



# Home Sellers Guide

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**\*\*A good real estate agent can make or break your deal. You want to hire the best real estate agent you can find, which means hiring an agent who will put your interests first, above his or her own.\*\***

**Here are a few reasons why it's important to use a realtor when selling your home.**

**1. When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace and the price, financing, terms and condition of competing properties.** These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

**2. Your REALTOR® markets your property to other real estate agents and the public.** Often, your REALTOR® can recommend repairs or cosmetic work that will significantly enhance the salability of your property. Your REALTOR® markets your property to other real estate agents and the public. In many markets across the country, over 50% of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your REALTOR® acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. The REALTOR® [Code of Ethics](#) requires REALTORS® to utilize these cooperative relationships when they benefit their clients.

**3. Your REALTOR® will know when, where and how to advertise your property.** There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts. When a property is marketed with the help of your REALTOR®, you do not have to allow strangers into your home. Your REALTOR® will generally prescreen and accompany qualified prospects through your property.

**4. Your REALTOR® can help you objectively evaluate every buyer's proposal without compromising your marketing position.** This initial agreement is only the beginning of a process of appraisals, inspections and financing -- a lot of possible pitfalls. Your REALTOR® can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

**5. Your REALTOR® can help close the sale of your home.** Between the initial sales agreement and closing (or settlement), questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your REALTOR® is the best person to objectively help you resolve these issues and move the transaction to closing (or settlement).

# Benefits of Using a Realtor to Sell your Home

*Selling your home is a complex process that can be stressful and time-consuming. An experienced Realtor has the knowledge, skills, and connections to help you through the process every step of the way. Consider the following benefits of working with a Realtor:*

## **Professional Experience:**

With knowledge and training in marketing strategy, negotiation tactics, and the workings of the current real estate market, a Realtor will be able to guide you through the steps of the home-selling process and be able to explain exactly what to expect. S/he will make you aware of your rights and responsibilities, work with you to strategize the best moves according to your own goals, discuss financing options, and point you in the direction of other specialized professionals who will aid you in different stages of the process.

## **Best Price:**

Realtors have their fingers on the pulse of the current real estate market, and will know what comparable properties in your area are selling for. They have the resources and knowledge to establish the best asking price and to attract the highest selling price. With access to their company's professional marketing resources and connections, they will ensure potential buyers are immediately made aware of your home and market the property to sell as quickly as possible and for the most money.

## **“Showcasing” Experience:**

Your Realtor will know the importance of a property's first impression. S/he will have experienced first-hand, for example, the impact a property's “drive-up appeal” has on the rest of a potential Buyer's experience of your home. Your Realtor will be able to offer you tips and information on how to get your home in the best selling shape possible, in order to sell your property quickly and for top dollar.

## **Access to Qualified Buyers:**

Realtors save time and effort by dealing only with qualified buyers. They have access to a pool of pre-screened and pre-qualified buyers who are serious about buying a home in your neighbourhood. Realtors work hard to develop this base of qualified buyers which will become an invaluable resource for you.

## **Negotiation Skills:**

Realtors serve many functions, but perhaps the most important is their role as primary negotiator on your behalf. Your Realtor realizes your goal is to sell your home as quickly as possible, and for the most money possible, and will work closely with you during the negotiation process to facilitate this goal. Realtors bring to the process the knowledge and skills to draw up legally binding contracts, to assist in negotiating offers and counter-offers, and to offer counsel and perspective as you work toward your selling goals.

# 10 Steps

## To Selling Your Home

### 1 Needs Analysis 1)

It is important to set out in writing the reasons that are motivating you to sell your current home. You might ask yourself, "Why am I selling my home and what do I expect to accomplish?" If you have a growing family and you need more space you may be under less pressure to get your house ready to sell than if you were, let's say, moving to a new city due to a career opportunity. Explore your short and long term goals and decide how selling your house fits into those goals. Doing this will help you to establish a time management path for selling your home.

As your agent, I can save you time and money by applying my expert knowledge to your particular needs and setting a realistic time frame for the process to proceed. I can explore all of the variables within your individual goals and how best to achieve them in your local real estate market.

### 2 Pricing Strategy 2)

Your next objective should be to determine the best possible selling price for your house. You will need to take into account the state of the local market, the condition of your home, and sales of comparable homes in your neighborhood. It is often hard to maintain a non-biased view of your property, so you will want to gather the necessary information in the most objective way possible. If you want a truly objective opinion about the price of your home you could have an appraisal done. This will need to be paid for up front, in cash, and may cost between three and five hundred dollars.

Be reasonable about the price you set. You will always be better off setting a fair market value price than setting your price high expecting that someone will come along and be willing to pay it. If your home stays on the market too long because it is overpriced potential buyers may think that something is wrong with it

and you may end up selling it for less than what you could have gotten if you had started out with a realistic asking price.

