

Home Seller's Guide

Prepared for you by,

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YOUR LOCAL REAL ESTATE EXPERT

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real
Real Broker, LLC



Thank you for the opportunity to discuss your real estate needs.

Any real estate transaction is a major decision. My goal is to help you navigate the real estate process, within the time frame that fits your plans, and to make the process as efficient, stress-free and successful as possible.

The purpose of this Guide is to help you understand the entire process, acquaint you with current market activity in this area, and to explain how I can assist you in achieving your real estate goals, drawing upon the outstanding resources of eXp Realty. Despite challenging market conditions related to the pandemic, in 2021 and through the first months of 2022, I successfully represented five sellers and eight buyers, with positive outcomes for all involved.

To best serve you, I will spend some time with you learning more about your unique needs in real estate and your expectations of your real estate sales professional. By listening deeply and engaging in open dialogue, I can understand your dreams, create a plan and tailor my approach.

My ultimate goal is that you will be delighted with your real estate experience. Please feel free to call on me at any time, ask questions, and share your concerns with me.

Again, thank you for allowing me to assist you.

Understanding Your Goals & Needs

Your goals and needs come first

I'll guide you through the home-sales process and make the experience as efficient, pleasant and stress-free as possible. My goal is to exceed your expectations and get you the highest price for your property in the shortest time.

Here are some questions to help us to identify your real estate needs:

- What is your motivation and time frame to sell your home?
- What are your concerns?
- What do you like or dislike about your current home?
- What has been your previous home buying or selling experience?
- What do you expect from your agent?

Pricing Strategy

Dangers of Overpricing

Broker and buyer-interest is at its highest when a home is first put on the market – and that interest will remain high for about 2 and 1/2 weeks. If a property is priced too high during this crucial period, it won't attract buyers. This is an error that is extremely difficult to recover from.

By overpricing your home, you create the need to later reduce your price, often below what you could have received, to reignite lost buyer interest. Small price reductions then start a waiting game that sellers lose. Building in a "cushion" is still overpricing.

Buyers are well informed. The most informed they have ever been when it comes to real estate. When a property is overpriced they know it, and won't come out to see it. Overpricing is the literally the "kiss of death".



**Our philosophy is very simple:
We do not want to 'list' your home, we want to 'Sell' it.**

Pricing Strategy

Pricing Your Property Properly

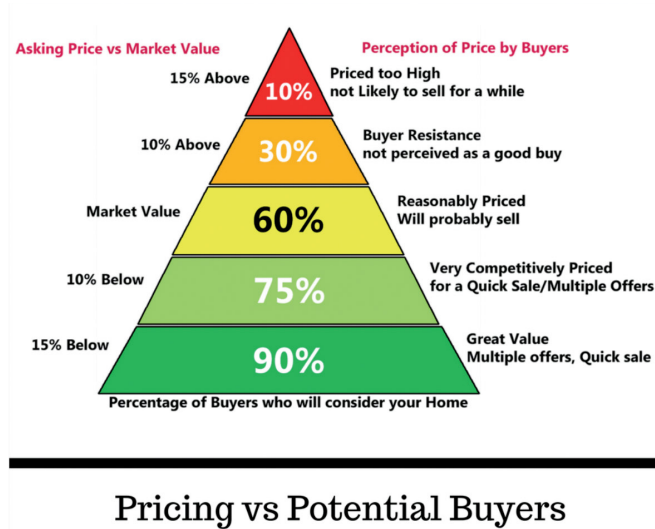
The price obtained for your home is determined solely by the dynamics of the market.

To sell a home, interested buyers need to view it. Proper pricing is critical to attract the most buyers, and to get the highest net proceeds from the sale. Pricing a property correctly requires understanding the current market. To evaluate your home's market value, we analyze recent comparable sales activity and put together a professional analysis of the market called a Comparative Market Analysis or CMA

The CMA evaluates four factors:

- 1.) compares your home to what other comparable homes sold for,
- 2.) compares properties sold that have not yet closed
- 3.) considers currently listed properties, and lastly
- 4.) any adjustments for improvements.

The biggest, and most costly mistake a Seller can make is to list their home with "the highest bidder" - the agent who "promises" the highest selling price. No Realtor, no friend, no neighbor can set the market value for your home. Only the market sets the price.



Marketing Strategy

Listing Syndication

Your listing will get the most exposure possible on the Internet, appearing on more than 900 of the top real estate search websites.

- Theresa will provide you a regular report on how many consumers are viewing your property online.
- Our benchmarking statistics also show how your listing performs compared to properties in a similar price range and neighborhood.



