FEEDBACK IS
RECEIVED

STEP 6:

REVIEW FEEDBACK
OR OFFER

SHOWING CHECKLIST

Clean and declutter the entire house, including closets, cabinets, and drawers.

Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.

Repaint walls in neutral colors if necessary.

Mow the lawn and trim bushes and hedges.

Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.

Add potted plants or flowers for curb appeal.

Clean the gutters and downspouts.

Clean or pressure wash the exterior of the house.

Sweep and tidy up the yard and outdoor living spaces.

Ensure that the roof is in good condition.

Make any necessary arrangements for pets or children during the showing.

Make sure that the house is easy to access and that potential buyers can find it easily.

Clear off kitchen and bathroom counters, leaving only necessary items.

Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.

Stage the house with attractive furniture and decor.

Make sure all appliances are in good working order and clean.

Provide a detailed list of updates and renovations

Remove any pet odors and stains.

Replace any burnt-out light bulbs.

Provide a list of features and benefits of the house

Clean and organize the garage or storage areas.

Make sure that the house is well-lit both inside and outside.

Be flexible and willing to work with potential buyers to make the sale happen.

Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should. The most important question to ask following a house showing is, "What did you think?" Some sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

I'm in direct contact with buyers' agents and ask for feedback on every property after each showing. This ensures we're always making adjustments to attract the right buyer.

QUESTIONS WE'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers.



the offer &

closing

NEGOTIATING THE OFFER

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. I have a team of negotiation experts, and I will use my expertise to advocate for you and ensure the best possible results.

THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – I'll be there every step of the way to guide you.



DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. In our state, sellers are legally required to disclose specific information to buyers. It's important to keep in mind that failing to provide the mandated disclosures can result in substantial penalties.

CONTINGENCIES

It's crucial to understand the contingencies that come with offers received. For instance, inspection contingencies can take anywhere from 1-14 days to complete. It's important to be aware of your obligations and options during this period. We will stay in contact with you to ensure all deadlines are met and to guide you through each step of the process.

AGENT SUPPORT

Having a competent agent by your side is essential to avoid complications when selling your home. Your agent will help you review offers and ensure that buyers making them have undergone full underwriting and approval. This guidance provides peace of mind and confidence throughout the sale process.

CLOSING

My goal is to help and coach you through the entire transaction. I'm here to guide you through every step of the way, ensuring a smooth and successful sale experience.

THE OFFER PROCESS

AFTER YOU RECIEVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED BY
BOTH PARTIES, YOU ARE OFFICIALLY
UNDER CONTRACT.**



FINAL STEPS

ORDER THE INSPECTIONS

Ordering inspections before selling a home is crucial to avoid potential complications and ensure the home is in good condition. General and pest inspections should be completed, and any issues should be addressed before finalizing the sale.

THE APPRAISAL PROCESS

An appraisal is typically ordered by the buyer's lender during the sale process. As a seller, it is not necessary for you to order an appraisal beforehand. Instead, focus on accurately pricing your home by working with your agent to evaluate market trends and property value. This approach will help avoid surprises during the sale process.

NEGOTIATE FINAL OFFER

When negotiating a final offer for a property, it's crucial to consider current market and property conditions, urgency of the sale, and be realistic with expectations to come up with a fair and reasonable offer. Flexibility and compromise are key to reaching a mutually beneficial agreement with potential buyers.

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings. Donate or discard anything unnecessary. Create an inventory of valuable items you'll move, and get estimates from moving companies tailored to your needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

WHAT TO BRING TO CLOSING

- Photo identification

- House keys and garage door openers

- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)

- Any agreed-upon repairs or updates completed prior to closing

- Proof of homeowner's insurance kept active until closing date

- Any receipts for prepaid expenses (e.g. property taxes, utilities)

A dimly lit living room featuring a brown leather tufted sofa, a white coffee table with a gold frame, and a large green plant in the background. A small black and white dog is sitting on the sofa. The text "why you should hire me" is overlaid in white, with "why you should" in a serif font and "hire me" in a cursive font.

why you should
hire me

MY PROMISE TO YOU

Choosing me as your real estate agent means having a dedicated expert committed to marketing your property to achieve the best possible price. I provide personalized service, professional advice, and a focus on making your experience smooth and successful.

- ✓ **HONESTY AND TRANSPARENCY**
- ✓ **COMMUNICATION AND RESPONSIVENESS**
- ✓ **PROFESSIONALISM AND EXPERTISE**
- ✓ **DILIGENCE AND ATTENTION TO DETAIL**



SUCCESS STORIES



ASHLEY DID AMAZING JOB HELPING US FIND OUR NEW HOME. SHE IS PATIENT, RESILIENT & UNDERSTANDING. WE COULDN'T HAVE ASKED FOR A BETTER REAL ESTATE PROFESSIONAL. HER NEGOTIATION SKILLS ARE SHARP & IS ALSO IN THE BEST INTEREST OF THE PERSON SHE'S REPRESENTING. 10/10 OVERALL EXPERIENCE THANK YOU ASHLEY.

- THE HOUSES



DURING SALES PROCESS ASHLEY CONSULTED US ON MANY DIFFERENT TOPICS AND AREAS OF SELLING OUR HOME. SHE WAS AVAILABLE ALL THE TIME FOR ANY SUPPORT OR ADVICE. MY FATHER AND I RECOMMEND ASHLEY FOR ANY REAL ESTATE NEEDS. SHE IS VERY PROFESSIONAL AND HIGHLY CLIENT FOCUSED ON CLIENT NEEDS. TRUE PLEASURE WORKING WITH HER

- ERYKAH SCOTT



ASHLEY IS ALL OF THE THINGS: KNOWLEDGEABLE, RESPONSIVE, PROFESSIONAL, BUT ALSO WARM AND FRIENDLY. WORKING WITH HER HAS BEEN SUCH A WONDERFUL EXPERIENCE. I PLAN TO RECOMMEND HER TO EVERYONE I MEET!

- JENNA MASTERSON



Congratulations!

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