



A guide to
**SELLING YOUR HOME
IN ATLANTA**

MEET YOUR AGENTS

At Elements Atlanta, we are known for educating our clients and providing the resources to help you make great decisions. The real estate market is filled with tons of resources; however, most of those resources are not specific to you, your needs, or the city of Atlanta, or the state of Georgia. Navigating the selling process can be overwhelming, stressful, and emotional. We are here as your trusted advisors to ensure your selling process is a success! We don't have success until you have success!

Thank you so much for the opportunity to work with you on this exciting journey of selling your home. If you have any questions, please do not hesitate to call, email, or text.



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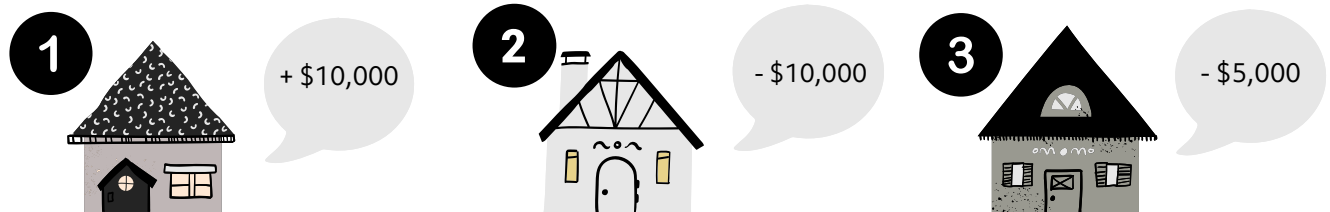
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PRICING YOUR HOME

Properties are priced based on comparable properties that have sold:

- Typically within 1 mile of the subject property
- Sold within the last year (ideally 90 days)
- Are similar in both age and architectural style

Adjustments are made to these comparable homes depending on features that are either inferior or superior to the subject property.



If comparable property #1 lacks a bedroom we would give a credit to our subject property , increasing its price.

Adversely, if comparable #2 has a new kitchen remodel and the subject property does not, we would subtract from the value of the subject property #3.

Pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home. Many sellers are tempted to list their home with the agent who quotes the highest price. Keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will set the price (or value) of your home. Don't let your home sit on the market until the listing expires because it is overpriced.

MARKET PREP

HERE ARE A FEW IDEAS OF HOUSEKEEPING ITEMS TO GET YOUR HOME PHOTO READY

Exterior Front

- Blow off the roof, porches and driveways the day of or day before photos
- Cut grass within a few days of photos
- Trim or edge around walkways
- Make sure the front door looks inviting by adding a doormat or moving a plant next to the entry way
- Clean out the gutters

Backyard

- Remove any old / unused exterior furniture
- Set up any outdoor furniture as if you are having people over for a party or BBQ

Living Room

- Clean all rugs
- Touch up any high traffic areas that have been scratched in the hardwoods
- De-clutter coffee tables and accessory tables
- Dust all corners
- Hide all cords if possible

Additional Bedrooms

- Make the bed like you are hosting guests
- Clean and vacuum all carpets

Shared Bathrooms

- Deep clean
- Tighten faucets and toilets (not too tight!)
- Put out decorative hand towels
- Remove all toiletries and personal items from view
- Wash / replace shower liner

Owner's Suite Bedroom

- Open curtains and blinds
- Make the bed with decorative throw pillows and blanket
- Organize closets

Elements Atlanta has partnered with home stagers to provide assistance in getting a vacant home in show-ready condition.

