

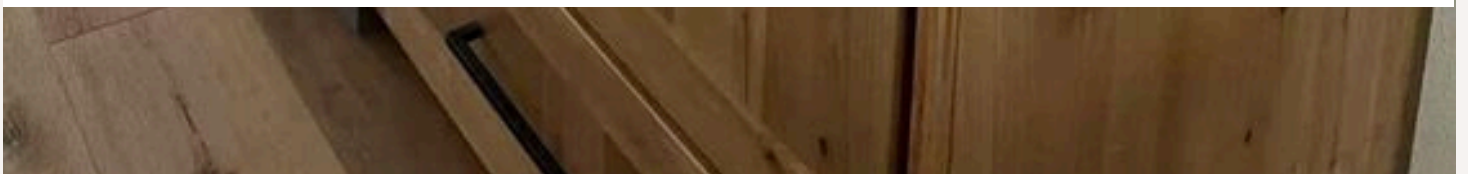


# SELLER'S GUIDE

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# MEET YOUR AGENT

*Let's find your dream home!*



Hello! I am a local Mt. Hood & Sandy area Broker, specializing in vacation homes and investment properties. As a long time resident in the Mt. Hood area, I have a unique perspective on our local market. My career in Real Estate began in 2020, after spending many years in Sales & Hospitality, catering to client needs. Transitioning to Real Estate was a natural move for me and fulfilled a long time personal goal of helping clients turn their dreams into reality. Whether you are looking for an investment property, a vacation home or your forever dream home, I'd be honored to help you through this process. Let's connect and help reach your goals today!

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## CUSTOMER SERVICE

As your Real Estate Agent, I prioritize exceptional customer service by attentively listening to your needs and providing personalized support throughout the entire process.



## MARKET KNOWLEDGE

As a local Mt. Hood Area Broker, I leverage my in-depth market knowledge and collection of local vendors to provide the best selling experience possible.



## SMART NEGOTIATION

With 20+ years of prior sales experience under my belt, my strong negotiation tactics and communication skills are pivotal to the buying and selling process.

# HOME SELLING

*process*

1

## **FIND AN AGENT**

Interview a few experienced local agents. They will serve as an advocate for you and your interests throughout the homeselling process. Pick someone familiar with the housing market and the neighborhoods.

2

## **PREPARE YOUR HOME**

Make improvements, stage your home, and prepare for showings. Use professional photos and create a marketing plan. Be sure to thoroughly clean before listing your home for sale.

3

## **IMAGERY & MARKETING**

Work with your agent to have a photographer capture marketing photos of your home. The photos, price, and property description are the three things that can persuade buyers to view your home.

4

## **REVIEW AND NEGOTIATE OFFERS**

Once a potential buyer submits an offer on your home, you and your agent can propose a counteroffer if you want. The counteroffer process can go back and forth until you reach an agreement. Next the buyer will complete inspections and appraisals.

5

## **FINALIZE THE DEAL**

The buyer will revisit your home for a final visual inspection a few days before closing. Make sure your home is presented in the same condition as the buyer agreed to purchase it in.

6

## **CLOSE**

The closing process can take a couple of days or even a week. Once the transaction is complete the buyer receives the keys and officially takes possession of the property.

# FIND AN AGENT



## SELLER'S AGENT RESPONSIBILITIES

- ✓ Give you advice for maximizing the property's value
- ✓ Prepare or improve your home
- ✓ List your home on multiple listing services
- ✓ Market the home and organize open houses
- ✓ Help buyers evaluate the price and value of a home
- ✓ Explain the selling process and closing disclosure
- ✓ Coordinate the work of other professionals
- ✓ Negotiate with the buyer agent and other parties
- ✓ Double-checking paperwork and deadlines

*Why choose me?*

### EXPERIENCE

Licensed Realtor® in the State of Oregon, since 2020. Member of National Association of Realtors®  
Specialize as a Listing Agent.

### LOCAL KNOWLEDGE

As a local Mt. Hood Area Broker, I leverage my in-depth market knowledge and collection of local vendors to provide the best selling experience possible.

### RELEVANT CERTIFICATIONS

RSPS - Resort & Second Home  
Property Specialist  
2023- Top 2% Agents Nationwide; 2022 -  
Top 10%; 2021 - Top 18%

### AVAILABILITY & COMMITMENT

My clients often thank me for my excellent communication skills & availability. I believe these are crucial skills for a Real Estate Broker to hold.

