

seller's guide

let's get your home sold



WHAT DO YOU CHARGE FOR COMMISSION?

5-6% FULL SERVICE ANOTHER AGENT BRINGS BUYER

4-5% SELLER AGENT BRINGS BUYER

3-4% SELLER BRINGS BUYER PRIOR TO MARKETING

?% Paperwork Only

All commissions are negotiable.
Let's talk about it!



the selling process

Let's break the home selling process down into 4 simple steps:

01

PREPARE IT

Meet with agent for initial market analysis.

Clean, declutter, paint

02

LIST IT

Determine price

Strategic marketing

03

SHOW IT

Negotiate offers

Get under contract

04

SELL IT

Inspections + appraisals

Closing day!



prepare it

✓ CLEAN, DECLUTTER, PAINT

"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



prep it checklist

✓ CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a pest inspection prior to listing. This could identify repairs that can be addressed or adjusting list price.
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry



prep it checklist

✓ KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

- Switch out any lights that need to be replaced
- Throw in some fresh flowers or plants
- Remove personal photographs and items
- Don't forget to tidy up your closets and storage areas - buyers will be looking there too
- Stow away any pet or kids items
- Wipe down all surfaces and declutter

✓ CURB APPEAL

- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in and light a scented candle



✓ CONSIDER STAGING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers' agents said that home staging had an effect on most buyers' view of the home.

**Statistics from the National Association of Realtors® Research Group, 2019*



PROS

- + 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 shorter time

CONS

- 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



✓ PRICE IT RIGHT

Should we price it higher just to see what happens?

Setting a very high price just to “see what we get” is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



at market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



over market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. We will refer to my (CMA) to help set the correct listing price. We look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then we compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

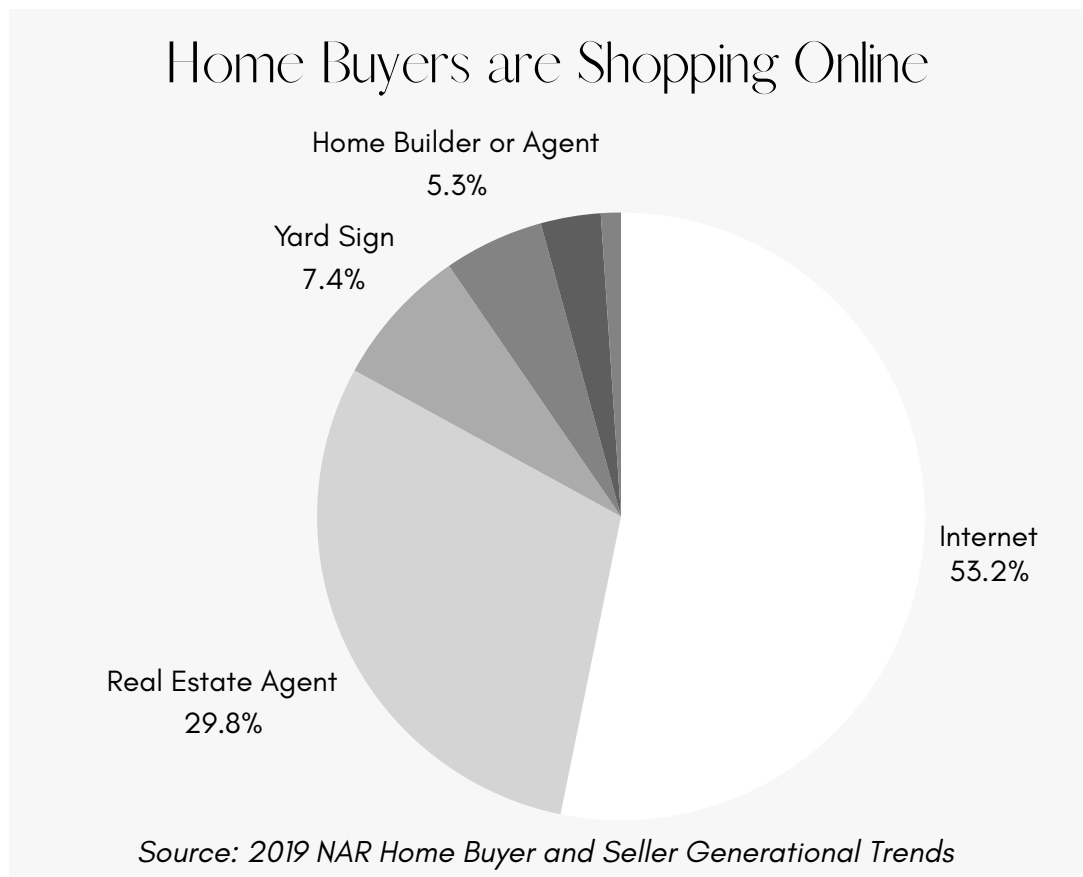


✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light.