MARKET PREP

HERE ARE A FEW IDEAS OF HOUSEKEEPING ITEMS TO GET YOUR HOME PHOTO READY

Kitchen

- Clean all appliances and make sure they are working as intended
- Clean any backsplash or walls that have cooking or food debris
- Clean kitchen surfaces
- Remove all items that are not decorative from countertops including dish soaps and sponges

Dining Room

- Set the dining room table in a simple way that looks like you are hosting guests

Owner's Ensuite

- Deep clean
- Tighten faucets and toilets (not too tight!)
- Put out decorative hand towels
- Remove all toiletries and personal items from view
- Clean shower glass
- Limit the amount of items in the shower and remove the shower caddy if applicable

Other

- Use caulk / foam sealant to seal cracks and other gaps found around the home's interior
- Ensure all light bulbs and fixtures are working properly
- Let the light shine in by opening drapes and blinds prior to photographs and showings





PHOTOGRAPHY & VIDEOGRAPHY

Now that your home is show ready, we will hire the best photographers in the Atlanta real estate industry! They are going to make your home photos magazine worthy to increase exposure to potential buyers and to enhance the perceived value of the property.

The photoshoot will typically take 2-3 hours and it is best if you leave for the shoot. Below are some tips to guarantee that your home is captured perfectly!

1. Confirm that all lightbulbs are working and are the same hue
2. Open all blinds and curtains to allow as much natural light in as possible
3. Clear all countertops - if the home was staged, leave it just like the stagers did
4. Be sure everything is out of the sink.
5. Stow away any pet products and toys
6. Remove all vehicles from the driveway and in front of the home
7. Put the toilet seats down
8. Cut the lawn
9. Hide exterior clutter
10. Clean off the roof and clean the gutters. We use drones!

HITTING THE MARKET

HERE IS WHAT TO EXPECT BEFORE WE GO LIVE!

Listing Agreement

The document that outlines the agreement between you and my brokerage is called the Exclusive Seller Brokerage Agreement. This agreement and all other listing documents will need to be completed prior to photos, staging, etc.

Property Disclosures

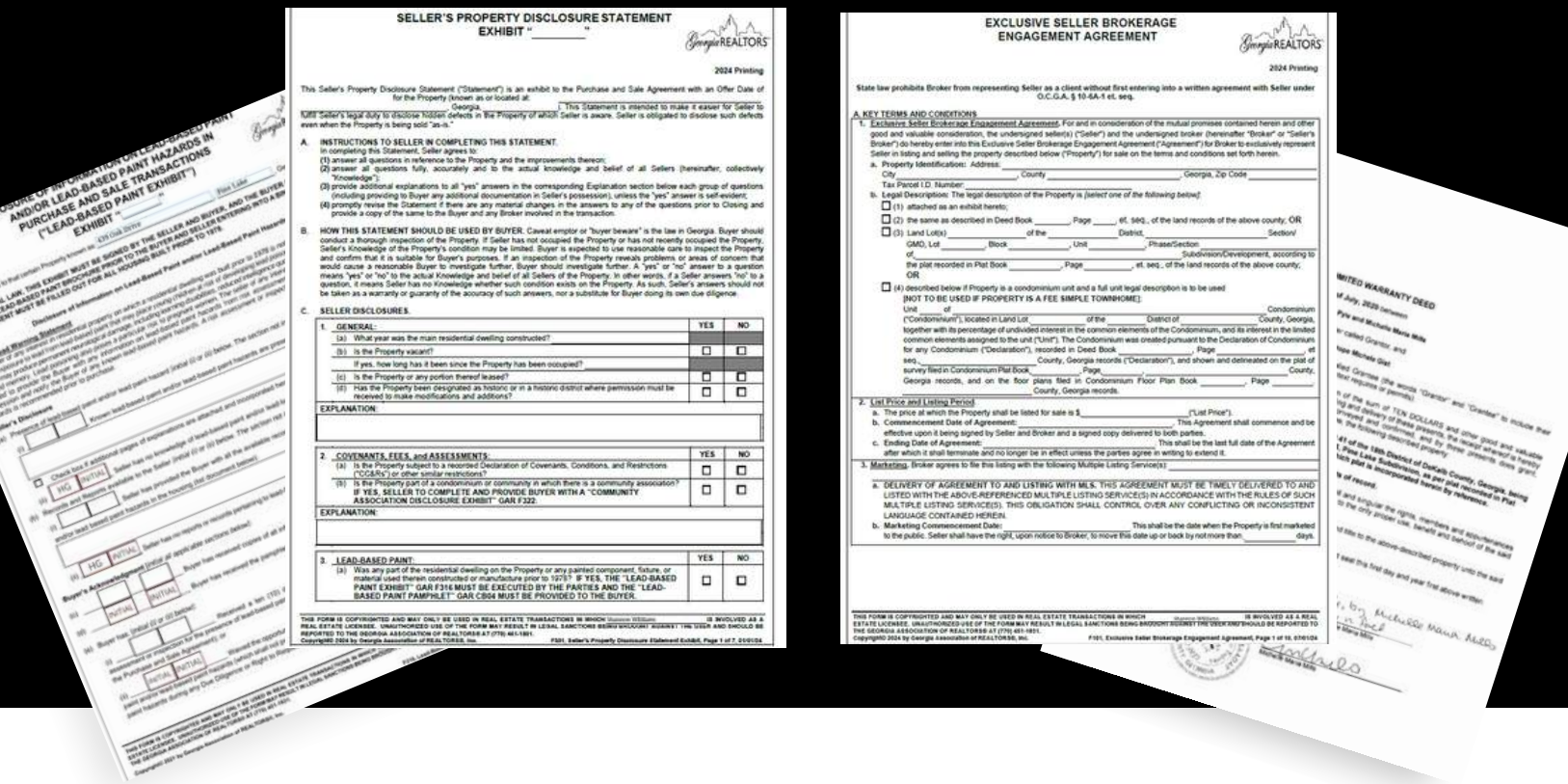
Depending on the age and details of your property, you may be required to fill out a few disclosures prior to hitting the market - including the Seller's Property Disclosure Statement, Lead-Based Paint Disclosure, or Community Association Disclosure.