# ABOUT YOUR HOUSE

*Help me understand your house*

## QUESTIONS TO ANSWER

- Why are you selling the house?
- What Is Included in the Sale?
- Any problems with neighbors?
- Any hassles with the house?
- Any structural issues?
- Age of house's components?
- Any recent repairs?
- What did you like most?
- What you didn't like most?
- What is the seller's timeline?
- What are some nearby attractions and amenities?

Understanding as much as possible about your home helps me in marketing the home to the right audience. What makes your home special? Are there any special features that might appeal to a buyer? Walking through and discussing all aspects of your home and property are an important part of preparing your home for sale.





# Cost of SELLING

## **MORTGAGE PAYOFF**

You have to pay off any remaining balance before that transfer can occur. There might be an additional fee if your mortgage carries a prepayment penalty

## **MOVING COSTS**

When you sell your home, you'll have to move all your stuff to your next home.

## **REPAIRS AND IMPROVEMENTS**

Before you sell, you might be tempted to undertake a project to increase the value in a buyer's eyes. Consult your agent about whether the cost will be worth it. You may also incur repair costs as part of the negotiation process in your sale.

## **STAGING AND PHOTOGRAPHY**

Staging and photography help present your home in its best light. Prices for these photographing and staging services can vary depending on how many rooms you want to stage and whether you will need to borrow a rental set of furniture. Talk with your agent about options.



## **CLOSING COSTS**

These are typically the largest expense sellers are expected to pay. These costs will be taken from the sale proceeds of the home at closing.

- **Commissions:** Talk with your agent about listing commissions and what to anticipate when it comes to a buyers agent commission.
- **Fees:** between 2% and 4% of the sale price
- **Property taxes:** the prorated share of property tax up to the closing date
- **Capital gains taxes** where applicable



# HOME *Staging*



Use these home-staging tips to highlight your home's strengths, downplay its weaknesses, and appeal to the greatest possible pool of potential buyers!

## **01. START WITH CURB APPEAL**

Review the outdoor areas of your home. Clean gutters and roof, paint if needed, landscape and clean up any outdoor garbage.

## **02. CLEAN & FRESH**

Fresh interior paint, a good deep clean and tucking away and clutter and unneeded items will go a long way in making your home shine.

## **03. FLOORING, WALLS, CEILINGS**

Fresh paint, carpet cleaning, clean floors and baseboard trim are a few things to help your home stand out.

## **04. ADD PLANTS**

Great lighting makes staged homes look so warm and welcoming. Increase the wattage in your lamps and fixtures.

## **05. AMP UP THE LIGHTING**

Make sure all lightbulbs in and outside of the home are working, and replace bulbs with LEDs where possible.

## **06. LOOK FOR INSPIRATION**

Keeping up on the trends helps to determine what buyers are looking for. A clean and timeless approach to staging will help buyers envision your home as their own.



# PHOTOGRAPHY

*List your house with professional photos.*

An excellent presentation with photos, videos, 3D tours, and floor plans are great ways to justify the sales price to potential buyers. Professional real estate photos can be used on real estate websites, real estate listings, and real estate social media pages to help engage potential buyers and generate more interest in the property. The more visibility you can get a property, the higher the likelihood of a quick sale.

Professional photographers know that clutter does not present the picture of a perfect home that potential buyers have in their heads. They know how to declutter the rooms and arrange furniture in such a way that the buyer can already picture themselves living their best life in them.

When your real estate photographer shows up, they will walk the house and spend time searching for important aspects to highlight to potential buyers. Make the house ready when the photographer arrives because they are often on a tight schedule and don't need to spend time rearranging and tidying the rooms before the photoshoot.

*Make your listing picture perfect!*



# DETERMINING FACTORS



## 01. PRICING

Pricing is one of the top 3 things that will sell a home. When priced too high, a home often sits on market and may undergo several price reductions. Price it right in the beginning to avoid too much time on market.



## 2. LOCATION

Location is a key factor in pricing your home. Are you located on a busy street or a secluded location that is only accessible seasonally? Factors like public amenities, schools and more factor in to the importance of location to a buyer.



## 03. CONDITION

If you've been putting off those major home repairs, pricing the home accordingly will help in selling your home, even if major repairs need to be performed. Condition is one of the top factors your agent will use when pricing your home.



## 04. MARKETING

Where, and how your home is marketed is of great importance. Digital marketing is key now, but don't disregard the importance of print marketing, networking and open houses.



## 05. COMPETITION

Understanding the current market conditions, and competitive homes on market is very important. Standing out amongst the competition should be a goal, whether it be in special features or pricing.