As your agent, I can save you time and money by educating you on how to set the asking price for your home. I will create a comparative market analysis by taking into consideration the type of market you are in and recent sales of comparable properties. I will then guide you to the best fair market price that will help sell your house within the desired time frame. Usually, real estate agents have a better sense of market value than anyone else- including appraisers!

### **3 Property Preparation 3**

It's time to get your house into "showing and selling" condition. Most of us don't keep our homes in the condition it would need to be in to sell. Over the years those boxes in the corner of the garage just seem to multiply on their own. Things have broken that we just never get around to fixing and some things have just worn out. We just accept the fact that they will always be this way. It is this frame of mind that you have to break out of in order to get your house ready to show. How your house looks will have an immense impact on how quickly it sells and whether or not you get full market value for it.

First impressions are very important and you only get to make one. Approach your property from the buyer's standpoint. What needs to be changed to make a good first impression? This may mean that all you do is prune the trees and shrubs. On the other hand, it may mean that you completely repaint the house, inside and out. Do a "curb to door" check. Give the potential buyers a clear path to enter the home. The fewer obstacles between the buyer and the true appeal of your house the better. Keep in mind that over time we become accustomed to our surroundings. What's normal for you may be detrimental to the buyer.

Make your house look as spacious as possible. Organize your closets and kitchen cabinets, and if you have things stored in the attic or basement, make sure they are presentable. If you are showing during the day, pull back your curtains and drapes to show how bright and cheery your home is. If you are showing at night, turn on all of the lights to create a warm and welcoming environment for the prospective buyers.

A house that is marked with your personality and style may be harder to sell. You might even consider such things as removing obvious clues to your political affiliation and tucking away any biased literature that may be visible. This will reduce distractions and help the buyers to visualize the home as their own.

As your agent, I can save you time and money by providing an objective and expert opinion on what needs to be changed or improved. I know what the buyers are looking for because they are in the marketplace everyday. I will perform an analysis of the entire property and, taking into account the state of the market in which you are selling your house, point you to the changes that need to be made in order to sell it for the most amount of money and as quickly as possible.

## 4 Marketing Strategy 4

Now that your house is ready, it's time to put it up for sale and market it. Establishing a marketing strategy is a must. You will have to decide how you want to get the word out there that your house is for sale. There are many different ways to advertise your property. A yard sign, flyers, and direct marketing are just a few of the many options you have. The path you choose will depend on the money you have to invest, which program will bring the most potential buyers, and your comfort and experience level with each of your options. If you are in a buyer's market you will have to be extra careful when choosing a plan. You don't want your house to sit with no one showing interest. The first 3-6 weeks should be the busiest. If you don't get any traffic within that time frame, you may want to reconsider your approach.

I can save you time and money by exposing your house to the most potential buyers possible. I will present to you the best marketing plan that will have the highest possibility of bringing not only the most buyers, but the most qualified buyers, to your doorstep.

## 5 Receiving an Offer 5

Once a buyer decides they would like to buy your house, an offer will be presented. Review the written document taking care to note what needs to be done by both parties to execute the transaction. The contract should protect the best interests of all parties involved and should be comprehensive in nature. Once you accept the contract, it may be too late to make any changes. The contract, though not limited to this list, should include the following:

- A legal description of the property
- The offering price
- The down payment
- Financing arrangements
- A list of fees and who will pay them
- Amount of the deposit

- Inspection rights and possible repair allowances
- The method of conveying the title and who will handle the closing
- A list of appliances and furnishings which will stay with the home
- The settlement date
- Any relevant contingencies

Remember that the legalities of this phase are very important. If you have any questions or concerns, they need to be addressed right away.

As your agent, I can save you time and money by making sure that the offer is presented to you by a qualified buyer. There is no reason to review an offer if the person(s) making it will not be able to actually buy your home. I will also be available to review the written offer to make sure that it is written in a proper way and covers the necessary areas.

The key to successful negotiating is keeping in mind that the end result must make both of you, the buyer, and the seller happy. Otherwise, negative feelings will persist throughout the remainder of the process and someone may walk away feeling that they were not treated fairly.

## 6 Negotiating to Sell 6

Most offers to purchase your house will require some level of negotiating to come to a win-win agreement. It is critical that you be well versed on the legalities of the real estate contract used in your area. In addition to legal issues, you will need to understand contract basics, including what each contract clause means to you and your buyer, what you will net from the sale of your home, and what areas in the contract lend themselves easiest to negotiation. Some of the things that you may have to negotiate on are:

- The price
- Financing
- Closing costs
- Repairs that need to be done
- Appliances and fixtures
- Landscaping
- Painting
- Occupancy time frame

To really gain some insight into why potential buyers are pursuing the purchase of your house and how they might proceed in the negotiations, it is important to know as much about the buyer as possible, especially their motivation for buying. Once both parties have reached a point where the deal is acceptable, you must be certain that you have a legally executable contract.

