

your complete guide to
SELLING YOUR HOME



presented by:

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YOU'RE ABOUT TO EMBARK...

on the journey of
SELLING YOUR HOME

Dear Seller,

Thank you for reading this guide. I put a lot of thought and time into it because that's what I do. I LOVE to help People. Through every trial and error from my own experience, I was able to gather the answers that will help you prepare for a *successful* sale. As a Listing Specialist, I've made it my goal to find solutions for sellers. This guide is a glimpse of so many things I do for my sellers so they can reach their real estate goals.

Every single page is put in the most simple terms so that everyone who reads it can understand it. No need for hassles and doubts. May you find what you seek and happy future closing and new beginning!

Sincerely a REALTOR® here for you,

A handwritten signature in black ink that reads "Brenda Gonzalez". The signature is written in a cursive, flowing style.

SO YOU DECIDED

it's time to sell your home

Usually when people sell their home its because they are moving to a different state, a growing family, downsizing, relocating for a job, upgrading or simply to be closer to family. Whatever your needs may be, don't worry, this Step-by-step guide will help you navigate the home selling process. You've totally got this!

IT'S TIME TO GET *transparent*

Maybe you have thought of representing your own sale taking all the duties upon yourself in hopes to get the fair market value of your home. You do not need a real estate agent to sell your home and you may have seen blogs telling you that its your best bet, however, there's also a lack of information. Most for sale by owners lack the exposure, struggle to set a price taking account of market trends, and don't put the time necessary for their home to sell. Agents are able to set a market price using current market trends, use legal contracts to protect your interest, provide you the exposure amongst qualified buyers, set up showings with qualified buyers, and most importantly fight for your needs!

