

SOLD^{with} ASHLEY FRAZIER

Southern Maryland Real Estate



YOUR COMPLETE GUIDE TO
PREPARING YOUR HOME FOR A
SUCCESSFUL SALE

hello,

I'M ASHLEY

& I BELIEVE IN HOME

Making the decision to sell your home is a BIG DEAL. I fully understand just how serious of a decision this is to make. We are talking about (likely) the biggest asset you own and making the decision to list your house is not one to leave to just anyone. Odds are, if you're deciding to sell your home, you're likely going through a big life transition at the same time as well.

It is SO important not to leave this task to just any Realtor. I take my job as a listing agent very seriously. I find success by using strategic marketing, neighborhood data, professional photography and my growing social media presence to ensure as many eyes as possible see your beautiful home! My goal is to negotiate the best possible terms for your home sale, while generating the most profit and making the process as smooth as possible.

Ashley Frazier



what to EXPECT

I have helped my sellers secure top dollar for their homes! Most of the time, I see the same questions over and over. I created this guide help alleviate some of the pain points of getting your home ready for market. I hope this helps guide you in the right direction and answer some of your questions!

HAVE MORE QUESTIONS?

I'm always available to help! Shoot me a text or give me a call for the quickest response.

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WHAT OTHERS ARE *saying...*

"Ashley was a godsend! She worked with me from the beginning to the very end. Leaving no questions unanswered she was available whenever I needed her with any questions that I had she did her very best to answer them and keep me at ease throughout the entire process. She is my realtor for life!!! 100 out of 10 I love her!"

-Kyra V.

"Ashley is the realest agent you'll meet! She's extremely honest and will tell you the good, bad and the ugly. I've had the pleasure of pairing up with her on 3 deals and have seen the compassion she has for her clients and all she does to go above and beyond for them. Highly recommend if you're looking for an agent in Maryland or Virginia!"

-Emily J.



The SELLING PROCESS



The MARKETING PROCESS

I GIVE YOUR HOME AS MUCH VISIBILITY AS POSSIBLE USING A VARIETY OF TOOLS TO ENSURE YOUR HOME IS SEEN BY TENS OF THOUSANDS OF POTENTIAL BUYERS.

01

SOCIAL MEDIA

I will be using all the marketing we do, photos & videography, to market your house to as many people as possible. That means social media! I will use my personal social media presence to push your home out to thousands of potential buyers!

02

MAILERS

I'll send "Just Listed" post cards to 150 of your closest neighbors. This ensures they see what is for sale in their neighborhood/area and they're more likely to share with family and friends who also love and would like to live there!

03

OPEN HOUSE

I'll host an open house on the first weekend your home is live on the market. Ideally we will list your house on a Wednesday/Thursday and I'll host an open house on the Saturday immediately following!

ALONG WITH THE STRATEGY ABOVE, I ALSO PUBLISH YOUR LISTING ON THE MLS (MULTIPLE LISTING SERVICE), WHICH WILL SYNC WITH ALL MAJOR REAL ESTATE PLATFORMS LIKE ZILLOW, TRULIA, AND REALTOR.COM.



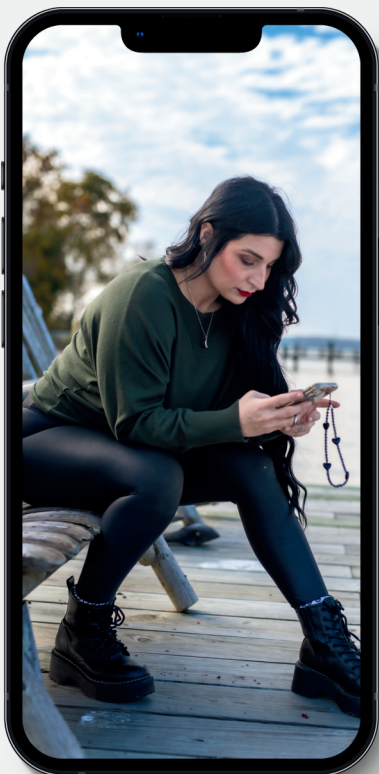
PHOTOGRAPHY

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, I choose to work with only the best for all of my photography, videography & drone needs. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

LISTING VIDEO

Promoting your listing on Instagram is a huge part of my marketing process. I am very strategic when it comes to getting the video of your home viewed thousands of times!



IN PERSON MARKETING

OPEN HOUSE

I like to host an open house the first weekend we are live on the market. ideally on the first Saturday after listing. This propels the momentum of your fresh listing and drives buyers to come tour the home. I provide snacks, beverages and a fun, light atmosphere! The open house is a great opportunity for potential buyers to come experience your home and see it with their own eyes!