As your agent, I can save you time and money by representing you through the offer, negotiation, and acceptance process. I will review the written offer with you to make sure that you thoroughly understand what the buyers are offering and what they are asking in return. I will be able to help you understand the issues and how they will affect you. It is my **primary responsibility** to protect your best interest throughout these negotiations.

## 7 Sell 7

Once you have accepted an offer to sell your house you will need to make a list of all the things you must do, and a list of all the things the buyer must do, in order to proceed successfully to closing. The property may need to be formally appraised, surveyed, inspected or repaired. Depending on the specifics reached during the negotiations, you may pay for all, some, or none of these items. If each procedure returns acceptable results as defined by the contract, then the sale may continue. If there are problems with the property the terms set forth in the contract will dictate your next step. Depending on the contract, you or the buyer may decide to walk away, open a new round of negotiations, or close.

I can save you time and money by coordinating all the necessary items that must be done to finalize the sale. I will be directly involved and keep you informed as to the results of each action and what effect, if any, it will have on the sale of the property. I will also help you coordinate any actions you must take to keep the sale moving forward. There are some sales that go smoothly and some that require a lot of work to get to the closing table. Until you get into it, you won't know which one you have on your hands. Either way, I will prove to be a valuable resource to you.

## 8 Pre-close Preparation 8

A few days before the closing you will want to contact whichever entity that is closing the transaction and make sure that all of the necessary forms and documents have been prepared and are going to be available to sign on the appropriate date. It would be a shame to get this close to selling and have the

deal fall through because of a document not being at the right place at the right time. You should also begin to make arrangements for your upcoming move if you have not done so.

As your agent, I can save you time and money by making sure that all of the necessary documentation is prepared for closing. I will also make sure that all parties have done what they need to do so that the closing can proceed at the date and time planned.

## 9 Closing

This is where ownership is legally transferred to the buyer. As the seller you will need to be prepared to give over any necessary documentation regarding the property and, depending on the arrangements made during negotiations, you may be required to have done something specific in order to close. Be sure and read all the documents. Mistakes are more common than you might think.

I can save you time and money by being present during the closing to help explain the process and forms to you and make sure everything goes as planned. By being present during the closing, I can mediate any last minute issues that may arise. Something always seems to come up!

## 10 Post-closing

**Congratulations on the successful sale of your home!** Hopefully, everything went smoothly and you will be vacating your house in the time frame that you had anticipated. You should make a list of all the items you will need to do to turn the property over to the new owners. You will need to do such things as make sure that all of the local services (i.e. electricity, gas, lawn care, cable, etc.) have been canceled or, if the new owner is going to retain some of the services, the name for the account should be changed. The property and anything assigned to the buyer according to the contract should be prepared appropriately for the new owners.

I can save you time and money by helping you coordinate your move. I can help you develop checklists that you can use to make sure that everything is done so that your move goes as smoothly as possible.



# Showings and Open Houses

Planned open house appointments will allow you time to prepare. But oftentimes, the window of opportunity to expose your property to a motivated buyer can be small. So every time you leave your home, make sure it is ready for an unexpected showing.

## **General Preparation**

When preparing your home, think about the techniques used to show builder's model homes or what you might do to prepare for honored guests.

- Review pointers from "First Impressions" checklist, particularly regarding cleanliness, clutter, and repairs –interior and exterior.
- Create as light, cheerful and serene an environment as possible.
- Open drapes and light lamps including those in closets, basement or attic.
- Add a welcoming touch by filling candy dishes and putting out fresh flowers.

## **Bedrooms**

- Make beds, put clothes and toys away, keep decorator pillows orderly.
- Turn blinds so slats are uniformly open. Put on light if room is dark.

## **Bathrooms**

- Put out a clean hand towel, fresh soap and soap dish.
- Put commode lid down and ensure tissue supply is adequate.
- Potpourri dish can provide a nice sight and scent.

## **Kitchen**

- Put away last minute dishes and conceal countertop articles.
- Simmer a few drops of vanilla on stove.

## **Dining Room**

- Arrange inviting centerpiece.

- Consider setting the table with fine china and linen.
- Light chandelier.

### **Living Room/Family Room/Den**

- Straighten pictures on walls.
- Adjust couch cushions and throw pillows.
- Dispose of newspapers and drink containers, and polish tabletops.
- Light fireplace in winter.

### **Entryway**

- When exiting just before buyers arrive, turn around at front door and see what the prospect's first impression will be. What is the first thing you notice from that vantage point? Is it an asset?