Preparing Your Home for Sale

A properly prepared home will sell faster and for more money than a competitor that doesn't show as well. Here are some basic steps that you can take to get your home ready for the marketplace:

De-clutter

Clutter can be very expensive. Cluttered homes receive lower offers. Aim to get rid of at least half of the items in each room. Children's toys should be put away.

Clean, clean, clean

Scrub like crazy and make your home sparkle. Don't assume buyers can look beyond clutter and untidiness; they often can't. If the kitchen, bathroom or windows are dirty, the impression is that the sellers are just as unconcerned with maintenance and care of the home.

Must-do cleaning items:

1. Wash windows and screens
2. Steam clean or replace carpets
3. Clean stovetops and all countertops
4. Replace the faucets in the kitchen and baths, if dirty or corroded
5. Clean fronts of all cupboards and appliances
6. Keep the floor swept and scrubbed throughout the entire showing period
7. Clean sidewalks and home's exterior with a pressure washer
8. Dust furniture, ceiling fan blades and light fixtures
9. Eliminate odors (including pet and/or smoke odors)

How I Market Your Home

As the REALTOR® you have chosen to exclusively represent you in the purchase of your new home, I will assist with the following:

Pre-Listing (1-3 months prior to listing)

Home Preparation Research

- √ Improvements
- √ Landscaping
- √ Cleaning
- √ Staging
- √ Seller's Disclosure
- √ Survey
- √ Encroachments
- √ Building permits
- √ Home inspection
- √ Legal issues/liens

Marketing Preparation

- √ Sign listing agreement
- √ Develop pricing strategy
- √ Professional photography
- √ Develop advertising copy
- √ Identify target agents
- √ Prepare postcards and emails
- √ Develop property flyer
- √ Schedule brokers open
- √ Schedule open house
- √ Post to anticipated listings

Property Launch (2 weeks)

First 2 weeks

- √ Add property to Multiple Listing Service (MLS)
- √ Install yard sign
- √ Start online marketing on key websites
- √ Send "just listed" postcards to neighborhood
- √ Send targeted email to real estate agents and eXp clients
- √ Broker's open houses
- √ Public open houses

Marketing Evaluation (4 weeks)

After week 4 if not sold

- √ Update MLS and property marketing
- √ Evaluate feedback from real estate agents
- √ Review pricing strategy
- √ Review staging
- √ Continue broker's open and open house



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“Love yourself and your life so you can help others.” These words are Theresia Wolff’s motto, and in a crowded field, this spirit of positivity and care for others are part of what set her apart as a realtor. Theresia was born and raised in Kailua, and spent summers in Holland. She began working as successful financial planner for Metlife and moved to a dynamic, 20 year career at companies such as Locations LLC and now Real Broker LLC.

Theresia is confident and quick on her feet in solving problems, an ace negotiator, and a deep and active listener. This allows her to really understand her client’s circumstances and desires, and is probably why many remark about her ability to anticipate their needs when searching for their dream home or putting a property on the market. Doing a little extra is something that is second nature to her. Theresia’s assured professionalism have helped many a client through what can be a very stressful time. Above all, she feels the best part of her job is simply “seeing the joy and love in my client’s eyes about their new home.”

A former Rotarian, in her spare time she also enjoys volunteering with causes she cares about, and traveling around Europe. She speaks fluent Dutch in addition to English.



What Clients Are Saying...

A Problem-Solver

"Theresia Wolff is a true professional who served our family in an outstanding manner in the sale of our home. Her personal initiative on numerous occasions in solving problems for us resulted in a smooth transaction as we dismantled our Honolulu home. Her constant attention to our needs, and clear focus on solving any problems confronting us, resulted in complete trust and confidence in Theresia by my wife and myself. I would recommend her most highly to anyone seeking an Agent." George A.



Going Above and Beyond

"Theresia made a complicated and, at times, frustrating experience bearable due to her focus on getting me the very best deal possible. Extensive coordination with the property manager was required, along with what seemed to be an endless succession of minor repairs, but she was on top of them all in a timely manner." Michael G.



Your Best Advocate

"Theresia's involvement in the whole process made any perceived stress on my part nil! I felt confident in her ability to look after the best interest for her client. She became a friend!" Deluze R.



A Passion for Excellence

"We could not be happier with Theresia. She is phenomenal! She came in with a plan, executed that plan, she is an excellent communicator and treat's you like family. Theresia's effort and passion for selling homes goes above and beyond and should be the benchmark all realtors aspire to. I would recommend Theresia without hesitation. The VERY BEST!" Andrew A.