Download the Home by ShowingTime App

Stay in the know about when agents are showing your property. This app will allow you to confirm, deny, or reschedule showings. It will also provide feedback provided by buyer's agents.

Signage

We use professional signage and directionals to help drive traffic to your listing prior to hitting the market and during open houses. We also use a "Text-2-Sell" sign to increase engagement from buyers who are less likely to call. Expect these signs to be placed in your front yard unless you advise otherwise.



HOW TO PREPARE FOR SHOWINGS

- CHECKLIST -

- ☐ **CLEAN :** Does the property look the same as the day the listing photos were taken?
- ☐ **SMELLS :** Set interior fans on low, add essential oil diffusers, and take out the trash
- ☐ **DISHES :** Wash dirty dishes and make sure the countertops are clear and clean
- ☐ **PET(S) :** Stow away pet supplies, crates, food bowls, leads, toys, etc.
- ☐ **DECLUTTER :** Hide everyday clutter and stash away toiletries
- ☐ **BRIGHT :** Open the curtains and blinds. If your home is slightly dark, make sure to turn the lights on!
- ☐ **FLOORS :** Sweep floors and vacuum rugs and carpets
- ☐ **CARS :** Remove cars from the driveway and from the front of the home. Put the garage door down if applicable
- ☐ **PLAN:** Depending on the amount of showings expected, possibly plan to get out of town for the first weekend active on market

- TIPS -

SOME OF MY FAVORITE PLACES TO HIDE THINGS ARE IN CARS, HAMPERS, INSIDE THE WASHER/DRYER, ATTIC, OR A REMOTE CORNER OF THE BASEMENT.

MAKE A CHECKLIST SPECIFIC TO YOUR HOME OR SIMPLY USE THIS ONE!

EVALUATING OFFERS



PURCHASE PRICE

The first thing we will look at when evaluating offers is the purchase price. This is how much the buyer is offering to purchase your house for. Tip - there could be other stipulations to increase the offer price in the form of escalation clauses etc.



CLOSING COSTS

"Closing Costs" are a buyer's expense in Georgia and total around 3-4% of the purchase price. The buyer may ask you to cover up to 3% of purchase price - this is most common after the inspection in lieu of completing repairs.