# PROVEN MARKETING PLAN

## **SOCIAL MEDIA MARKETING**

Many online and digital marketing tactics will be used to market your home. From social media posts, to targeted digital ads, niche market ads and regional brokerage e-cards, the digital marketing plan for your home will be custom designed specific to your property.

## **PRINT MARKETING**

Local postcards are sent to the neighboring community members as part of our marketing plan.

## **NETWORKING**

Using a local agent with strong networking connections is very important. I pride myself on having great working relationships with local agents, as well as ongoing networking efforts with metro and state wide brokers.





# HOUSE SHOWING

*I encourage my sellers to approve all showings. A missed showing is a missed opportunity, it is beneficial to try to be as flexible as possible.*



## TIPS FOR HOME SHOWING

- Turn on all of the lights, open blinds, play some soft music makes for a warm and inviting entry.
- Kitchens are traditionally a big selling point, so make sure yours is immaculate. Put away all pots, pans, and towels and remove all stains from the sink and grease from the oven.
- Minimize the evidence that a pet lives in the home.
- Make sure the scent is as natural as possible.
- Try walking through the home as if you're the prospective buyer. Does anything negative catch your eye or seem out of place?
- Don't forget to secure your valuables. This can help create a stress-free environment for potential buyers.
- Have information ready about the age of the home, roof, electrical wiring, HVAC, lot size, number of rooms, average monthly utilities, easements and restrictions, existence of liens or assessments, etc.
- Removing furniture from a room can make it look more spacious.
- Consider writing a letter to your potential buyers that they can read while viewing your home.

# REVIEW OFFERS

*Things to consider when reviewing offers*

## 1. OFFER PRICE AND INCLUSIONS & EXCLUSIONS

Review all terms within the offer. Price, closing date, seller concessions, buyer contingencies and decide what, if any, terms you'd like to counter.

## 2. SPEED OF SALE

How quickly do you need to sell? Can you be out of the home in the buyers proposed timeline, or do you need any post-closing occupancy depending on your next plan after closing.

## 3. BUYER'S SERIOUSNESS

Sometimes a buyer can present a seemingly perfect offer, only to change their mind or back out shortly going pending. Taking the time to review buyer qualifications is important so as to avoid potential pitfalls down the line.

## 4. FINANCIAL SECURITY

Review the buyer finances in depth, and even have your agent talk to the buyers mortgage professional to further understand their terms.



## 5. EMOTIONAL CONSIDERATION

As hard as it can be, try to remember that selling your home is a business transaction. Removing the emotions in the sale will help you make the right decisions based on your selling goals.

# FINALIZE THE DEAL

*Let's get things moving*

## 01 SELLER DISCLOSURE

In the state of Oregon, you'll need to complete a seller disclosure to present the buyer. This document is your opportunity to disclose all known material facts about the home.



## 02 HOME INSPECTION

LA buyer will likely want to perform a thorough home inspection to look for major health, safety and structural concerns. Be prepared for round 2 of negotiations after the buyers have completed their inspection process.



## 03 LENDER APPRAISAL

The lender will order an appraisal to confirm the value they've assigned the home matches what they are lending the buyer. This is generally the 3rd, and final round of negotiations, in the case that an appraised value comes in lower than the sales price.

