

YOUR 2021 GUIDE TO SELLING YOUR HOME FOR TOP DOLLAR

Seller's Guide



FROM LISTED
TO SOLD

PREPPING TO SELL

UNDERSTANDING
THE MARKET

ALWAYS HERE TO HELP



We work with buyers and sellers in the Inland Empire who want to work with a dynamic team with over 10 years of experience. We have partners all over the country who help us relocate our clients.

As a member of a military and law enforcement family, I am not only a Pricing Strategy Advisor but a Military Relocation Specialist as well. Helping families purchase their first home and helping others achieve their real estate goals makes me proud and drives everything I do!

When I am not out showing homes, I am out running around and balancing life with my husband and our twin boys.

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REALTOR®



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FINDING YOUR REALTOR

Having the right professional to help you through the sale of your home is an invaluable asset. You deserve to get the most value from your home's sale.

WHAT TO EXPECT FROM YOUR REALTOR

- Works and negotiates for YOU, not the buyer's best interests.
- Can provide an accurate market analysis of your home.
- Handles the scheduling of buyer tour requests and ensures anyone viewing is pre-approved.
- Able to navigate legal contracts to ensure you are being taken care of, not taken advantage of, when selling your home.
- Helps you navigate the selling process to easily transition into your new home.
- Stays aware of ever-changing local and federal laws that are pertinent to home selling.
- Helps you negotiate the best price and best terms so you aren't underselling your home.

A SELLER'S TIMELINE

PRE- LISTING

- Choose a Realtor
- Marketing strategy
- Set list price
- Prepare home for showing
- Professional photos and video

Go live on the market

- Open house
- Showings
- Review offers

LISTED AND ACTIVE

CLOSING

- Open escrow
- Inspection
- Repair requests
- Appraisal
- Close!





Pre-Listing

PRICE YOUR HOME RIGHT

THE FIRST TIME



PRICED BELOW MARKET VALUE

High buyer exposure
Multiple offers
Potential bidding war
Buyers drive up the price
Home sells FAST!

PRICED AT MARKET VALUE

Moderate buyer exposure
Offer around asking price
Not too many days on the market



PRICED ABOVE MARKET VALUE

Low buyer exposure
Potentially no offers
Possible price reduction
Spends more time on the market



EXPERT MARKETING

TEAM APPROACH

A team will always out perform an individual. We are well trained in customer service, sales, high level negotiations and financial planning.

STAGING

Staging has been proven to sell a home for more money in less time. Although staging is not for every home, we will guide you through the process.

PHOTOGRAPHY & VIDEOGRAPHY

We use the best photography, drone footage and video to make your home stand out online above the competition.

PROPERTY WEBSITE

It displays your property's beautiful photos and video along with all your home's features.

EMAILS TO DATABASE

We market directly to buyers and agents so there is no chance they will not see your listing.

FACEBOOK & INSTAGRAM

Facebook and Instagram ads allows us to target specifically to home buyers that are the best candidates for your home.

CUSTOM FLYERS

Compelling print media marketing that displays your home.

OPEN HOUSE

We will invite potential buyers to come see your home on its market launch day.

SET THE STAGE

PHOTO CHECKLIST

KITCHEN

- Remove hand towels
- Remove soaps and sponges
- Remove all magnets/items on refrigerator
- Remove any dishes from the sink/counters
- Remove high chairs/booster seats
- Remove floor mats/rugs (if tile or wood)
- Remove paper towel holder (if not mounted)
- Remove any trash cans
- Remove pens, notepads, mail and papers
- Clean countertops and appliances

BEDROOMS

- Make sure beds are made
- Remove hampers/laundry baskets
- Remove stuffed animals and bean bags
- Remove anything with the child's name on it
- Put away clothes, shoes, personal items, etc.
- Remove posters

WHOLE HOUSE

- Make sure EVERY light bulb is working
- Remove personal/family photos
- Remove valuable art, jewelry, memorabilia
- Remove/hide all trash cans
- Remove calendars and seasonal decorations
- Remove floor fans and space heaters
- Remove plug-in air fresheners
- Remove tissue boxes
- Remove pet food/water bowls, toys and beds
- Clean windows that have a nice view
- Remove religious items
- Remove all clutter
- Remove workout and medical equipment
- Remove mobile devices and wall chargers
- Turn on ALL lights/lamps
- Turn off television and computer monitors
- Turn on/light all fireplaces
- Open all curtains and blinds

FAMILY ROOM

- Arrange couch pillows
- Remove children's toys
- Remove magazines and newspapers
- Remove remote controls

BATHROOMS

- Remove soaps, lotions and bottles
- Remove floor mats/rugs (if tile or wood)
- Clean mirrors and shower glass
- Remove weight scales
- Remove personal care items
- Remove wash cloths (towels are OK)
- Close toilet lids
- Remove shower squeegees