FINANCE EXHIBIT

The finance exhibit will outline the buyer's loan terms. It will also have two main contingency timelines that could have a major impact on the deal. The appraisal and finance contingencies will define how long the buyer has to obtain loan approval and how long to have the appraisal completed.



DUE DILIGENCE

The due diligence contingency period is the buyer's opportunity to inspect the property and negotiate and repairs or closing costs contributions in lieu of repairs - typically 7 to 10 days. During this time, the buyer can terminate the contract for any reason without penalty.



STIPULATIONS

Within the purchase contract, the buyer may include additional stipulations. Common stipulations are termite bonds, home warranties, or professionally cleaning prior to closing. Pay close attention because these items can add up quickly!



CLOSING DATE

The closing date is typically around 30 days but could be as quick as 10 days or as long as 60 days. One additional item you can negotiate is a "lease-back" agreement. This agreement allows you to rent the property back from the purchaser for up to 60 days after closing and can give you time to find a new place to live!

INSPECTION & APPRAISAL

The inspector will act like a general practitioner rather than a specialist but may suggest that the buyers further evaluate the property with a specialist

The inspector will test all of the mechanicals of the home, including the HVAC, plumbing, electrical and appliances

The inspector will also evaluate the overall construction of the home, including the roof, framing, foundation, windows, doors, etc.

The buyer can request additional tests of the home - assessment of the air quality within the home (or radon) or a sewer scope to evaluate the drain line

Make certain all utilities are on during the inspection to allow the inspector to complete their report. If possible, vacate the property during the inspection - it typically lasts between 2-4 hours

We understand that you live in your house and to your knowledge, your home is not in need of repair. However, the inspector will still find 40+ pages of items that need repair or improvement.

So we typically suggest budgeting 1-2% for repairs during the Due Diligence period in lieu of completing repairs. This allows the buyer to feel compensated for the items found on the inspection report and the seller to close the deal without the pain of scheduling contractors while the property is sold "as-is".

The appraisal is ordered by the lender to evaluate the property and give an opinion of value. The contract will likely be contingent on receiving an appraisal at or above our agreed upon price. Just like we did prior to listing your property, the appraiser will select 3-6 comparable properties that are typically around 1 mile of the subject property, that have sold within the last year (ideally 90 days), and are both similar in age and architectural style.

UNDERSTANDING

REAL ESTATE REPRESENTATION

In real estate, having a licensed professional, or agent, represent your interests during a property transaction is crucial. Agents play distinct roles tailored to serve different client needs. Let's explore the options available to you.

SELLER AGENCY (LISTING AGENT)

Role: Represents the seller in marketing and selling their property.

Why you need one: To maximize property value, attract qualified buyers, and handle the complexities of the selling process.

Compensation: Typically a commission negotiated between the seller and the listing agent.

BUYER AGENCY (BUYER'S AGENT)

Role: Represents the buyer in finding and purchasing a property.

Why you need one: To advocate for the buyer's interests, negotiate the best price and terms, and provide expert guidance.

Compensation: Typically negotiated between the buyer and buyer's agent, and may be paid by the seller through the listing agent's commission.

DUAL AGENCY

Role: Represents both the buyer and seller in the same transaction.

Why it's used: When both parties agree and understand the potential conflicts of interest.

Compensation: Typically split between the buyer and seller, but the specific arrangement should be clearly outlined and agreed upon by both parties.

DESIGNATED AGENCY

Role: Two agents from the same brokerage represent different sides of the transaction.

Why it's used: To mitigate potential conflicts of interest in dual agency situations.

Compensation: Similar to dual agency, split between buyer and seller, but with clear designation of who represents which party.

