

Sellers Guide

Everything you need to know to sell your home

Rise Realty Co.



Hello!

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REAL ESTATE CONSULTANT



Hey there! I'm Staphan from Rise Realty Co, and I'm thrilled about the chance to support you with all your real estate needs! With my background in customer service and sales, I have the know-how to effectively advocate for you and secure the best deals possible. Making sure my clients are well looked after throughout their real estate journey is something I take great pride in.

Beyond work, I have a deep passion for horses. I love spending my downtime at the barn, cherishing every moment with my equine pal, Andy. This passion for horses also shapes my real estate approach – I believe in cultivating strong relationships and offering unwavering support to my clients, much like the bond between a rider and their horse.

If you're looking for an agent with skills, experience, and genuine passion, then I'm your gal! Let's talk about your real estate goals, and I'll be here to listen, guide, and help you achieve success in your real estate ventures.



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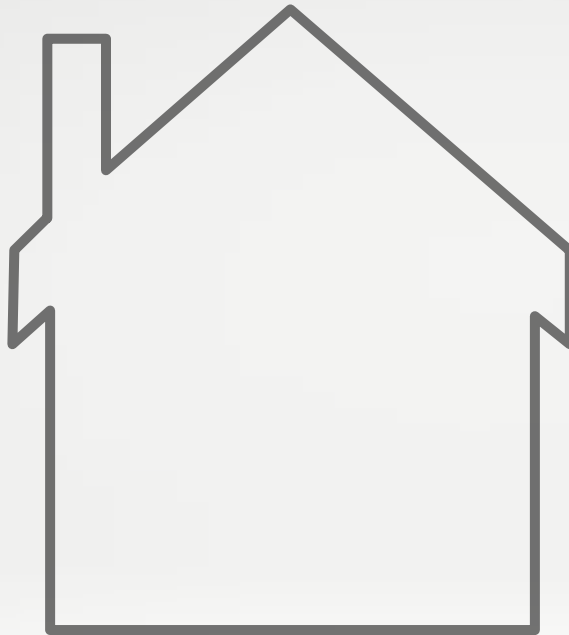


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HOME SELLING PROCESS

1

Find your top real estate agent

Commit to a real estate agent and sign the listing agreement. This agreement serves as a contract between you and your agent whereby you agree to compensate the agent's efforts and to work with him or her exclusively for the purpose of selling your home.

2

Set a listing price

Strategize with your agent on a listing price. Set an accurate and strategic price that the market will support.

3

Prepare your home

Clean, declutter, and ensure that your home is show ready. Once your home is listed on the market, expect that potential buyers will begin touring your home.

4

Market and show your home

Your agent will advertise your property in ways that will attract the most potential buyers - both online and offline.

5

Receive and negotiate offers

Review offers that come in and select the best one. Your agent will help you weigh the strength of an offer and will provide guidance on which offer to accept. Your agent will also negotiate the best deal possible.

6

Complete steps to closing

Ensure that your home is ready for a home inspections, clear title, complete necessary repairs, make arrangements to be out of the home by closing, and prepare for the final walkthrough.

7

Sign the settlement paperwork and move out

Review your settlement statement, sign all closing documents, receive your home sale proceeds, and move out.



SELLING STRATEGIES

Price your home to sell for top dollar

To sell your home for top dollar, think of the listing price as a strategy that requires detailed analysis. Consider the following when setting a listing price for your home:

1 Set your price based on comparable sales.

Property values are hyperlocal; therefore, real estate professionals rely on comparable sales or "comps" to price homes. With this strategy, a comparative market analysis or CMA is used to determine a price point. Your home is compared to recently sold homes similar in size, condition and location. The price suggested by a CMA is a market-supported price that should attract the largest possible number of buyers.



2 Analyze the competition.

Another strategy is to look at the listing price on active comps. Pay particular attention to those currently under contract. You can make an educated guess on the sales price by how quickly the listing went under contract since being on the market. If it was relatively quick, it's likely being sold close to the listing price.



Market value of a home is determined by the following factors:

- Location and condition of the home
- Style and design
- Comparable homes sold in last 30-90 days
- Current market conditions (supply and demand)

3 Analyze the local market conditions.

The real estate market is always changing so be aware of where it's headed. If there are a lot of similar homes on the market and demand is not very high, you should price competitively. Conversely, if you find that there is demand or that homes sell quickly, you should set a slightly higher listing price.



STAGING YOUR HOME

You only get one chance to make a first impression. This timeless expression also applies to selling your home. Stage your home to appeal to the largest number of potential buyers and sell your property quicker and for more money. Here are proven tips for a successful home staging:

Clean & Declutter

Deep clean every part of the house from floor to ceiling and everything in between. Box up and put into storage the things that you don't need on a daily basis. The goal is to make your home look new and less distracting to potential buyers.