Notify your neighbors of scheduled open house days, and assure them they'll be welcome. Their eagerness to discover decorating ideas for their own homes may actually result in them turning up a buyer among their friends

# Check List for Moving

## **Before You Leave:**

### **Give Address Change To**

- Post Office
- Charge Accounts, Credit Cards.
- Subscriptions: Notice requires several weeks.
- Friends and Relatives

### **Bank**

- Transfer funds, arrange check-cashing in new city.
- Arrange credit references.

## **Insurance**

- Notify company of new location for coverages: Life, Health, Fire & Auto.

## **Utility Companies**

- Gas, light, water, telephone, fuel.
- Obtain refunds on any deposits made.

## **Medical, Dental, Prescriptions Histories**

- Ask Doctor & Dentist for referrals.
- Transfer needed prescriptions, eyeglasses, X-rays.
- Obtain birth records, medical records, etc.

## **And Don't Forget To**

- Empty Freezer
- Defrost freezer and clean refrigerator. Place charcoal to dispel odors.
- Have appliances serviced for moving.
- Clean rugs or clothing before moving.
- Arrange to have items wrapped for moving.
- Check with your Moving Counselor: Insurance coverage, packing & unpacking labor, arrival day, various shipping papers, method and time of expected payment.
- Plan for special car needs of infants.

## **On Moving Day**

- Carry enough cash or travelers checks to cover cost of moving services and expenses until you make banking connections in the new city.
- Carry jewelry and documents yourself or use registered mail.

## **At Your New Address**

- Plan for transporting pets; they are poor traveling companions if unhappy.
- Double-check closets, drawers & shelves to be sure they are empty.
- Leave old keys needed by new tenant or owner with Realtor or neighbor.

- Check on service of telephone, gas, electricity & water.
- Check pilot light on stove, water heater, incinerator & furnace.
- Have new address recorded on driver's license.
- Register car within 5 days after arrival in state or a penalty may have to be paid when getting new license plates.
- Apply for state driver's license.
- Register children in school.
- Arrange for medical services: Doctor, Dentist, etc.

## MY EXPERTISE

- **COMMITTED**

I'm focused on achieving the results you desire. I want to be your real estate agent for many years to come.

- **KNOWLEDGEABLE**

I pride myself on being knowledgeable and staying current with the changes in the real estate market and other markets that will influence the success of your transaction. I provide my clients with handbooks containing pertinent information which point out the pros and cons of investing here in Arizona. I want to pass that information along to my clients to help clarify common issues and to educate them with what to expect during the process.

- **FRIENDLY**

My positive attitude, good listening skills and willingness to go the extra mile will help make your transaction go smoothly and efficiently. I will help you define your goals and requirements and then design a plan to quickly and effectively reach those goals.

- **EFFICIENT**

In the often complex world of modern real estate, information is the key to effective decision making. I believe my role as your real estate agent is to guide you through the buying and selling process and to take the time to make sure you understand every step of the transaction. This in turn will cut down on any potential errors and setbacks.

- **EDUCATION**

- **B.S. in Business Management from Arizona State University**
- **Real Estate License from AZ School of Real Estate and Business**
- **Several Certifications- Luxury Home Sales, Condo Specialist, Horse Property and Investment Properties**

- **QUALIFICATIONS**

- Family and individual experience
- Frequent Attendance in real estate seminars and conventions
- Customized marketing plans and strategies for each buyer and seller Client
- Technology Savvy- Implemented Programs to Support Client Needs
- I've been involved in different business industries for over 20 years
- Sales Experience- I've been on both sides of the Transaction, so I Understand the Needs of My Clients
- Memberships: **NAR** (National Association of Realtors); **SAR** (Scottsdale Association of Realtors); **ABEVA** (Arizona Biltmore Estates Village Association); Board of Director and President of **KWEST INC.**
- Extensive contract base within corporate America

- **SPECIALTY MARKETS**

- Investment Properties domestically- in the Phoenix Metro area; Austin, TX; Seattle, WA
- Internationally- in central & South America; different areas within Europe
- New Homes, First Time Home Buyers and Horse Properties
- Relocation- I have numerous Informative packets that give Useful Area Information to those new to the Valley
- Concierge Services- huge referral network of companies I have used over the years, in almost every industry of business, many providing Discounts to my Clients

- **EXPERTISE**

- Making sure my Clients are 100% Satisfied with my Services
- Educating my Clients on the Process of Buying or Selling, Market Awareness & Conditions
- Being Honest with my recommendations & my Commitment to serve My Clients Interests
- Providing Superior Support & Professionalism to my Clients Every step of the way!!!

**\*\*I look forward to the opportunity to work with you!!\*\***