WHY YOU SHOULD CONSIDER OFFERING A BUYER AGENT COMPENSATION

- **ATTRACTS PRE-QUALIFIED BUYERS**
Buyer agents represent serious clients who have already been pre-approved for a mortgage. By offering compensation, you attract these motivated buyers, increasing the likelihood of a quick sale with qualified offers.
- **EXPERT REPRESENTATION**
A buyer's agent serves as their client's advocate throughout the process. Providing compensation motivates them to work for their client, ensuring a fair and professional transaction for everyone involved.
- **STREAMLINED SALES PROCESS**
Simplify your sale! Buyer agents manage scheduling showings, handling communication, and coordinating inspections. This allows you to focus on other aspects of moving, reducing stress and saving valuable time.
- **COMPETITIVE MARKET ADVANTAGE**
Offering a buyer compensation makes your property accessible to a broader audience. Many buyers may not have the funds to cover their agent's commission in addition to the down payment and closing costs. Some sellers are not offering compensation, which means your home stands out.
- **ENHANCED VISIBILITY**
Stand out in the market! Offering compensation makes your listing more appealing compared to those without one. This can lead to more showings and potential offers, giving you a competitive edge.
- **VALUABLE MARKET INSIGHTS**
Benefit from professional expertise! Buyer agents bring significant knowledge to the table. A buyer agent compensation encourages them to effectively showcase your property and leverage their skills. This can lead to a faster sale and potentially better terms for you.

GLOSSARY



People Along The Way

Buyer's Agent | Listing Agent

A real estate agent or broker that operates on behalf of a client buyer to help them find and purchase a property. A real estate agent or broker that operates on behalf of the property owners to help them sell their property.

Lender

A financial institution or mortgage bank that offers and underwrites home loans. Mortgage lenders set the terms, interest rate, repayment schedule and other key aspects of your mortgage.

Closing Attorney

Responsible for preparing all documents necessary for the transaction and ensuring that the contractual obligations of all parties to the transaction are met.

Inspector

A licensed professional who assesses a property's condition, identifying issues in various systems and components. Done during the due diligence period, so buyers can assess if they want to buy a home as is, or ask the seller to either complete or pay for certain repairs.

Appraiser

A licensed professional who assesses a property to determine the value of the property. An appraisal is required to gather the estimated value of a piece of real estate. During the home sale, the mortgage lender sends THE appraiser. This is performed to validate the value of the asset the bank will be lending on.



Transaction Components

Purchase & Sale Agreement

PSA, A legal contract upon which a formal offer to purchase real estate is made. Typically consist of the final sale price, earnest money amount, closing date, contingencies, timelines, and anything else the buyer/seller requests will be outlined in this binding agreement.

Exhibit

An additional document attached to a main agreement or contract, providing extra details pertaining to the property or Disclosures. It complements the main document, offering a more comprehensive understanding of the Agreement.

Amendment / Addendum

If a buyer or seller want to change an existing contract, they might add an amendment outlining the specific part of the contract they'd like to adjust and the parameters of that change. The rest of the contract stays the same.

Seller's Disclosure

A document completed by the seller to provide information about the condition of their property, details about any known defects, and repairs. It also states what transfers with the sale of the home. The Disclosure serves to inform potential buyers about the property's condition, allowing them to make informed decisions before purchasing.

Special Stipulations

An added condition to a contract, addressing unique circumstances or specific details. Special "stips" are added to supersede previously negotiated the contract. They can cover a wide range of issues, including repairs, timelines, or any other specific details not explicitly covered in standard contract language.

Lead-Based Paint Disclosure

Sellers must provide this legally required document for properties built before 1978. It informs buyers about potential lead-based paint presence and associated risks.

Earnest Money

A deposit (Typically 1-2% of the home's total purchase price) made by a homebuyer at the time they enter into a contract with a seller. Earnest money demonstrates the buyer's interest in the property and Held in an escrow account and applied towards your down payment at closing.

Due Diligence

Also known as the inspection period this is the time for the buyer to inspect the property and decide if they would like to move forward with the purchase of the home. During this time period you will also negotiate any repairs or concessions towards your closing costs in lieu of repairs.

Closing Costs

Costs associated with the sale of the home, these settlement costs include by: a lender origination fee, taxes, Attorney Fees, Commissions, Title Policies, Establishment of escrow accounts, and other miscellaneous fees. These closing costs are typically paid at the time of closing a real estate transaction.

