



DIVINE FOG
REALTY COMPANY

SELLER GUIDE

A Complete Guide To The Home Selling Process



Jeni Bell
REALTOR®, ABR®, Certified Residential Appraiser
iheart Real Estate | Divine Fog Realty Company
Roanoke, VA | Licensed in VA

540-355-6300

Jeni@DivineFogRealty.com

www.ForSaleRoanoke.com

My promise to you...

WHEN SELLING A HOME

Here at iheart Real Estate, I have made it my top priority to put you and your needs first. I understand that the process of selling a home can be very stressful and have the tools to guide you in the right direction.

This guide includes information gathered throughout my experience in real estate that will help answer your questions and help you fill in any blanks, all while making this process easier for you along the way.

Should you have questions or need clarification during this process, please let me know. Allow me to provide you with amazing service as I guide you through one of the biggest journeys you'll encounter.

YOUR COMMUNITY
MARKET LEADER,

Jeni Bell

AGENT RESPONSIBILITIES

Expert Guidance

- In depth analysis and expert advice on pricing strategy for optimal results
- Checklist of recommended changes to your home to ensure optimal sales price
- Contacts for reputable professionals, including closing professionals, contractors, and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner
- Negotiate the best price and terms available, always keeping your specific needs in mind

Communication

- Act in good faith at all times
- Adhere to your instructions and concerns
- Return calls and emails promptly
- Closely track all dates and deadlines
- Send marketing report once a week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, or other factors that may affect your home's value or marketability

Accounting

- Receive and track all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements and request any changes with the closing professional

Loyalty

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed

Marketing

- Professional Photography
- Individual Property Website
- Enhanced Digital Marketing



FOUR FACTORS THAT AFFECT THE

MARKETABILITY OF YOUR HOME



Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value:

- Location
- Style
- Gross Living Area
- Condition
- Amenities
- Competing properties
- Economic Conditions

- Factors that have little or no influence:

- Prior purchase price
- Amount spent on improvements
- General maintenance costs

Property Condition

The condition of your property will play a major role in determining your selling price and how quickly it will sell. If there are repairs needed, or if professional staging is recommended, I will be there to assist and offer guidance and network.

Market Exposure

My goal is to focus on what we're able to control - market exposure and negotiating offers. I want to get the most qualified buyers into your home, in the least amount of time, with minimal inconvenience. With a comprehensive marketing plan, your home will certainly be noticed.

Market Conditions

The real estate market is always fluctuating, and as your agent I will be able to discuss the pros and cons of listing during varied market conditions.



PREPARING TO SELL YOUR HOME

ENHANCE THE AESTHETIC APPEAL

Exterior

- Keep the lawn manicured and watered
- Trim hedges, weed flower beds and prune trees - add colorful plantings to fill bare areas
- Repair any cracks/crumbling of the foundation, steps, walkways, patios, etc
- Repair or replace any damaged boards on decks, porches, etc
- Paint any areas with chipping, peeling and/or cracking paint
- Clean and align gutters
- Have the chimney inspected and cleared, if necessary
- Repair or replace any loose, damaged, or missing roof shingles
- Repair/paint/clean any loose siding or caulking
- Clear walkways and driveways of any debris or ice/snow
- Seal the driveway, if necessary
- Apply a fresh coat of paint to exterior doors (including garage doors), if necessary
- Clean or remove any outdoor furniture that is not in good condition
- Clear debris or cover pool, if present
- Replace old storm doors
- Repair or replace broken windows, shutters, and/or screens
- Power wash the exterior, if necessary
- Clear any cobwebs from common exterior areas of the home
- Repair or replace doorbell, if necessary



Interior

- Clean and remove clutter from every room and closets, cabinets and/or pantry (don't forget areas like the top of the refrigerator and under the sink)
- Remove unnecessary items from kitchen counters
- Remove all personal photos
- Patch any holes in the walls - apply a fresh coat of light, neutral paint
- Clean or replace soiled or damaged flooring and baseboards
- Clean all windows on both sides, blinds and window sills
- Clean fireplace(s)
- Make any minor repairs - loose doorknobs, cracked molding, leaking faucets/toilets, closet doors off their tracks, etc
- Add dish (neutral scent) potpourri or a drop of vanilla oil on light bulbs for a pleasant smell
- Secure all valuables
- Repair or replace any inoperable appliances to convey with the home



GATHERING IMPORTANT INFORMATION

Before your listing goes "live", it's important to have some information available for any potential purchasers as well as the purchaser's mortgage lender and homeowner's insurance application.