OUTDOORS

- Remove flags
- Remove hoses (or wind up)
- Remove covers from grill, furniture, and pool
- Remove pool equipment and toys
- Put patio umbrellas up
- Remove lawn and garden tools
- Put trash cans in the garage (or behind gate)
- Remove security signs
- Trim bushes, trees and plants, mow lawn
- Remove debris from lawn, driveway, and patio
- Remove vehicles from driveway and front
- Turn on all fountains/waterscapes
- Turn off all ceiling fans
- Horizontal blinds turned slightly up
- Keep pets out of photos

HOME SALE

CONTINGENCY

Home buyers who decide to buy before selling their home write a contingent contract to purchase. This means the buyer's home must sell before the buyer completes the purchase.

Sellers want to know the status of the sale. This might make a difference as to whether your offer is accepted. If your home is not yet on the market, the seller might not consider your offer at all because it will give the impression that you are not serious about selling or buying.

BUYING A HOME IN A SELLER'S MARKET

In a very competitive market, having a sale contingency can put you in a position where you are competing with other buyers.

- Get your home on the market right away.
- Make every effort to sell your home quickly by pricing it to sell.
- Make your purchase offer as high as possible to beat the competition on price. The seller may look more favorably at your contingent offer if it is a high offer.
- Make other offer concessions, such as offering a high earnest money deposit or offering to remove your inspection contingencies quickly.



Listed and Active



WHAT IT TAKES TO SHOW

SCHEDULE THE SHOWING

Coordination is the key. Before showing or previewing your property, all agents will contact us to schedule an appointment. You will then be notified of the timing, and, if it is acceptable, the appointment will be confirmed.

TIMING

Ordinarily, you will get plenty of notice about an appointment request. Some buyers, however, may ask to see your property as soon as possible. In such cases, a showing could be requested within an hour or so. If a buyer requests a change to the timing of a scheduled showing, you'll be given as much notice as possible.

SPECIAL INSTRUCTIONS

Any special instructions you may have given, such as information on pets, parking or security, will be thoroughly explained to the buyer's agent who requested the showing.

THE SHOWING

If you are not on hand during a showing, the buyer's agent will use the property's lock box to enter. If you are available, the Realtor will introduce themselves and give you a business card.

PRIVACY

The fewer people around during a showing, the better. It is also a good rule to let the buyer roam freely and discuss the property with the buyer's agent without interruption.

PREVIEWS

Occasionally, agents may schedule an appointment to view your property without a buyer. By familiarizing themselves with what is on the market, they will alert a buyer to a property that fits their needs.

UNSCHEDULED APPOINTMENTS

Ask anyone who shows up to view your property without an appointment to contact the listing agent even if they identify themselves as a licensed agent.

STEPS TO A POSITIVE SHOWING

FIRST IMPRESSIONS

How your property appears from the outside is important. To make a good first impression on a buyer, a clean driveway, a freshly mowed lawn or a trimmed hedge will work wonders. Do a critical inspection of the exterior of your property, paying special attention to the condition of your windows, shutters, screens and gutters. One of the first things a buyer will notice is the need for painting. If your property looks like it needs painting, many buyers will form an unfavorable impression. Elsewhere, little things count. Make sure the front door is spotless, including the doorknob, and that the windows are clean.

CLEANLINESS COUNTS

Once inside your property, one of the key factors that influences its appeal to a buyer is cleanliness. Most important is the front hallway, the kitchen and the bathrooms. Do a room-by-room cleaning, and do not forget any out-of-sight areas because that is often where a buyer will look first. The state of the carpets can also be a determining factor. At the very least, have your carpets cleaned, and if they are worn, it is wise to replace them.

LESS IS MORE

Clutter makes a poor first impression. In closets, cabinets, kitchen countertops and other storage areas like basements, remove anything not needed for daily housekeeping. To make each room in your home look larger, get rid of or donate unnecessary furniture. Walk through your home and think: "Less is more."

REPAIRS

Make sure everything is in good working order. Dripping faucets and loose doorknobs can easily create a bad first impression and reduce the value of your property. A few hours spent on repairs, whether by yourself or a repairman, can pay dividends when an offer is made.

LITTLE THINGS COUNT

It is easy to improve the appearance of any room. You may want to replace worn rugs or small pillows, put new towels in the bathroom or brighten up a room with a vase of flowers.



Closing

HOW TO CHOOSE

THE BEST OFFER

How do you go about picking the best offer to make sure you don't let a good deal slip right through your fingers? Deciding on the right offer is more complex than saying yes to the highest bidder.

1 DON'T RULE OUT THE FIRST OFFER

Determining whether the first offer will be your best offer can be tricky, especially in a hot and competitive market, but don't use it simply to "test" the market.

