



Seller's Guide

Selling your home the Flat Fee way.



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Seller's Guide

Steps to consider when preparing to sell your home.

- 1) **Market Conditions:** Supply and Demand have significant control over pricing and speed of sale.
- 2) **What's your next move:** Have you considered your next move? What price range are you considering?
- 3) **Home Value:** How much have homes been selling within your area?
- 4) **It's go time:** Making a commitment to sell means preparing your property as well as your mindset.

It's like telling a story:

Staging, decluttering and depersonalization are key when presenting a home. Create that model home experience for your visitors.



It's all about Marketing

Sound good?: The description of your home provides an opportunity to share the details of your home with buyers that are looking online. This is what will put your home on their checklist.

A thousand words?: Photography will be key when it comes to keeping your home on a buyer's short list. It is at this point in the sales process where potential buyers are sold or lost. Let's make sure your photography shows your home in the best light possible.

Keywords: Let's take advantage of captivating keywords that are trending. These are most always guaranteed to capture interest for your home. Are there features in your home that sound like some of these keywords:

- | | | |
|-------------------|---------------------|---------------------------|
| 1) Barn door | 6) Craftsman | 11) Stainless steel |
| 2) Shaker cabinet | 7) Exposed brick | 12) Granite |
| 3) Farmhouse sink | 8) Pendant light | 13) Backsplash |
| 4) Subway tile | 9) Frameless shower | 14) Tankless water heater |
| 5) Quartz | 10) Heated floors | 15) Outdoor kitchen |

A Timeline of Events

What to do and expect

Decide when to list

Once you decide to list your home for sale, we'll help you by providing current market data information from your neighborhood. We will provide a recommended price range and offer pricing strategy insight. Ultimately, the price chosen to go to market with may determine how fast your home will sell or sit on the market.

Clean before you list

Although this might seem straight forward, having a home that looks clean is just as important as a home that smells clean. Buyers come into your home with all senses. Let's make their visit as inviting as possible.

Spread the word

Take some time to share your good news with friends, family and neighbors. This can help create demand for your home.



Before the big day

Decluttering and Staging

First impressions go beyond curb appeal. We want every potential buyer to walk into your home and feel at home - their home. Buyers want to envision themselves living here. Removing personal items and creating a neutral experience works best.

Photography and Video

We'll have a professional photoshoot and video session. We'll showcase your home in the best possible light. Your home will be shown in the MLS and throughout social media.

A Timeline of Events

Presenting your home to potential buyers

Home Repairs and Home Inspections

Avoiding surprises during the home selling process can save lots of stress and money. One of the best ways to do that is to make sure everything is in working order. Having a home inspector come out to check on the condition of your home could reveal items that should be addressed. Having a home inspector or appraiser identify these items later could have an impact on price and negotiating power.



Today is the big day

Home Buyers will begin to tour your home

Open houses, broker opens and private showings are all part of the home selling process. It is a good practice to allow buyers, along with their agent, to tour the home without distractions. We want them to be able to envision themselves in their future new home. For this reason, we recommend vacating the home during showing appointments. The touring agent will provide feedback to us either in the form of an offer or reasons why the home was not a good fit for them.

Once an offer has been accepted

Accepting an offer requires an understanding of the offer's nature. We'll make sure the offer is in your best interest with the terms that are fair for both parties. We'll also make sure the type of buyer conditions, financing and timing requests, are a good fit for your timeline and bottom line.

Financing and Inspections

When a buyer is financing

Loan Types and Home Inspections

Although it is possible for a cash buyer to come along with no home inspection requirement, odds are you will have a buyer with home financing. Their approved loan program may have an impact on how we negotiate the terms of your home.

Loan Type Examples

FHA loans and VA loans each have their own list of requirements that may need to be fixed before loan conditions can be met. Conventional loans may have fewer requirements. Just because a repair is requested does not mean you are obligated to pay for it. Most everything can be a point of negotiation.

Inspections

The Inspection

The buyer and their home inspector will be in the property together during the home inspection. Most buyers, if not all, prefer to be alone in the property. It is a good idea to plan to be away during this time. There are times when the initial home inspection leads to other inspections, such as a roof or termite inspection.

Negotiating Repairs

Depending on the results, certain repairs or changes may be requested by the buyer as a contingency for their offer. Remember that your home is for sale in “as is” condition, which means you are not required to fix or repair things that come up during a home inspection. Discuss all buyer requests with your agent to determine whether or not it’s in your best interest to agree to each request. Note: many buyers will request more than they expect you to fix to have a stronger negotiating position. If you do agree to fix certain things, the buyer will usually request a final walk-through to verify repairs prior to closing.



Closing Process

Managing the transaction

Title Company

The title company will be performing various legal research to ensure the sale of the property is not encumbered and will manage the official deed transfer at closing.

Home Warranty

You may provide a home warranty to the buyer if you'd like. There are a variety of home warranty programs and companies. We are able to provide you with a few options if you would like. You are not obligated to provide a home warranty for the sale of your home.



Escrow

Satisfying all requirements

Once both parties have agreed on all repairs and conditions, you'll be cleared to close. It is at this point that documents will be drawn and prepared for both parties to sign. The lender, if there is financing, and Title are then ready and appointments will be made for signing.

Your Loan Payoff Amount

If you have a balance of a mortgage loan on your home, Title will help confirm the payoff balance and Escrow will coordinate that payment at closing.

Sign closing docs and hand over the keys

Once both parties have signed all required documents, the property will receive funding and the property will record in the name of the new buyers. You'll be notified of the transaction completion and you'll be able to hand over the keys!

What's left?

Just a big thank you from our team for allowing us to help you through the home selling process. Congratulation! You can now move on to your next chapter.