Create a GAME PLAN

01 **FRESH EYES**

I encourage you to walk through your home, room by room as if you are a buyer and take notes on what needs to be done. It also may be beneficial to consider having a home inspector come by and see if anything needs to be repaired prior to listing. The cost for this can range from \$400 - \$1500.

02 **PREINSPECTION**

Many of my sellers opt for a pre inspection (described above) and it helps them hugely in prepping the home and when it comes to being prepared for what the buyer may ask for in the inspection period.



The CHECK LIST

PREPPING THE HOME —————

USE THIS CHECKLIST TO DO A WALK THROUGH OF YOUR HOME, ROOM BY ROOM AS IF YOU ARE A BUYER. CHECK OFF WHAT NEEDS TO BE DONE, AND THEN CHECK OFF ONCE YOU COMPLETE.

LIVING + DINING

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ STAGE WITH PILLOWS & THROWS
- ☐ DUST & CLEAN ALL SURFACES & FIXTURES
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED

BEDROOM

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ CLEAN OUT AND ORGANIZE CLOSETS
- ☐ REPAIR ANY DAMAGE IN WALLS
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED
- ☐ MAKE BEDS BEFORE ANY SHOWINGS

KITCHEN

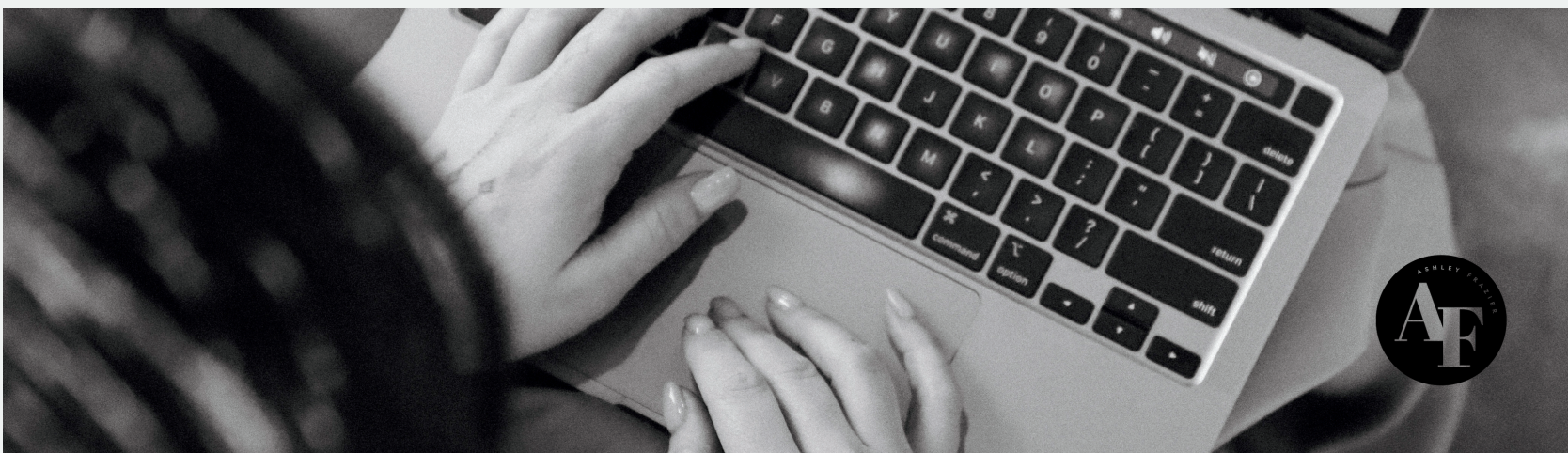
- ☐ CLEAN OFF COUNTERS & DECLUTTER
- ☐ CLEAN TILE GROUT IF NEEDED
- ☐ THOROUGHLY CLEAN ALL APPLIANCES
- ☐ ORGANIZE ALL DRAWERS AND PANTRIES
- ☐ THOROUGHLY CLEAN FLOORS

BATHROOM

- ☐ THOROUGHLY CLEAN ALL SURFACES
- ☐ DECLUTTER COUNTERTOPS AND DRAWERS
- ☐ REMOVE ANY UNNECESSARY ITEMS
- ☐ CLEAN OR REPLACE SHOWER CURTAINS
- ☐ CLEAN ANY MOLDY AREAS
- ☐ FOLD TOWELS AND STAGE DECOR

EXTERIOR

- ☐ PRESSURE WASH ANY DIRTY CONCRETE
- ☐ CLEAN OR REPAINT FRONT DOOR
- ☐ REPAINT EXTERIOR AND TRIM IF NEEDED
- ☐ WASH WINDOWS INSIDE AND OUT
- ☐ SWEEP WALKWAYS AND PATIOS
- ☐ MOW THE LAWN AND TRIM SHRUBS
- ☐ FENCE IS IN GOOD SHAPE
- ☐ REPLACE ANY ROTTEN WOOD
- ☐ POOL/SPA IS CLEAN & IN WORKING CONDITION
- ☐ YARD IS CLEAN AND MAINTAINED
- ☐ OUTDOOR FURNITURE STAGED AND INVITING



CONSIDER REPAIRS

GET THAT SOLD PRICE UP BY CONSIDERING SOME REPAIRS WITH A GOOD RETURN ON INVESTMENT. NOT ALL BUYERS HAVE THE VISION TO SEE WHAT YOUR HOME COULD BE, SO EVEN LITTLE CHANGES WILL HELP THEM SEE THE BIGGER PICTURE.