Closing Disclosure (CD)

A document provided to the borrower by the lender three days before the scheduled closing of a mortgage loan. It outlines the final terms and costs of the loan, ensuring transparency for the borrower regarding the financial details of the transaction.

Settlement Statement (ALTA)

This document is typically prepared by the closing agent, often an escrow officer or attorney, and is used to summarize the financial aspects of a real estate transaction.



Transaction Terms

Seller Concession

Offered to incentivize buyers to purchase the home, or sweeten the deal. The Seller's contribution towards the buyer's closing costs (up to certain limitations and approvals by a buyer's lender) Closing Costs are a buyers expense and are usually around 3%. (Before commissions)

As Is

A condition that usually indicates that the seller is offering the property in its current condition, without making any specific warranties or guarantees about the condition of the property or making any repairs (in most cases you will still be allowed to inspect the property)

Contingency

Refers to a condition or a specific event that must be met for a real estate contract to be binding. Contingencies protect the buyer by giving them the right to withdraw from the contract or request specific actions if certain conditions are not satisfied. Includes: Due Diligence, appraisal, Financing, sale, and title contingency

Key Points to Remember:

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VENDOR LIST

FOR ALL OF YOUR REAL ESTATE NEEDS

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ARBORIST

ARBORMEDICS - 770-715-1713
CHRISTIE BRYANT - 770-823-5374

APPLIANCE REPAIR

APPLIANCE GALS - 678-439-9509
MR APPLIANCE - 404-994-4390

BRICK MASONRY

ANDREW DIXON - 678-858-689
MIGUEL RODRIGUEZ - 404-391-6103

CLEANERS

AMAZON CLEANING 770-906-4001
MARLA FALCO - 470-848-8901

CONCRETE/DRIVEWAY

HEMMA - ADAM - 404-861-3694
KINGS CONCRETE - 770-256-7897

COUNTERTOPS

LOUIS 404-514-9072
JUAN ESCALANTE - 770-527-6474

DUCT CLEANING

JEFF MELVIN - 770-433-8188
DRYER VENT SPECIALISTS - 404-777-9447

ELECTRICIANS

JOE HINDMAN - 404-723-8942
ROMEO SALMERON 678-2759

FENCING/DECKING

FENCE WORKS OF GA - 678-227-3763
AROUND ATLANTA FENCE - 678- 327-9268

FLOORING

ANDREI TULEI - 770-653-2864
ED TORRENCE - 404-414-0696 (CARPET)

GARAGE DOORS

PRECISION GARAGE DOORS - 404-949-8212

GLASS REPAIR

DIAMOND GLASS - 404-456-6206

GUTTERS/ROOF

DOGWOOD ROOFING - 678-383-4675
LEE MARCUM 404-966-4664

GENERAL CONTRACTOR

GUSTAVO ODERA - 770-875-4571
HOMERO LOPEZ - 678-409-4095

HVAC

TOM BUNCH - 770-316-8390
CHRIS EVANS - 770-869-2753

LANDSCAPE/HARDSCAPE

WALT'S LANDSCAPING - 404-216-6426
JOSE CRUZ - 678-973-3897

MOVERS

TERMINUS MOVING - 404-836-0226
FALCON MOVING - 678-276-6044

PAINTING

MARK DISCHLER - 404-789-6883
FREDDY SANCHEZ - 678-654-5715

PLUMBERS

SLAM - 770-243-5729
TONY LOREDO 404-391-6877

PRESSURE WASHING

DANIEL FORERO - 404 -643-3247
DOMINICK KRUSE 770-861-2331

WINDOW CLEANING

FISH WINDOW CLEANING - 678-444-2199

IF YOU NEED ANY ADDITIONAL REFERRALS, PLEASE FEEL FREE TO REACH OUT ANYTIME!

*Thank you
for the opportunity
to serve you!*



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E L E M E N T S A T L A N T A . C O M