

SELLERS GUIDE

A COMPLETE GUIDE TO THE HOME
SELLING PROCESS

BETSYTAYLORHOMES.COM

Presented by

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Starting the Journey...

things to consider when

SELLING A HOME

At Betsy Taylor Homes we have made it our top priority to put you and your needs first. We understand that the process of selling your home can be very stressful and we have the tools to guide you in the right direction with our help.

This guide is information gathered over our years of experience in real estate that will help answer your questions and help you fill any blanks. All while making this process easier for you as we use digital marketing strategies to properly market your home during this time.

Once you have gone through this guide and you still feel like you have questions or need clarification, let us know. Helping people is our passion as we are community market leaders. Let us help provide you an amazing service as we help you through one of the biggest journeys one can go on.

Hoping to help in any way possible.

BEST,

Betsy Taylor

It's time for

you to sell your home.

Because this can be a very stressful time, we want to reinforce your confidence in us by letting you know that we are here to help the process run effortlessly and smoothly by always putting you and your family first. Taking care of our clients is what we are passionate about and enjoy doing, so we are always happy to help guide you through the entirety of the process.



Our goal at Betsy Taylor Homes is to provide those in our community with exceptional and caring service. With our years of combined work, digital marketing strategies, online platform, and hearts that care more about serving than selling you. Integrity, kindness, positive attitude, exceeding expectations, guiding and having fun are our core values and we try to meet them every day with every client.

"Client Focused Results that Move You."

What are Your Goals & Objectives?

What is the reason you are selling?

Are you looking to upsize?
Are you looking to downsize?
Do you need to relocate for a job? Are you moving to be closer to family? Are you moving to have a bigger yard or more space? Are you moving to lessen your commute?

All of this information is important for us to know so that we can ensure you reach your real estate goals. When you know what your goals are, it's easier for us to accommodate you and your needs. "Why" is it that you are wanting to sell right now? Once you discover your "why" it may be that now isn't the right time for you to sell and you should just stay in your current home. either way, we want to help you with discovering your "why".

B E T S Y T A Y L O R H O M E S



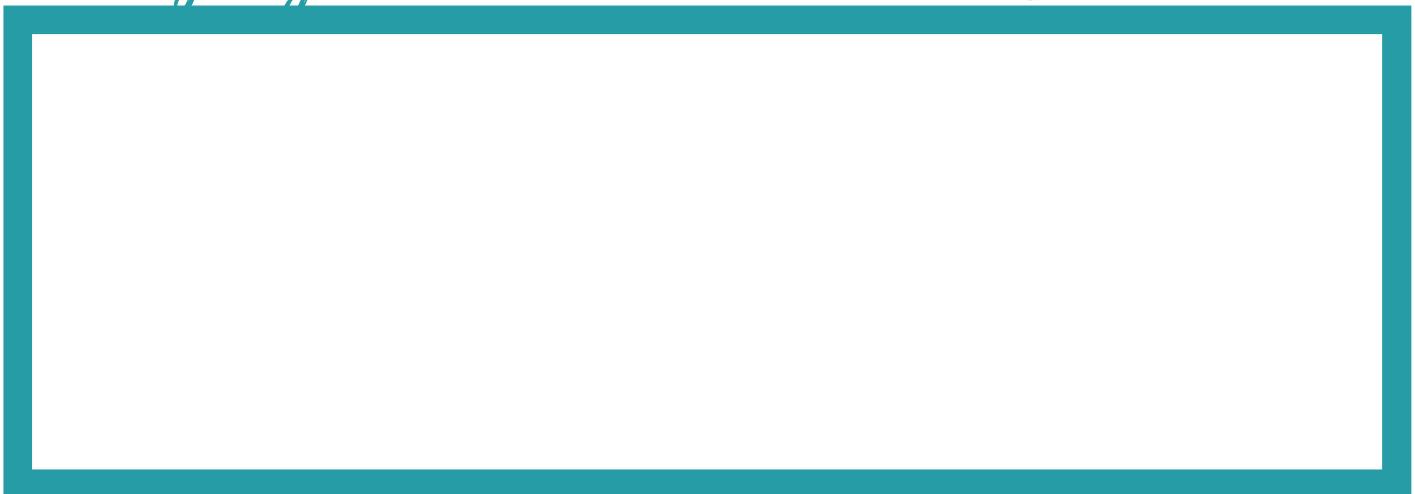
Let's Figure Out Your Why!

For us to better understand what you are looking for, we want to cover the basics and ensure that you do so by explaining the reasoning behind your move. Fill out the boxes below and elaborate for a better communication process!

I want to sell my house because....



Selling my house would make me feel...