Depersonalize

Remove all personal effects like family photos and refrigerator art from plain sight. Keep clothes hidden and clear all bathroom countertops.

Focus on fresh

Add house plants to liven up your home and give it a welcoming touch. If you already have plants, keep them alive. Dead or dying plants will make a home look neglected.

Eliminate odors and add a warming scent such as vanilla scented candles.

Add a fresh coat of paint to brighten rooms and give the appearance of a well-kept home. Opt for a neutral color.

Open blinds and window shades to bring in natural light. More light makes a room feel bigger.



Patch & Repair

Make a DIY list of the obvious maintenance and tackle them one at a time. Fix leaking faucets, fill holes and cracks in the walls, repair doors, etc. Anything that looks broken or in need of repair should be fixed.

Rearrange furniture

Create an open and walkable space so buyers can visualize their own furniture in each room. Put oversized furniture pieces in storage and get rid of damaged and odd pieces that do not match the room.

Define rooms

Clearly define each room ensuring that every space has a purpose. Even if the buyers don't want to use the rooms for the same purpose, show them that every inch of the room is usable space.

Improve your curb appeal

Make a good first impression by cleaning windows and debris, removing seasonal decor, weeding the path to the front door, pressure washing the driveway, adding a fresh coat of paint to the porch and front door, and adding a flower bed.



Final touches

Before any open house or showing, ensure that your staging efforts are maximized with a few last minute touches that will make your home warm and inviting. Put fresh flowers in vases, light candles, put new, plush towels in bathrooms, and let fresh air into the house.

Did You Know?

According to a report from the National Association of Realtors, staging a home increases the offer price by 1-5%, compared to similar homes that aren't staged.

MARKETING YOUR HOME

Your real estate agent will market your home in various ways to reach as many potential buyers as possible. These are the strategies that you should expect when you list your home:

MLS Listing

The multiple listing service (MLS) is the real estate database used by real estate professionals to share information on properties they have listed and to invite other real estate professionals to cooperate in their sale in exchange for compensation if they produce a buyer.

Open House

An open house is an event hosted at your home to give it the much-needed visibility and bring would-be buyers directly to your doorstep. It gives you the opportunity to show your home at its best.

Local Print Media

Print media such as local magazines ads, flyers, and brochures is used to create lasting impressions and still a proven way to attract potential buyers.

Lock Box & Showings

Lock boxes are placed on your front door to give other real estate professionals access to your home for showings to potential buyers. It provides security and control since lockboxes can only be opened by real estate professionals with an electronic key that records access data. It also allows for showings without you being present.

Virtual Tour

Virtual tours let prospective buyers get a feel for a home without actually visiting the location. It also drives more web traffic to your listing, gives you a competitive edge, and makes your home stand out.

Signage

Signage is a popular tool used to bring about awareness and attract potential buyers that drive by your home. It lets others that your home is on the market for sale.



OFFERS & NEGOTIATIONS

Most offers you will receive on your home will require some negotiating for both parties to come to an agreement. Your real estate agent will play a crucial role in these negotiations, helping you navigate the intricacies of the contracts, interpret reports such as the home inspection, and ultimately protect your best interest throughout the process.

The items below are generally what you can negotiate:

1

Price - Real estate agents will typically negotiate the price first. Both parties offer higher and lower prices initially, then negotiate to a price somewhere in the middle.

2

Closing date - Sellers want to sell quickly but oftentimes buyers will delay the closing for various reasons, e.g., to plan, pack, or prepare for the move. You can negotiate the closing date or offer solutions to reduce your risk.

3

Closing costs - Oftentimes buyers will request seller concessions (closing costs sellers agree to pay).

4

Home repairs - When the home inspection report is completed, you might find a list of repairs needed. You can choose to negotiate the repairs by taking care of it on your own or providing a credit towards the repairs at closing.

5

Furniture and appliances - Anything that is not affixed to the home is typically not part of the deal - but they can be. If buyers want to incorporate this into the sale of the home, you can negotiate a price that both parties would agree.



STEPS BEFORE CLOSING

After you have negotiated an offer and are officially under contract, there is still a list of items to accomplish before heading to the closing table. If you know what to expect, you can close on the sale in a timely manner with a few surprises as possible. Here are the remaining steps before closing:

1 Title search and title insurance

A title search is a review of public records to ensure that you are the legal owner of the property. If there are any claims or judgments against the property, the title search should uncover them. Title issues must be resolved for the sale to move forward.

Title insurance is protection against defects or problems with title when there is a transfer of property ownership.

3 Appraisal report

If the buyer is financing the purchase, the lender will require an appraisal to be done on the property to ensure the money lent is in line with the market value. Lenders typically do not lend above the home value. If your home appraises for less than the purchase price, lenders are unlikely to approve a loan for that amount. Your options will be to ask the buyer to make up the difference, lower the sales price, or challenge the appraisal. Refer to your real estate agent for guidance.