IMPROVEMENTS THAT BUYERS WILL LOVE:

01

TIME FOR A FRESH COAT?

Paint in a neutral palette. This allow buyers to picture their things in your space.

02

THE DETAILS WITH BIG IMPACT

Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.

03

INVEST OUTDOORS

Landscaping significantly boosts curb appeal, which is crucial for selling a home, as a well-maintained and attractive landscape can increase a home's value and make it more appealing to potential buyers. You can hire a professional (I always have recommendations) or if you don't mind getting a little dirty, DIY it!



REPLACE OR REPAIR

IF NEEDED

- ☐ LIGHT FIXTURES
- ☐ LIGHT BULBS
- ☐ WORN/STAINED CARPETING
- ☐ WINDOW GLASS
- ☐ KITCHEN APPLIANCES
- ☐ CABINETS
- ☐ SINKS AND FAUCETS
- ☐ HVAC
- ☐ PAINT WALLS WHERE NEEDED
- ☐ FLOORING
- ☐ CO2 DETECTORS
- ☐ ELECTRICAL PANEL
- ☐ SMOKE DETECTORS
- ☐ CARPETS

***PLEASE NOTE**

To satisfy the appraisal, the state of Maryland REQUIRES all Maryland residents to have 10-year lithium battery tamper resistant smoke alarms as well as installed within 10 feet of each bedroom. Also carbon monoxide detectors need to be on each floor. I encourage you to finalize these details prior to listing in order to minimize stress while under contract.



what to EXPECT



LISTING WEEK TIMELINE

In order for your home to go on the market on either Wednesday/Thursday, all cleaning and photos need to be done **3-4 days prior**.

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MORE DETAILS

We'll do staging (if you choose to do so) and cleaning prior to photo and video. Photo and video will likely take 1-2 hours and will require you to be gone. The home will need to be 100% dialed in and “show ready” on media day. The photos and videos will then be edited and used to build the following marketing materials:

- Your personalized home mailers
- Social media posts, reels & stories
- Open house materials





QUICK SHOWING

CHECK LIST

- ☐ REMOVE ALL CLUTTER AND PUT AWAY ANY PERSONAL ITEMS
- ☐ REMOVE ALL DISHES FROM THE SINK AND WIPE IT DOWN
- ☐ COLLECT AND STOW ALL KIDS OR PETS TOYS THAT ARE OUT
- ☐ STORE ANY VALUABLE ITEMS OR TAKE THEM WITH YOU
- ☐ CLEAN BATHROOMS
- ☐ SWEEP/DECLUTTER EXTERIOR WALKWAYS
- ☐ SPRAY AIR FRESHENER OR LIGHT A CANDLE
- ☐ EMPTY TRASH



CONGRATS! **YOU'RE UNDER CONTRACT.**



WHAT'S NEXT?

ONCE YOU'VE ACCEPTED AN OFFER ON YOUR HOME, IT'S IMPORTANT TO KNOW WHAT STEPS ARE COMING NEXT. I WILL REACH OUT VIA EMAIL TO YOU AND ALL INVOLVED TRANSACTION PARTIES TO GO OVER TIMELINE, NEXT STEPS, AND IMPORTANT DATES.

STEP ONE

The buyers will submit their earnest money and schedule their home inspection based on the timeline agreed upon in their offer.

STEP THREE

The appraiser will call me to schedule a time to come out and perform the appraisal inspection. The buyer's lender will provide a "due date" for the appraisal - usually sometime in week 2-3 of the transaction. Once the appraisal comes back we are onto closing!

STEP FIVE

As a seller, you can sign all applicable forms up to a week before closing. The escrow closer will call you to schedule a signing appointment about a week before the transaction is scheduled to close.



STEP TWO

I will receive an inspection request form from the buyer's agent and we will look over it together to strategize what repairs you would like to agree to have completed before closing.



STEP FOUR

The buyers will come by for a final walkthrough a couple of days prior to closing to make sure all repairs have been completed. We will also send them all pertinent repair receipts for their records.



STEP SIX

LASTLY, the buyer will send their wire, sign, and the transaction will be recorded with the county on closing day.

