

SELLER'S GUIDE



THE DAWN OF REAL ESTATE

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UNDERSTANDING THE TIMELINE OF SELLING - PREPPING YOUR HOME -
STAGING CHECKLIST - TIPS TO SELL YOUR HOME FAST

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UNDERSTANDING THE PROCESS AND HOW LONG IT TAKES TO SELL YOUR HOME

DO YOU HAVE A TARGET "MOVE OUT" DATE?

HERE IS A GUIDE TO PLAN HOW LONG IT MAY TAKE TO PREPARE, MARKET AND SELL YOUR PROPERTY:

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|---------|---|-------|---------------|
| Phase 1 | Physically prepare the property: | _____ | Days or Weeks |
| | <ul style="list-style-type: none">• Clean and declutter• Do repairs and/or paint• Stage furniture | | |
| Phase 2 | Prepare to put the FOR SALE sign up: | _____ | Days or Weeks |
| | <ul style="list-style-type: none">• Gather papers• Enter into a listing agreement with a REALTOR®• Arrange photography• Plan your marketing timeline | | |
| Phase 3 | Offer the property FOR SALE: | _____ | Days or Weeks |
| | <ul style="list-style-type: none">• Advertise• Allow viewings for potential buyers• Negotiate any offers• Navigate conditions of accepted offer | | |
| Phase 4 | Sell you property: | _____ | Days or Weeks |
| | <ul style="list-style-type: none">• Conditions on accepted offer are removed• Sold sign goes up• Start preparing to move | | |
| Phase 5 | Complete your sale: | _____ | Days or Weeks |
| | <ul style="list-style-type: none">• Pack and relocate• Meet with lawyers• Collect the proceeds of the sale | | |

THINGS YOU SHOULD DO TO PREPARE TO *sell*

- Declutter: this includes depersonalizing and packing away valuables. Keep furnishings simple or minimized.
- Clean: you want the house to smell fresh (not perfume) and look spotless, window sills, fans and vents, baseboards. A cleaning service is a great option to consider.
- Consider having a pre-listing home inspection: this will enable you to know what issues if any a buyer will reveal in their inspection.
- Have any minor repairs or services done and keep the receipts handy for the buyers to see: fix the leaky tap, have the furnace serviced, etc.
- Don't forget to tidy up the outside: cut the lawn, water the flowers, weed the garden, declutter the shed or garage.
- Gather documents that will provide information a Buyer may request:
 - Maintenance records: furnace, hot water heater, roof, electrical
 - Permits for any work you have done
 - Utility bills
 - Property taxes
 - Septic and well information
 - Property taxes
 - Survey certificate if you have it



STAGING checklist

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"YOU ONLY HAVE ONE CHANCE TO MAKE A FIRST IMPRESSION"

STEPHANIE PERKINS

Living in your house and marketing your house are two different things. Your taste and the buyer's taste are two different things. Removing personal content and keeping the home as immaculate as possible will give the buyers the ability to view your home as their own.

First impressions are EVERYTHING! You have to grab them on the first showing because they may not give you a second chance. Having your home featured in it's best condition will help ensure you get top dollar for your home.

- Kitchen**
Countertops should be clear of clutter including clutter on refrigerator fronts. Replace missing hardware on cabinets and make sure stoves and ovens are clean.
- Living Rooms & Bedrooms**
Minimize the amount of family photos and store away personal knick-knacks, valuables and clutter. Keep closet doors closed and always have the beds made and curtains and blinds open. Remove any pieces of bulky furniture that may take up too much space.
- Bathrooms**
Make sure counters are clear and clean, put toiletries in cabinets and have a clean shower curtain. Toilet seat down and closed!
- General**
Most carpets should be cleaned, check for burnt out light bulbs and replace them, replace batteries in smoke detectors, fix any holes in the walls, retouch paint where needed, put away pet supplies during showings, move furniture to make for clear walkways, clean baseboards and fans, add plants and flowers throughout the home to freshen things up.
- Exterior**
Paint exterior including trim and front door if paint is fading or peeling. Re-stain or paint decks, pressure wash the driveway and sidewalks. Store away garden tools and lawn mowers and ensure all yard debris is cleaned up. Make sure the garage door looks good as that may be the first thing they see when they pull into the driveway!
- Landscaping**
Keep your lawn mowed, landscaping trimmed, and remove any dead trees or bushes. Add some curb appeal to your home by planting flowers near the front door to make for an inviting entrance. The landscaping is the buyers first impression of the maintenance of your house and a jungle may make them think that the house has not been well maintained.