2 PRICE

On average, home sellers believe their home is worth 8% more than it actually is - so keep that in mind as you evaluate the price. It might outweigh the other variables. Another consideration is how will the buyer respond if the appraisal is low.

3 CLOSE OF ESCROW DATE

It should be 30 to 45 days out for an offer with financing and 3 to 15 days for a cash offer.

4 EARNEST MONEY DEPOSIT

2-3% of the purchase price is the norm. A higher deposit monetarily demonstrates their true intention to buy the house.

5 STRENGTH OF THE BUYER

Financial strength is a factor you should be keen on. Consider the mortgage company a buyer plans to use. If the lender is well-known in your area and has a reputation of being able to close deals quickly, it's more promising than if the buyer chooses a lender you or your Realtor have never heard of.

7 SALE OF BUYER'S HOME

When you accept a contract offer contingent on the sale of the buyer's house, you are linking the sale of a property to yours.

8 CONTINGENCIES

Standard contingencies include appraisal, financing and inspection, and the lengths typically run 17 to 21 days. The shorter, the better, for you as the seller.

9 BUYER'S FLEXIBILITY

Depending on your situation, whether you need more time to find your replacement home or need to close quickly, consider the buyer's proposed close date.

10 CONCESSIONS

Usually, buyers and sellers split the closing costs. However, if the buyer is requesting seller-paid concessions, review how that would affect your bottom line.

11 REVIEW BUYER 'EXTRAS'

Is the buyer asking you for things you want to keep, such as your flat screen television or outdoor furniture? And if so, are you willing to include those as part of your home sale?

WHO CUSTOMARILY

PAYS FOR WHAT

	CASH	FHA	CONV	VA
DOWN PAYMENT	BUYER	BUYER	BUYER	BUYER OPTIONAL
TERMITE INSPECTION	SELLER	SELLER	SELLER	SELLER
PROPERTY INSPECTION	BUYER	BUYER	BUYER	BUYER
REPAIRS (IF ANY)	SELLER	SELLER	SELLER	SELLER
LOAN ORIGATION FEE		BUYER	BUYER	BUYER
FUNDING FEE		BUYER	BUYER	BUYER
APPRAISAL		BUYER	BUYER	BUYER
EXISTING LOAN PAYOFF	SELLER	SELLER	SELLER	SELLER
FUNDING FEE		BUYER	BUYER	BUYER
ASSESSMENTS PAYOFF	SELLER	SELLER	SELLER	SELLER
TAXES	PRORATE	PRORATE	PRORATE	PRORATE
FIRE/HAZARD INSURANCE	BUYER	BUYER	BUYER	BUYER
FLOOD INSURANCE	BUYER	BUYER	BUYER	BUYER
HOA TRANSFER FEE	SELLER	SELLER	SELLER	SELLER
HOA DISCLOSURE FEE	SELLER	SELLER	SELLER	SELLER
CURRENT HOA PAYMENT	PRORATE	PRORATE	PRORATE	PRORATE
HOME WARRANTY	SELLER	SELLER	SELLER	SELLER
AGENT COMMISSION	SELLER	SELLER	SELLER	SELLER
TITLE POLICY	SELLER	SELLER	SELLER	SELLER
LENDER'S TITLE POLICY		BUYER	BUYER	BUYER
ESCROW FEE	SPLIT	SPLIT	SELLER	SPLIT
RECORDING FEE	BUYER	BUYER	BUYER	BUYER
COURIER FEES	SPLIT	SPLIT	SELLER	SPLIT

WHAT HAPPENS AFTER

THE HOME INSPECTION?

Depending on the terms of your contract, the buyer may do one of the following after receiving the inspection report:

1. **Request Repairs:** The buyer may request that you complete a list of requested repairs as a condition of the sale moving forward
2. **Ask for credit:** The buyer may request a credit in an amount that's enough to cover the repairs. The money requested will be put towards closing costs so it will not change the purchase price but will lower your net profits.
3. **Back out of the deal:** A worst-case scenario, the buyer can usually back out of the deal as a result of a bad inspection.

WHAT ARE YOUR OPTIONS?

1. **Make the repairs:** If you feel that the repair requests are reasonable and you can afford to complete them, this is usually the best course of action.
2. **Give a credit:** Even though you will not be completing the repairs, you still want to get quotes from a contractor to offer the buyers a fair credit amount.
3. **Sell as-is and lower the sale price:** A lower sale price can be a practical solution if you can't afford to do the repairs.

WHAT HAPPENS IF THE APPRAISAL IS LOW?

If the property appraises for less than the agreed upon sales price, then the difference will need to be negotiated.

One of the following will happen:

The sales price will be reduced to match the actual appraised value.

The buyer will pay the difference between the purchase price and the actual appraised value.

The seller and buyer will meet in the middle.

An agreement can't be reached and the contract will be canceled.