2 Home inspection and repair requests

A home inspection is not required, but many buyers insist on one to safeguard against hidden problems with the home. The inspection takes place shortly after you are under contract and will typically include an examination of the safety, functionality and quality of the home's features.

Depending on the contingencies stated in the contract, the buyer can ask you to remedy repairs before closing or request for a price reduction to cover the costs of making the necessary repairs.

4 Final walk-through of the property

The final walk-through typically occurs 24 hours before closing. The buyer and their agent will walk through the property for a final time to ensure everything is in order.

They will check that all required repairs have been made, that the property is clean and damage-free and that all your possessions not indicated in the contract have been removed. If the buyer discovers anything problematic, you will need to address it or the closing may be delayed.

SETTLEMENT DAY

Congratulations! Settlement day is finally here and you are now at the closing table. As the seller in the transaction, you should review the Settlement Statement.

The Settlement Statement is an itemized list of all fees and credits for the transaction. It is essentially a record of all monies and where they went, line by line. Review this document to ensure that there are no errors and to see how much you will receive from the sale.

Closing Costs

The closing costs will be detailed in the Settlement Statement including who will be responsible for those costs. Although not a complete list, the seller in the transaction will typically pay for the following:

- Agent commission
- Transfer tax
- Title insurance premiums
- Prorated property taxes
- HOA dues
- Credits towards closing costs
- Seller attorney fees
- Home warranty premiums

At the bottom of the statement, you will see net proceeds to seller. This is the amount due to you upon settlement and is typically remitted when the loan funds and is recorded.



Bring to the closing table:

- Valid ID (bring two just in case)
- House keys
- Garage door openers
- Mailbox keys
- Punch codes for gates, door locks, etc.



COMMISSIONS

Real estate agents earn income in the form of commissions when they are involved in a real estate sale transaction. They will either be the buyers agent or the sellers agent. However, all commissions are paid by the seller and are split between both sides. Typical commissions are 6% of the purchase price of a home and are split equally - 3% to the sellers side and 3% to the buyers side.

What does the commission cover?

Real estate agents provide a range of services, including helping you price your home, market it, negotiate the purchase contract, and serve as your representative through closing. As an expert in the field, real estate agents can help bring you a top dollar sale and put out fires or alleviate the stress related to selling your home.

How is the commissions payout structured?

The following depicts a typical commission structure for home sales:



Did You Know?

According to the National Association of Realtors, a survey found that the typical agent-assisted home sold for \$249,000, compared to \$190,000 "for sale by owner" home.



Moving Checklist

Time your move successfully

Buying a home is stressful enough. Don't let the move add to your stress. Use this checklist to help you prepare for your move and to make it as painless as possible.

8 Weeks Out

- Schedule in-home estimates with reputable moving companies and compare
- Request time off work/ child care for moving day
- Request school transcripts and register at new school
- Sort through things to keep, sell, give or trash
- Create an inventory of your home

6 Weeks Out

- Start gathering boxes and other moving containers
- Address necessary home repairs in your current home
- Sell what you can
- Donate items in good condition that you did not sell
- Throw away items you're not moving

4 Weeks Out

- Select your moving company or reserve your rental truck
- Start packing - separate valuables and label each box
- Gather all financial, legal and medical records in one place
- Research professional services like doctors, dentists, or vets if your move requires you to change providers
- Find cable and internet providers who serve your new address and schedule your installation appointment

2 Weeks Out

- Cancel or transfer utilities, services and gym membership
- Forward medical records
- Confirm your rental truck
- Dispose of hazardous materials
- Submit a change of address with your local post office
- Plan meals to use up food in fridge

1 Week Out

- Pack an overnight bag for everyone moving
- Pack an essentials box for what you'll need for the first few days
- Have cash on hand to tip movers

Moving Day!

- Wake up early and ready to tackle the day
- Protect floors and carpets
- Give movers a tour and moving instructions
- Dispose of all trash
- Finish the final cleaning
- Take pictures and videos of the empty place to prove move-out condition
- Do a final walk-through of each room to ensure there is nothing left behind
- Leave keys and garage door openers

Your 'Essentials' Box

- Paper plates, utensils and paper towels
- Light bulbs and basic tools
- Hand soap
- Shower curtain
- Cleaning supplies

Your 'Overnight' Bag

- Clean clothes and towels
- Toiletries, toilet paper and medication
- Chargers for phones and other electronic devices
- Cash, valuables and important documents
- Pet food and supplies

Notify of Address Change

- Employer
- Post Office
- Utility companies
- Telephone, internet and cable
- Lawn and pest control
- Recycle and trash removal
- Banks, insurance and loan companies
- Social Security Administration
- Tax agencies
- Doctors, dentists, vets and pharmacies
- Attorneys and accountants
- Subscriptions and memberships