HOW TO DETERMINE YOUR *selling price*

1 CONSIDER THE CURRENT HOUSING MARKET SITUATION.

Are you in a buyer's market, seller's market, or neutral market? You can either increase your listing price when in a seller's market or you might need to price it slightly lower than competition when in a buyer's market.

2 REVIEW PRICES OF RECENTLY SOLD HOMES IN YOUR AREA.

When you receive a comparative market analysis (CMA) from your realtor, you can review factors such as home details, days on the market, and final sale price of similar listings.

3 RESEARCH YOUR COMPETITION

Look at your competition and evaluate how your home fits into the comparable properties. If possible, find a price point that you can dominate and take advantage of.





WAYS TO SELL YOUR HOME FAST

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1 Set a good asking price

This can be the difference between getting an offer and your home sitting on the market for weeks, or even months. Check comparable homes in the area and listen to your agent's advice.

2 Decide whether you want to get a pre-listing inspection

There are pros and cons to obtaining your own inspection. You will be aware of the condition of your home, make repairs, & decrease the likelihood of negotiations. However, you will need to pay for the inspection and disclosure laws may require you to disclose any issues that were found, decreasing your chance of selling if there are expensive repairs needed.

3 Google your listing

42% of home buyers begin their search by looking at properties online. Can your property be found? Ask your real estate agent if they'll be posting your home on the local MLS, then Google your home's address to ensure you can find it on all the popular listing portals. If you can't find it – buyers can't either. And, that will surely stop a potential sale in its tracks.

4 Make your home available

Be flexible with showings. Buyers want to look at homes right away, especially in a competitive market. Be available during the week in the evenings, weekends, and even at a moment's notice. Sometimes if a buyer has to wait 24 hours, they will move on to the next showing.

5 Be a minimalist

Declutter your home and remove personal belongings such as family photos, knick knacks, and other items that are out in the open. This includes closets! Consider renting storage space to keep your things out of your home during showings. (You'll be ahead of the game when it comes time to pack!)

6 Stage your home

Rearrange decorative pieces, plants, and furniture in an inviting way. Pull furniture away from the walls, have beds facing the door, and couches facing each other.

7 Neutralize the feel

If you have any bold colors in your home, consider a coat of paint. That bright turquoise bathroom will deter your buyers, rather than inspire. Stick to greys, whites, and taupes. Also, kitchens and bathrooms should be light, airy, and updated as much as possible.--

8 Curb appeal is king

The front of your house is the first thing your buyers see. Make a good first impression by eliminating any peeling paint, power wash the walkway, give your front door a fresh coat of paint, and place flowers and plants strategically.

BUDGET

WHAT WILL SELLING YOUR HOME

cost?

PREPERATION

- Pre-sale home inspection (optional)
- Home repairs and improvements
- Home Staging

COMPLETION

- Real estate commission
- Cost of clearing the title if applicable
- Lawyer or Notary fees
- Taxes (if applicable)

MOVING OUT

- Moving costs
- Property taxes
- Utilities



YOU'VE DONE THE PREPARATION, NOW IT'S TIME TO MARKET YOUR *home!*

Once you have finalized all details and have finished staging, it's now time to market your home! There are various ways on how you can promote your property listing and reach potential buyers.

Feel free to reach out if you have any questions about getting your property ready for sale. Of course, I always want to be your "go to" REALTOR®. I would love the opportunity to help you sell your property!

You can always reach me at the details listed below.



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DAWN FORD - THE DAWN OF REAL ESTATE

*Thank you for taking the time to review this Seller's Guide.
I hope that you find it helpful.*

*Please let me know how I can further assist you
in the sale of your property.*

*Always,
Dawn*