list it

✓ MARKETING STRATEGY

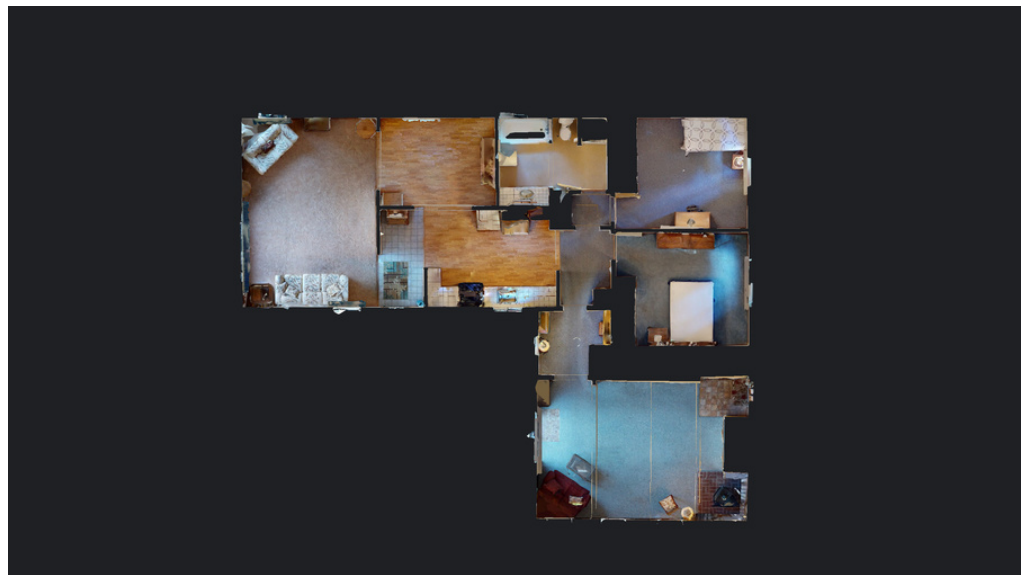
- Professional photography
- Displayed on brokerage website
- Social media campaigns
- Virtual tours
- Zillow
- Facebook marketplace
- Craigslist
- Flyers
- Open houses
- Yard sign captures

EXAMPLE



3414 Fern Way
Arcata, Ca

32 Showings
9 Offers



show it

HOW WILL THE SHOWING PROCESS WORK?

You and your agent will decide together on how to handle showings. You can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify your agent any time they are opened, so no one is accessing your home without your agents knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, we will try to get feedback from each showing and pass that information back to you.



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- Remove all clutter and put away any personal items or decorations
- Remove all dishes from the sink and wipe it down
- Stow away any valuable items or take them with you
- Collect any kids or pets toys that are out
- Empty trash
- Clean bathrooms
- Spray air freshener or light a candle
- Fix and declutter exterior walkways



Sell it

✓ OFFERS

When an offer comes in we will review it and work out an estimated seller proceed sheet. This sheet will show you an estimated net at closing. In order for this to be as accurate as possible your agent will need your current loan amount (if applicable). When reviewing your agent will be looking closely at the terms like price, financing, contingencies, and fees. We will then sit down together and your agent will advise you on how to respond.

In a multiple offer situation on we will compare all offers and figure out which is the best (this is not always the highest price).

In the event we anticipate having multiple offers you may find your agent scheduling a date and time to present offers. In order to ease the chaos we can put an offer deadline typically 5-7 days after listing. This allows other agents and potential buyers ample time to view your home and submit an offer. This frenzy has mostly seized, but is always possible.



✓ PREPARING TO CLOSE

Once you're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they have are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Appraisal contingency.** The lender requests an appraisal is done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price or they cannot cover the difference. This is why it's so important to price your home right from the get-go.
- **Home sale contingency.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.



timeline

How long does all of this take?

The timeline start to finish is largely dependent on you.

- Initial listing timeline will be determine by you. How long you need to prep and be ready for showings will be the main factor. The only thing we will need to plan for is photography. Once you have a target list date we will schedule the photographer 1 week prior. This allows your agent enough time to get photos back, prepare marketing, and get open houses scheduled. This pep will insure we are ready to list on your target date.
- Like mentioned before pricing right will be a large factor on how quickly we will receive offers and get under contract. Some homes are in contract as quickly as 7 days and some are on the market 90+ days.
- Once we are in escrow the average closing is about 45 days. Your buyers financing will play a large role in this. Locally we have an appraiser shortage and that timeline can slow escrows at times.



FAQ

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

What happens if my home doesn't appraise at the contract price?

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the contract to the satisfaction of both buyer and seller. Usually we are able to work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal, but it's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation. In today's fast moving market we are seeing buyers cover the difference in some cases.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. We will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using. How much they are offering to put in escrow and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. I am always working to get you the highest price in the shortest time possible. In today's market homes that are priced right are receiving offers in a matter of days. Thank you sellers market.