Expert Guidance

"Theresia went above and beyond to help us prepare our home to sell. She was also very helpful through the negotiation stage. She explained things so well we have learned a lot." Henry K.



"Theresia has been extremely helpful in all aspects of our purchase of real property in Honolulu. We would not hesitate to utilize her services in the future for either sale or purchase of an additional property. She was tireless in her efforts to help us find the best property for our needs. Theresia went above and beyond in making closing an easy process. Beyond that, Theresia has been helpful with our property after the purchase, helping us with a multitude of things related to our property. She is very easy to work with. We are very grateful to her for all her assistance. We highly recommend Theresia." Kevin M.



"Theresia is the agent you want when buying and selling on this island. She has fantastic instincts and always keeps her clients interests at the forefront of her mind. She makes herself available for questions at any time and goes far above and beyond to ensure the smoothest possible deal. I can not say enough positive things about working with her!" Jon R. ★★★★★

"Theresia is an absolute jewel! She made the process of selling my parents home in Hawaii easier and less stressful for me. Theresia went above and beyond what realtors are required to do. I have had other properties to sell in Hawaii and California and I can tell the difference between her and the other realtors I have worked with. She definitely stands out because she cares about her clients and also loves what she does. Theresia was always accessible and cheerful whenever I had a question or issue. No problem was too difficult to solve. I highly recommend Theresia Wolff and would definitely work with her again." Jessie S. ★★★★★

"Theresia is a very diligent and compassionate real estate professional. Always taking care of the important details and always a great communicator. She also spreads Aloha everywhere she goes...I am very grateful to have met and worked with Theresia." Ben B. ★★★★★

"We sold our home at our goal amount of \$1M. Theresia guided us every step of the way giving suggestions before listing for improvements that would help us reach our goal. Together we did it! Theresia went the extra mile in searching for permit and tax records as well as recommendations for professionals to help us get our home ready. After listing, she effectively marketed our property to secure a wonderful buyer. During the negotiations, she totally went to bat for us. We are very thankful she was our agent!" Danny & Brenda ★★★★★

"We only met her just three short months and she helped us purchased a property and closed in 30 days, we found that she is honest and very friendly." Vince D. ★★★★★

"Theresia was a pleasure to work with! She was attentive, and professional, she went above and beyond to help us into our home. Theresia comes HIGHLY recommended to anyone looking for a quality agent." Le L. ★★★★★

"Theresia and I have worked together in an ongoing status since 2016 and all of the transactions have been satisfactorily concluded. I find her to be focused, informed, energetic, and professional. It is reassuring to have her representing me and I intend to continue to do so." Michael G. ★★★★★

"March made in Heaven! Theresia was absolutely wonderful. Her knowledge of the local market was unsurpassed and what really sets her aside from other realtors is her devotion to ensuring her clients get exactly what they want and her working painstakingly to get that result. Additionally, her service doesn't end at the sale, periodically, I will get a text or email asking how everything is going with the home in my family. If there is additional things I need help with such as getting a professional electrician to conduct any repairs or upgrades. There is no doubt in my mind if, and when I need another realtor in this area, Theresia is my choice!" David B. ★★★★★

"We are so grateful and fortunate that Ms. Theresia Wolf was our realtor when we decided to purchase another house. She explained every details and every process. She helped us from start to finished to make it easy for us to ease any stress or anxiousness on our part. Even after we closed out she communicated and provided assistance on our moved. If you are planning to purchase a house, we highly recommend that you contact Theresia. She is very knowledgeable and very skilled in negotiations. We are blessed to have her as our representative."

Ronald C.



"Theresia is the best! She is a loving and caring person who always has your best interest in mind. With 20 plus years in real estate experience she is truly an expert, and it shows! If you're lucky enough to work with her you'll see for yourself. Her negotiation skills and industry knowledge are at the top of the list, but that's just the tip of the iceberg. Working with Theresia is a breeze and an enjoyable, excellent experience. " Tyler O.



"My agent Theresia Wolff was outstanding! She worked with me every step of the way and words cannot express how grateful I am. Theresia was incredibly professional, courteous, supportive and demonstrated a high level of integrity. I was blessed to have Theresia as my agent and I highly recommend her!" Judy D.