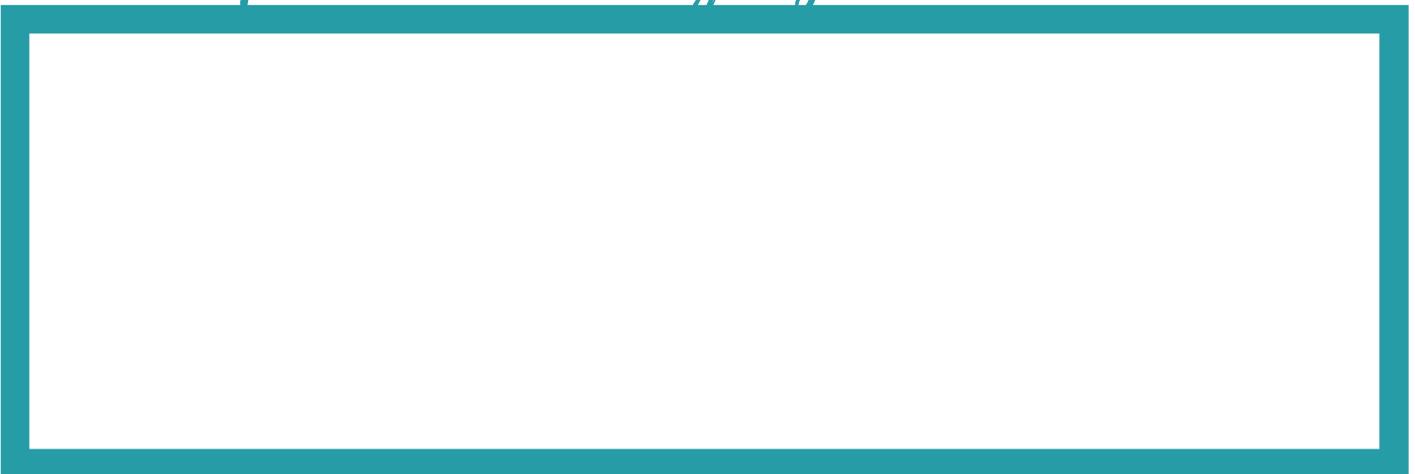
Getting Down To It

Yes, knowing your "why" is extremely important, but so is having a vision in mind. What are your goals when selling your home?

My goal in selling my home is.....



It is important that my agent....



Nine Easy Tips to Help When

Getting Ready to Sell.

1

Renew/Refresh Entry

A fresh coat of paint or a new front door.

2

Landscape

A well-groomed lawn shows buyers the home was cared for.

3

Outdoor Lighting Fixtures

Replacing outdoor lighting fixtures or replacing all bulbs

4

Clean Windows

Windows can make a home look more open if they are clean

5

Clean Out Garage

Consider a storage unit for any non-essential items you want to keep.

6

Flowers Make Everything Better

Plant flowers to add color and beauty to the landscape.

7

New Welcome Mat

A new doormat can make all the difference in the entryway.

8

Replace House Numbers

Bright house numbers make them more apparent to potential buyers

9

Pressure Wash Exterior

Pressure washing will remove dirt, algae and spider webs making your home look brand new!

Ten Steps to Making Your Home

More appealing to buyers

1

Deep Clean your Home

Buyers LOVE a clean home- it helps them envision living there

2

Make Each Room Useful

A room with a purpose helps buyers imagine the possibilities.

3

Open all the Window Treatments

Allowing light into the home makes rooms feel more inviting

4

Make Repairs

Anything that isn't repaired will cause buyers to offer less

5

Declutter All Rooms and Closets

Less items in rooms and closet will make your space look larger.

6

Update your Home

A coat of paint and new flooring will make your home less dated.

7

Simplify your Kitchen

Remove unnecessary clutter so your counters are empty

8

Adjust any Doors or Drawers

Make sure doors and drawers do not squeak.

9

Lighting

Replace all lightbulbs so they don't go out during a showing and to make your home appear brighter

10

Tidy Up

Clear the sinks, take out the trash, sweep, vacuum, make beds, etc.



The Importance of Pricing

Your Home Correctly

It is crucial to correctly estimate the price of your home when you sell in order to get your home sold efficiently, quickly and for market value.

Home prices nationwide increased 11.3% in 2020 and experts agree that the increase in home prices will continue in 2021 because of a strong lack of inventory. Experts agree that low inventory is largely keeping homes from depreciating and that we have been in a some kind of a seller's market since 2012. Mark Fleming, Chief Economist at First American states:

"Housing supply remains at historically low levels so home price growth is likely to slow, but it's not likely to go negative."

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers to view the home in person. This strategy actually increases the number of buyers who will see your home in the search process as well.



You should price your home so demand is maximized. This way, potential buyers don't get deterred by a perceived "high price" and you don't find it sitting on the market longer than it should. Instead of trying to win the negotiation with one buyer over price, you will have multiple buyers competing for the property.

Founded in 2015, RE/MAX Success, is a part of a global network of RE/MAX LLC.

Full Time Professionals

RE/MAX agents have the experience to get the job done in today's market. They have more real estate sales experience than other real estate agents. Most of our agents are full time agents so you can be sure you are dealing with a professional.

Knowledge

RE/MAX offers support, services and training not available at other real estate companies. RE/MAX leads the industry in professional designations and has more Certified Residential Specialists than anybody else.

Professional Standards

Our standards for performance are for the benefit of our clients and they are the highest standards in the industry. Our policy manual guarantees our professional standards.

Inventory Knowledge

In order to be successful in working with buyers, each RE/MAX office maintains a large inventory of brokerage and new homes for sale. Our associates are always aware of all the available properties within their market.

Prequalified Buyers

At RE/MAX Success, we work to protect buyers and sellers by obtaining pre-qualifying information on all potential buyers. This service helps buyers know if they might be qualified to purchase a new home and it helps sellers know if their purchaser may be qualified to purchase a home.

Global Reach

With a presence in over 100 countries and territories, the RE/MAX network's global footprint is unmatched by any other real estate brand.



Contact Betsy to get the Process Started!

Betsy Taylor, REALTOR®

Client Focused Results that Move You!

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