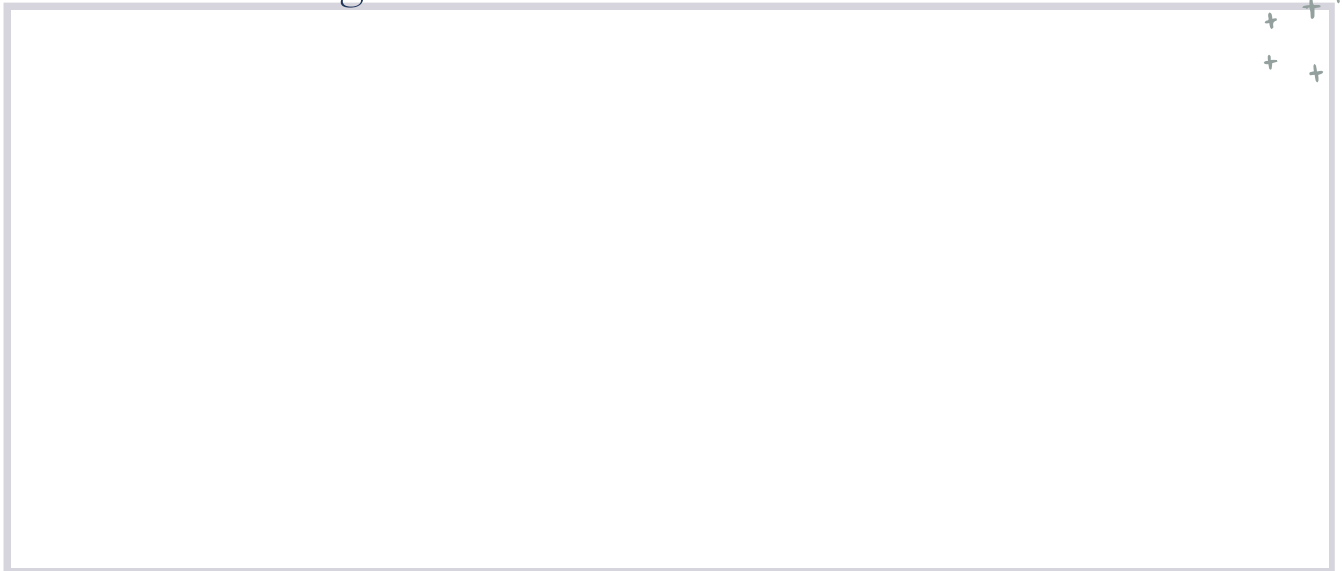


when in doubt

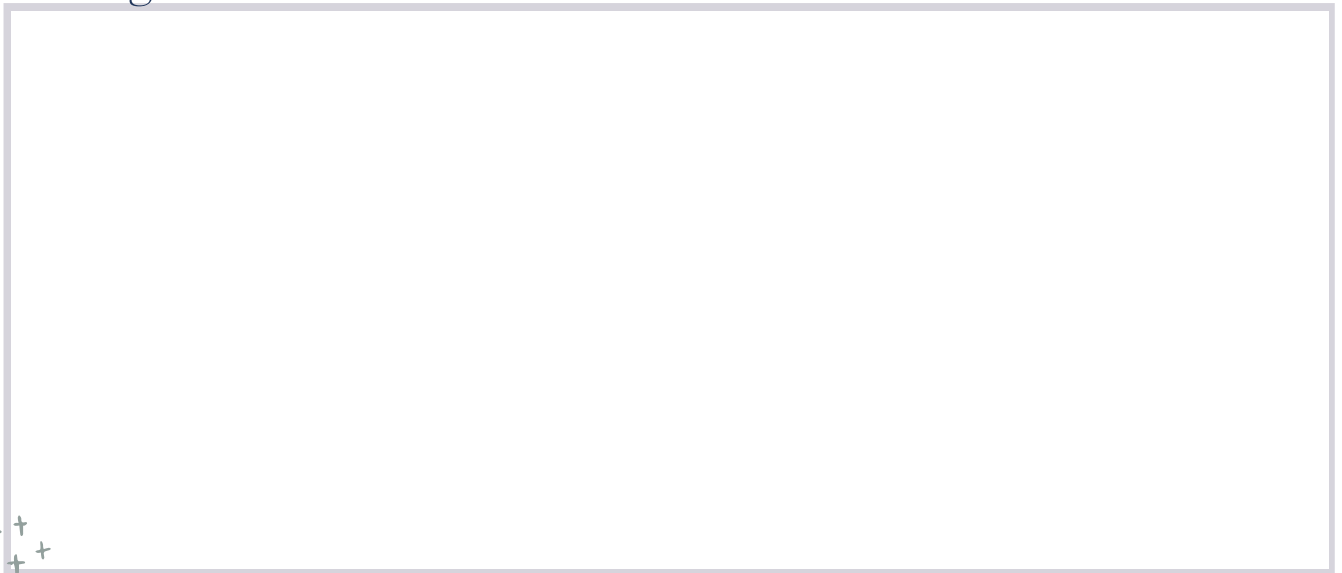
WRITE IT OUT

Every big decision has a reason in this case 'WHY' you need to sell. Take some time, put on meditation music or sit in a quiet place and think about how this will make you feel and what you want your outcome to be.

we are deciding to sell our home because...



selling our home would allow us to...