"My Wife and I recently Purchased a Condominium In Hawaii Kai in Honolulu. I was amazed How quickly Theresia responded to our request for a realtor. After a brief conversation on the phone I could sense that she not only had the Background, training, and experience as a realtor I was looking for, but, because she had lived in Honolulu the majority of her life - she had personal experience and knowledge of this Island and the surrounding Islands - which was an extra added benefit in making our final decision. We had several conversations on the phone with Theresia prior to our meeting as she attempted to learn about the type of property, price range, and area we were looking at to purchase in order to save us unneeded waist of time. Theresia has an uncanny gift of listening to what you want and finding the perfect area and house for you as if she was purchasing it for herself. Theresia is a no nonsense lady with very high Moral and integral Values. Theresia fought hard and represented us with Honor during our Negotiations and closing. I am over 75 years old and have sold and purchased numerous properties throughout my lifetime and have never met anyone with such high Character. Thank You, Theresia." David W.



"Theresia is an amazing realtor! She went above and beyond for my husband and I during our purchase of our home. From driving us around and introducing us to the many areas of Oahu,to navigating all the Ins and outs of purchasing a home; and, also dealing with the many questions we had! Theresia follows through every time, and we could count on her to get our questions taken care of! We very much appreciated her expertise!" Sofia I.



What is Escrow?

The escrow process & Transaction Management

During the escrow process, you will meet another member of my team - the Transaction Manager (TM). Together, we will work closely with everyone involved in the transaction to ensure that it moves ahead as smoothly as possible. Escrow is a confidential and impartial third party who holds money and documents in safekeeping until such time that all terms and conditions in the purchase contract are met.

Escrow handles the necessary details to finalize real estate transactions so that clear title can be legally conveyed from seller to buyer. The process begins with the signing of the purchase contract and continues until closing and recordation at the Bureau of Conveyances. The buyer takes title to the property at recordation. This usually takes between 45-60 days, unless extended by mutual agreement between buyer and seller.

Escrow duties include:

- Holding deposits
- Ordering title searches and conveyance documents
- Clearing title
- Making pay-offs to existing lenders
- Providing a settlement statement
- Handling closing with sellers and buyers
- Recording documents
- Disbursing all funds when the conditions of the contract have been fulfilled

Step-by-Step Process of Escrow

1. Your real estate agent will deliver an original sales contract (Contract) to a title company to open escrow. Upon receipt, the escrow officer will review the Contract and address any questions. An escrow file will be opened and assigned an escrow number.
2. Escrow will request a title search from their Title Department. A title search should be completed within 3 business days.
3. Escrow instructions (instructions to the escrow agent to act as a depository for monies and instructions) are prepared and sent to the sellers and buyers for their signatures. Copies of the escrow instructions are also sent to their agents.
4. Escrow will submit demand requests to lenders for current loan information on the subject property. It is necessary to obtain accurate pay-off figures because escrow is instructed to pay off all mortgages.
5. Upon receipt of the title search, escrow will review the report to address defects in the title, additional liens, and /or mortgages that were not previously disclosed in the contract. If necessary, additional payment demands will be requested from creditors. Contingencies specified in the contract and financing requirements are also reviewed.
6. The conveyance documents (deeds or assignments of leases) will be ordered from a local attorney.
7. Demands, documents, the contract and any special conditions will be reviewed and updated where necessary.
8. Closing statements will be prepared and closing (signing) appointments will be arranged. The buyer and agent will be advised of the closing figures due at the time of the closing (usually in the form of a cashier's check).
9. All necessary documents will be forwarded to the Recording Department for the actual recordation of the documents at the Bureau of Conveyances of the State of Hawaii. Usually this occurs within 2 days of signing.
10. The Recording Department will notify escrow when the documents have been recorded. Escrow can then disburse all funds, such as the seller's proceeds, mortgage pay-offs and commissions. Escrow will then notify your agent that the transaction has been completed.
11. Escrow will forward final documents to all interested parties (buyers, sellers, lenders, etc.)

Who Pays the Closing Costs

Closing costs will vary depending on the property and your situation. Always check with your agent, escrow officer or loan officer for specific information on your closing costs. Here is a basic list of fees a buyer and seller can expect to pay.

BUYER

- Home inspection
- Appraisal of the home
- Credit Report
- Loan Underwriting
- Insurance fees (homeowner, hazard, flood, etc.)
- Condominium and Association ownership transfer fees
- Notary fees
- ½ of Escrow fees and 40% of Title Insurance fees
- Pro-rated Property taxes
- Recording fees

SELLER

- Commission to both buyer and seller brokers
- Property survey
- Termite inspection
- Notary Fees
- ½ Escrow and 60% of Title fees
- Applicable taxes (conveyance, FIRPTA, HARPTA)
- Recording fees
- Condominium/Association documents