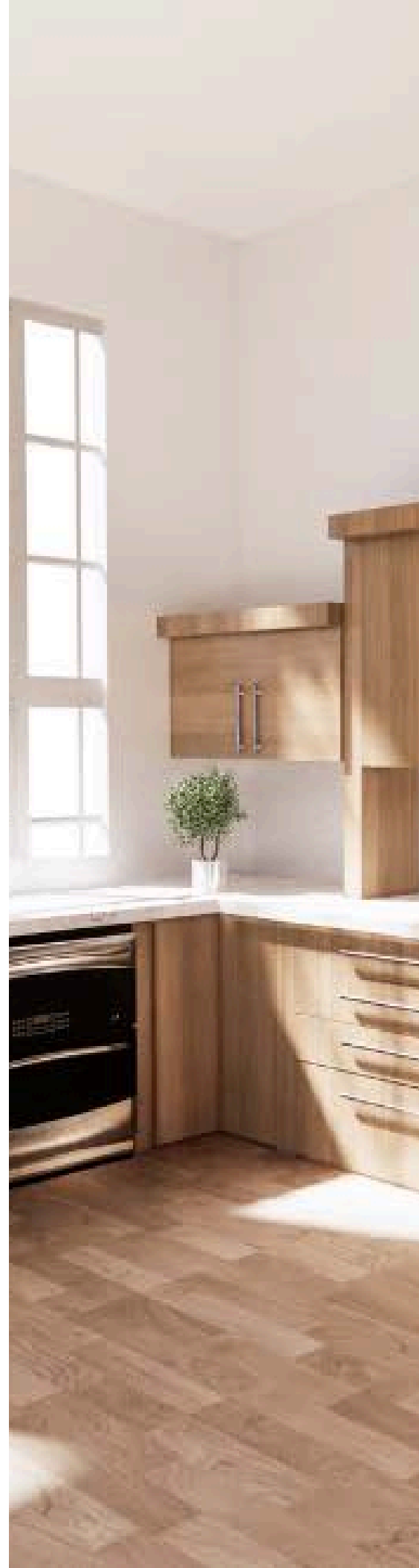




# *Final* WALKTHROUGH

Buyers may request a final walk-through within a business day prior to the closing date. It is the one last time to make sure everything is in order.

- ☐ Clean the house and remove all your possessions. Your home should be spotless for the final walk-through.
- ☐ Confirm that all of the appliances in the home work as you'd expect. It saves you money on repair bills after closing.
- ☐ Leave owner's manuals and warranties. Print physical copies and put these documents in one place.
- ☐ Inspect the backyard and outdoors of the property as closely as you inspect the home's interior.
- ☐ Give the buyer contact information for home contractors or maintenance companies you've used in the past.
- ☐ Lock up. The day before settlement, make sure to close window coverings and lock the entry doors. Talk to your agent about the key exchange, leave all keys and openers for the buyers.





# *Schedule* **YOUR MOVE**

## **BEFORE THE SALE**

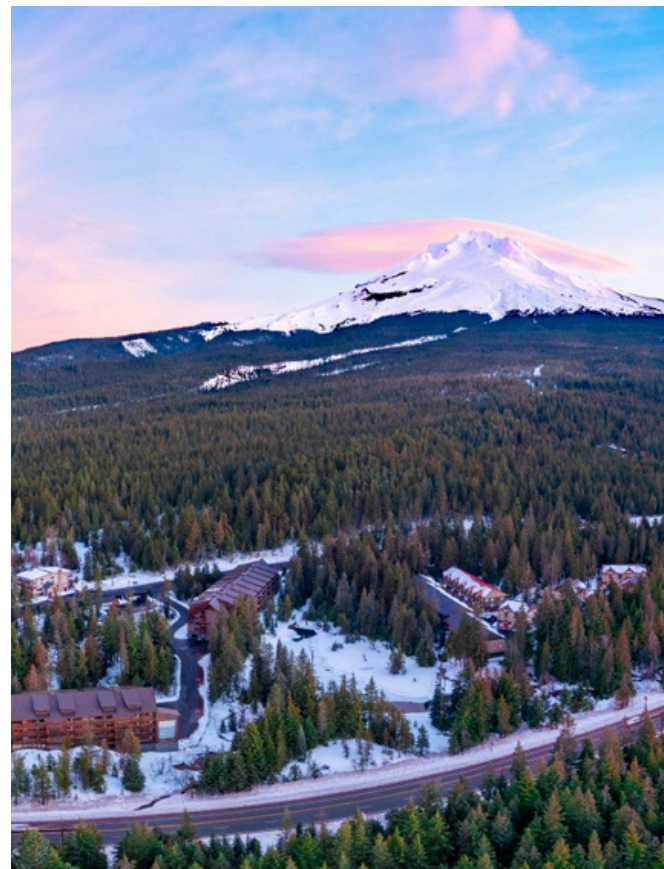
If you are in a financial situation to move before listing your home, this is the easiest way to prepare your home for the market. Moving before you list your home allows you time to paint walls, replace any flooring, and complete any other repairs or upgrades your home requires.

## **AFTER THE SALE**

In this scenario, sellers settle the sale of the home and rent it from the new owners for up to 60 days. These situations are usually incorporated into the home sale contract. The rent is generally the new owner's monthly mortgage payment.