Below is a list of information typically requested when selling:

- () Appliance/Mechanicals manuals and maintenance records/receipts
- () Survey of property (if available)
- () Utility providers & average monthly cost
- () Alarm instructions
- () HOA contact information, HOA restrictions, planned special assessments, what is covered by the HOA, and common amenities/areas
*(please note a new HOA packet will be ordered at your expense for the buyer to review)
- () Age of roof and mechanicals
- () Cost of flood insurance (if applicable)
- () Personal property not to convey with the purchase
- () List of improvements made to the home and property
- () Disclose any known material defects

The next page contains the Seller Questionnaire which should be completed and returned to me prior to listing your home.

SELLER QUESTIONNAIRE

PROPERTY ADDRESS:

Average cost of utilities (electric, gas, water, sewer, trash removal, etc):

Age of roof:

Age of furnace and/or ac:

Age of water heater:

List any other significant improvements made to the property or known material defects:

HOA amount:

Monthly or Annually?

What does it cover?

Common Areas:

Personal property that will NOT convey with the purchase:

CUT HERE

SELLING IN TEN EASY STEPS

Now that we have prepared your home to sell and gathered all of the important documents, let's go over the listing and sales process:

1 DISCOVERY & RESEARCH

I will tour your home and give my insight on what will help your sale. We will discuss the process and develop initial marketing strategies.

2 LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3 PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared to go live.

4 GOING LIVE

It's time!
Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

5 BUYER PROSPECTING

Consistent exposure of your home is spread across all marketing platforms. All scheduled events are completed until we reach a sales agreement.

6 SALES AGREEMENT

Once we receive an offer, we will review all terms and conditions together, and I will respond as necessary.

7 INSPECTIONS

The home inspector(s) will likely recommend repairs or upgrades and I will negotiate on your behalf.

8 LOAN COMMITMENT

The buyer's loan is underwritten and an appraisal is performed. All buyer's documentation is verified and we wait for approval.

9 CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. I will review the figures and the buyer has a final walk through of your home.

10 CLOSING

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. Congratulations!

Please review the Marketing Plan for specifics on how your home will be exposed to the best potential buyers possible!



- () Make the beds
- () Grab a basket and put personal items or clutter in your car
- () Make sure the bathroom towels are clean, straightened and match
- () Wipe down toilets and put the lids down
- () Wipe down all counter tops and sinks
- () Open all blinds & turn on all the lights in the house
- () Make sure the house temperature is comfortable
- () Make sure the house smells good, but don't over do the air freshener
- () Vacuum all carpeted areas, sweep all floors
- () Clean all mirrors
- () Sweep the front doorway and wipe off the mat

COMING TO AN AGREEMENT

NEGOTIATING THE DEAL

Disclose everything. Be proactive to disclose all known material defects to buyers - avoid legal problems later.

Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknown.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. The mood for the buyer to buy is exactly when the offer is made - don't delay.

Meet halfway if there are disagreements about small expenses - split the difference and move on.

Stay calm, even if the situation is tense.

**HAVE YOU FOUND
THE RIGHT
BUYER?**

Make the deal happen.



UNDER CONTRACT



OFFER ACCEPTED

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, due diligence, inspection, appraisal, and loan conditions. This process typically takes anywhere between 30-60 days.



HOME INSPECTIONS

One of the most crucial steps in buying a home is performing inspections. The buyers may choose to have any inspections they deem necessary. The buyer's agent will set up a day and time that works for you to have the inspections completed. Depending on the type and number of inspections, there may be inspections scheduled on separate days. A home inspection could take anywhere from 1-4 hours depending on the size of your home - this does not include other inspections such as radon, wood destroying insect, well, or septic. In a few days, the buyer's agent will send a repair request addendum requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety, or are lender required, are pertinent.

APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. Luckily, I am also a Certified Residential Appraiser and can typically give you a very close idea of what your home will appraise for. If we run into a low appraisal, I will be able to guide you through the next steps. The appraiser/lender could also require further inspections or repairs. By following the process on preparing your home to sell, these potential problems are typically addressed prior to your home "going live". After the appraisal, we wait for the loan conditions deadline for the buyer and are that much closer to the closing table.

closing

101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.

CLOSING DAY

A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

WHAT TO EXPECT

The escrow officer will look over the purchase contract and identify what payments are owed and by whom/prepare documents for the closing, conduct the closing/make sure taxes, title searches, real estate commissions and other closing costs are paid, ensure that the buyer's title is recorded, and ensure that you receive any money due to you.

YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- Copies of all closing documents
- All home improvement receipts on the home you sold

AGENT PROFILE



MEET

Jeni

CONTACT

540.355.6300 cell
4097 Electric Road
Roanoke, VA 24018
www.ForSaleRoanoke.com

PROFILE

Jeni Bell is a first generation REALTOR® and second generation Real Estate Appraiser who combines her passion of the industry with her love of helping people. Jeni attended Moseley-Dickinson Academy of Real Estate and Virginia Western Community College's Nursing Program. She is a full time agent with an amazing team of REALTORS® at Divine Fog Realty, LLC in Roanoke & Lynchburg. She represents sellers and buyers on a day-to-day basis and considers educating her clients an important role of being a REALTOR®.

Jeni also participates in Divine Fog Serves and the Toys for Tots program with the Divine Fog Team. A lover of almost everything, Jeni resides in Roanoke, VA with her drummer boyfriend Brett, his daughter Alex, her son Gavin, and their dogs Honey, Bones and Peyton (blended family).

Want an easy conversation starter with Jeni? Here are some suggested topics: karaoke (or music in general), food, pool (billiards)...and real estate.



commitment to excellence:

- Represent you and your best interest throughout the process of selling your home
- Communicate every step of the way
- Be honest, trustworthy, competent and present
- Market your home in such a way that exceeds your expectations

customized to fit your needs:

- Communication tailored to your style
- Contract review most convenient for you
- In person or virtual meetings available
- Customized marketing for YOUR home

proven and consistent success:

- 5 Star Reviews
- Consistently pleased clients (and friends)
- Consistently low average of days on market (even before 2020-2022)

education

- Licensed Real Estate Agent - Moseley-Dickinson Academy of Real Estate
- Certified Residential Real Estate Appraiser - Moseley-Dickinson Academy of Real Estate
- ABR - Accredited Buyer's Representative

awards

- 5 Star Zillow Agent
- Silver Award Winner (2020)
- Gold Award Winner (2021)



choose
AN AGENT YOU
CAN TRUST,
WITH THE EXPERTISE
TO HELP
SAVE YOU MONEY.

customer testimonials

STEPHANIE



Jeni Bell sold my home in two weeks for \$30k more than the other realtor I consulted with even wanted to list it for. She is incredibly knowledgeable and made the entire process of buying/selling as stress free as possible.

TOMMY & AMANDA



Jeni Bell went above and beyond to make sure we were up to speed and understood every aspect of the process along the way. She made selling our house a great experience! Not to mention it sold in less than 48 hours!!

DAVID



Very good! She was on the ball and got stuff done. Really helpful when could not at home for repair to be done. All round Jeni Bell did really excellent job for selling the house for me.

BRITTNEY



Jeni sold our home in Moneta VA. She gave us great attention and I highly recommend her. She always responded to me quickly and answered questions I had. This was my first time selling a home and I'm so glad I had her. We had a small child too and she always respected our wishes as far as giving me heads up to pick up toys and such.

call
Jeni
Bell

WHETHER YOU BUY OR SELL

considering

BUYING OR SELLING?

Navigate the real estate market
with the proper guidance -

- ✓ a proven marketing plan
- ✓ experienced negotiation
- ✓ tips on staging your home
- ✓ constant contact
- ✓ professional photography
- ✓ honesty & integrity



contact me

TO SET UP AN
APPOINTMENT



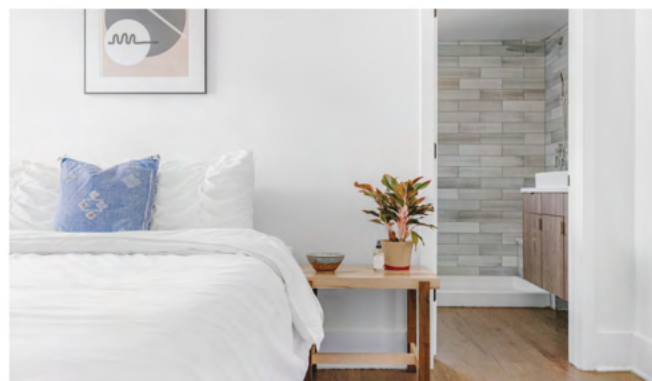
Jeni Bell
REALTOR®

cell - (540) 355-6300
4097 Electric Road
Roanoke, VA 24018



visit online

@realtorjenibell
www.ForSaleRoanoke.com



For more information
about selling your home,
contact me today!



#PayItForwardFriday



@RealtorJeniBell



540-355-6300

Jeni@DivineFogRealty.com

www.ForSaleRoanoke.com