PRE - CLOSING

CHECK LIST

- ☐ ENSURE YOU'VE PROVIDED ANY ADDITIONAL PAPERWORK REQUESTED PRIOR TO CLOSING
- ☐ TITLE/ESCROW CLOSER WILL CALL YOU TO SCHEDULE YOUR SIGNING
- ☐ OFFICIALLY CHANGE OUR ADDRESS (SEE NEXT PAGE FOR MOVING CHECK-LIST)
- ☐ CANCEL YOUR HOMEOWNER'S INSURANCE
- ☐ CANCEL UTILITIES
- ☐ CLEAN THOROUGHLY BEFORE THE FINAL WALK THROUGH
- ☐ GATHER KEYS AND REMOTES TO BRING TO LEAVE FOR BUYER
- ☐ GATHER ALL OF THE MANUALS, WARRANTIES, AND RECEIPTS FOR APPLIANCES (IF APPLICABLE)
- ☐ REMEMBER TO BRING YOUR DRIVER'S LICENSE TO YOUR SIGNING APPOINTMENT!



MOVING

CHECK LIST

4-6 WEEKS BEFORE

- ☐ DECLUTTER, DISCARD & DONATE
- ☐ COLLECT QUOTES FROM MOVING COMPANIES
(I RECOMMEND SPOKANE MOVERS)
- ☐ CHOOSE A MOVER & SIGN CONTRACT
- ☐ LOCATE SCHOOLS, HEALTHCARE PROVIDERS IN YOUR NEW AREA
- ☐ SECURE OFF-SITE STORAGE IF NEEDED
- ☐ CREATE A FILE OF MOVING-RELATED PAPERS AND RECEIPTS
- ☐ CONTACT HOMEOWNER'S INSURANCE AGENT ABOUT COVERAGE FOR MOVING
- ☐ CONTACT INSURANCE COMPANIES TO ARRANGE FOR COVERAGE IN NEW HOME

3-4 WEEKS BEFORE

- ☐ NOTIFY EVERYONE ABOUT YOUR CHANGE OF ADDRESS
- ☐ NOTIFY UTILITY COMPANIES OF DATE TO DISCONTINUE/ TRANSFER SERVICE

2-3 WEEKS BEFORE

- ☐ NOTIFY DMV OF NEW ADDRESS
- ☐ DISCONTINUE ADDITIONAL HOME SERVICES (HOUSEKEEPER, GARDENER/LAWN SERVICE)
- ☐ ARRANGE FOR CHILD AND PET CARE ON MOVING DAY
- ☐ NOTIFY HOA ABOUT UPCOMING MOVE (IF APPLICABLE)
- ☐ START USING UP THINGS YOU CAN'T MOVE, SUCH AS PERISHABLES

1 WEEK BEFORE

- ☐ CONFIRM FINAL MOVING ARRANGEMENTS
- ☐ ARRANGE TRANSPORTATION FOR PETS AND PLANTS
- ☐ PACK AN ESSENTIALS BOX FOR QUICK ACCESS AT NEW HOME
- ☐ LABEL MOVING BOXES WITH THE CONTENTS INSIDE



FAQ

WHAT HAPPENS IF MY HOME DOESN'T APPRAISE ABOVE THE CONTRACT PRICE?

A house "appraises low" if the value assessed by the home appraiser is lower than the purchase price agreed upon between the buyer and seller. The home appraisal provides a snapshot of the appraiser's opinion of the current market value based on similar closed sales in the area. When the appraised value comes in below the contract price, it limits the amount a lender will finance because they base the loan on the appraisal. A low appraisal might delay or even derail your closing. If an appraisal comes in lower than the purchase price when a property is being bought, it can be bad news for the buyer and the seller. When an appraisal comes in low, the buyer's mortgage lender will not lend more than the appraised value.

HOW LONG WILL IT TAKE TO SELL MY HOME?

The length of time on market will depend on many factors including list price, the time of year we are listing, the location of the home and the state of the home when we hit the market. For example, average "days on market" (the number of days between a home going live and getting under contract) usually hovers around 4-7 in the April to August time frame. In December and January, this number is more like 35+ days. You can see from that one statistic alone that the season in which we're listing can make a huge difference in timeline overall.





THANK YOU

FOR CONSIDERING ME ———

Thank you for considering me for the sale of your property. I would love to chat more and guide you through the process. My goal is to ensure that you are comfortable every step of the way!

Have more questions? I'm always available to help! Shoot me at text or give me a call for the quickest response. Helping my clients sell their home for top dollar and, with the most ease is what I am passionate about - I'm always here to answer your questions.

-Ashley Frazier

WHAT ARE OUR NEXT STEPS?

- Sign listing agreement and seller disclosure
- Schedule staging + photographer/videographer to come out and shoot media
- Sign listing package
- Determine list price 3-4 day prior to listing



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A buyer's first
impression is the

most important
impression

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