## **THINGS TO DO BEFORE MOVING**

- Confirm that your closing is still on track
- Contact people who work for you regularly to cancel their services.
- Stop auto-delivery unless it is needed.
- Cancel the existing homeowner's insurance.
- Arrange to disconnect your utilities on the closing date.
- File a change-of-address notice at the post office



# CLOSING DAY

*Congratulations! You make it to closing!*



## **WHAT TO BRING TO SIGNING?**

- Government-issued photo ID
- All the keys, codes, and remotes
- Proof of homeowners insurance
- Cashier's check, if your closing costs are not being deducted from the sales price

## **WHAT TO EXPECT**

Closing day is the day when the buyer and seller fulfill all the agreements made in the sales contract and the ownership of the property is transferred from the seller to the buyer. Both parties sign the final ownership paperwork. Once all paperwork has been signed and funds have been disbursed, the buyer is officially the new owner of the property. Generally a signing appointment is scheduled a few days before the actual closing, and you will meet with the title company to sign all documents.

Typically, closing occurs about four to six weeks after you signed a purchase and sale agreement. During this window, an escrow agent holds the buyer's purchasing funds in escrow until all contingencies, like the home inspection contingency and appraisal contingency, are met.



# FREQUENTLY ASKED *Questions*



## **What is the fastest way to sell my house?**

Work with your agent to appropriately price and stage your home. Evaluate the local market and competition and be realistic about what your home can sell for.



## **What should I do first when selling my house?**

Complete any necessary repairs, deep clean and stage your home according to what your agent recommends.



## **How much do you charge to sell my home?**

Listing commissions are negotiable and can be discussed with your agent. Listing commissions including all marketing fees and are set based on the various marketing needs for your home.



## **How do I know if it's a seller's or buyer's market?**

Have an in-depth conversation with your agent about current market conditions. Just because a friend sold their home last year and had multiple offers, does not mean you will have the same experience. Factors such as inventory, interest rates and buyer motivation will come in to play with what to expect when listing your home.



## **Can I be home while my home is being shown?**

While it is still your home and you have the option to stay home for showings, it is not advisable. Showings are an opportunity for a potential buyer to walk through your home and really evaluate if it's the right home for them. This is difficult to do if the owner of the home is there during a showing.

# CLIENT TESTIMONIAL

*Meet some of my happy clients*



## JOE

"Becca did a terrific job advising and representing me in the sale of my condo. As an attorney and investor, I have dealt with many realtors over the years. I give Becca an A+++ for her organizational skills, advice, market knowledge, follow up and pro-active, professional approach to her work. I wholeheartedly recommend Becca."



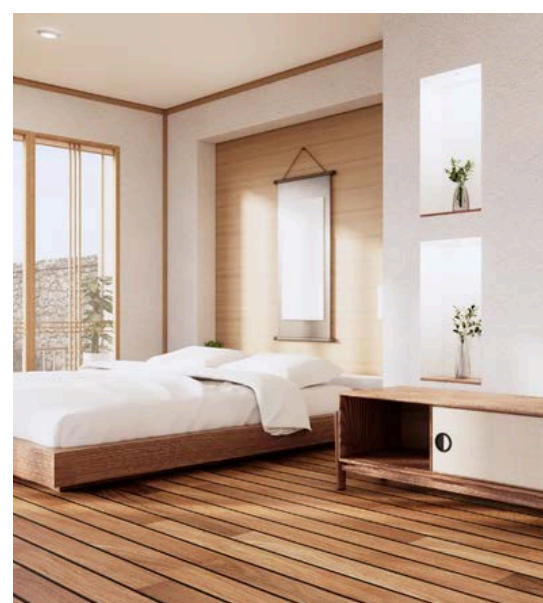
## LISA & JOHN

"Becca was a great realtor. From the moment she started working for us she did not rest until we had an amazing 10 offers, she showed our home over 36 times, took beautiful photos and advertised our home in the very best possible light. The most amazing thing about all of this is she did it all in one week! I will definitely use Becca again for any real estate needs we may have and highly recommend her."



## BONNIE

"Becca is an incredible real estate agent. She kept us completely informed all the time with updates on potential purchases as well as in selling our home. She's kind and courteous always concerned for our interests. Never exaggerating or over estimating what we thought we could get for our home or what we should pay for our new home. I would recommend her to anyone and we would certainly use her again should we ever sell or buy any future properties. She was available 24/7 with never a hint of feeling imposed upon. You could not ask for a better representative."



# THANK YOU

SCHEDULE A CALL WITH ME TODAY!

Thank you for taking the time to review this sellers guide, I hope you've found it a helpful resource. The home sale process can sometimes take time, so plan accordingly. If you plan to sell your home in the next 6-12 months, now is the time to start talking with a Real Estate Broker. My goal is to guide you through this process, and strive to make this a seamless and (hopefully) enjoyable process for you. Whether this is your first time selling a home, or you're a seasonal home seller, I hope to have the opportunity to work with you in meeting and exceeding your selling goals.