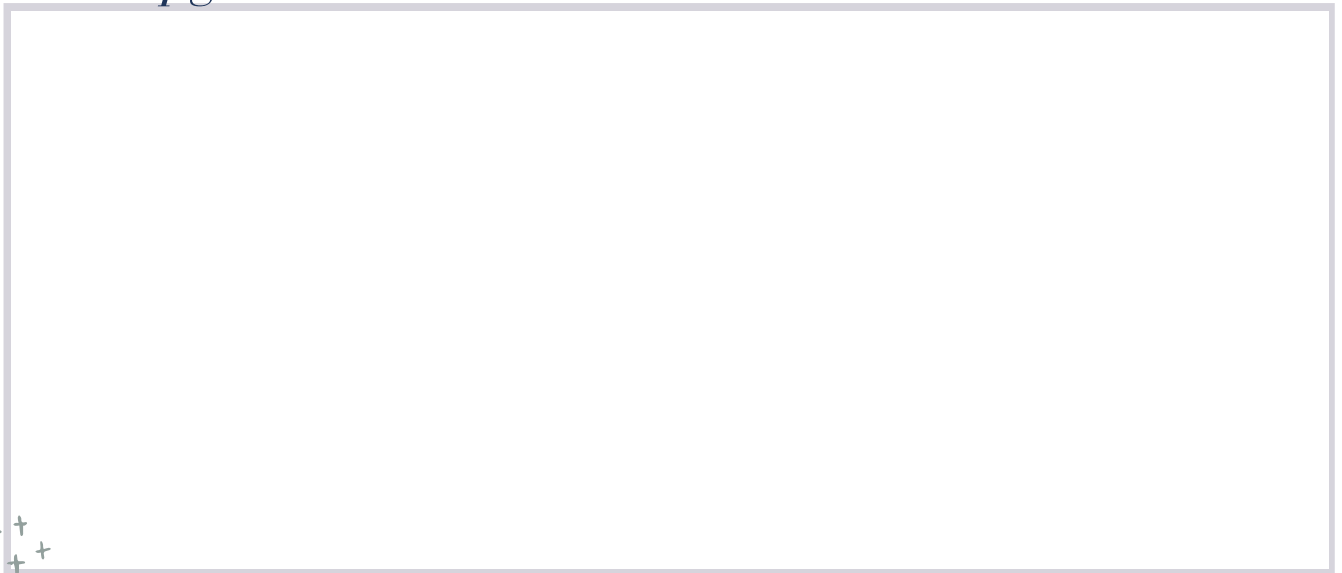
NOW, FOR THE FUN PART

You fell in love with your home for many reasons. Reminisce on your journey in your home and what made you fall in love with it. Think about all the work you put into it and what makes it unique. Be honest about what would make someone think they have to have it. Perhaps its the location, it feels bright and open, or simply you took great care of it.

the features of the home we originally fell in love with are...



some upgrades we made are...



THE TIMELINE

what you should expect & when

- 1** *initial consultation*
Discuss your goals and how I can help.
- 2** *getting prepared*
Declutter, stage, price it right, and get it ready to sell.
- 3** *professional photography*
Once the home is prepared, hire a professional photographer to ensure that the photos do the home justice.
- 4** *go live on the market*
After photos, I typically list the home on the market within a week.
- 5** *showings*
Interested parties will ask to see the home with their realtors. It's best to accommodate showings whenever possible.
- 6** *offer time*
Interested parties will submit offers with proof of funds. You can choose to accept, counter, or reject. You are in complete control.
- 7** *the negotiations*
I will fight for every penny as though it was my own money.
- 8** *managing the details*
I can help manage all contractual paperwork, schedule appointments, and any modifications necessary to close timely.
- 9** *closing*
You will get paid and I will hand the keys over to the new owner!
- 10** *after closing*
As your agent I continue to add value.

4 STAGING TIPS

first impressions matter

1

living room

- Remove unnecessary furniture
- Pull furniture away from the wall
- Replace dark curtains with lighter colors
- Remove or tuck away wires and cords.
- Pack away family pictures

2

dining room

- Properly set dining table.
- Hang light colored, floor to ceiling curtains.
- Open blinds to add in natural light.
- Add plants to add more light and color.

3

kitchen

- Remove most items off the counters.
- Add a bowl of fruit to add color.
- Stain or replace dated cabinets.
- Replace old knobs and hardware.

4

bedrooms

- Remove TV & other entertainment items.
- Use fresh white textured linens on bed.
- Add fun pillows and throw pillows.
- Bed should not be pushed in a corner.
- Pack away 50% of things in closet.

5

bathrooms

- Put away toothbrush and toiletry items.
- Hang new white towels (in thirds).
- Put away waste basket.
- Hang a new shower curtain.
- Use neutral colors.

*Repair or replace anything broken that may be considered health and safety hazard.

5 ALL ABOUT ESCROW

Escrow is the neutral 3rd party that takes paperwork from all sides, handles the process of delivering funds to the appropriate parties, and works with a title company to ensure the deed is recorded in the buyer's name. Escrow is also a process in which all that is handled, and can take anywhere from 20-45 days, depending on how quickly everyone can work together. Below you will find an example timeline of a 30 day escrow. Please know, nothing is ever fixed - it's a fluid timeline.

01

open escrow

You said yes to highest and best offer and are now under contract!

03

earnest money due

EMD is due within 3 days of opening escrow (buyers duty)

07

seller disclosures due

You as the seller are required by law to disclose all material facts including anything that may affect the value of the home. The paperwork is due 7 days after opening escrow.

17

physical inspection period ends

The buyer has 17 days (by default unless otherwise negotiated) to conduct inspections and decide if you negotiate repairs and move forward or not. During this time they can back out and still have rights to their deposit.

21

loan contingency period ends

The buyer's lender has 21 days to collect documentation and to get full loan approval. If they fail to get approved, they can still back out as long as it's with the 21 days and they'll still have rights to their deposit.

25

final walkthrough

Just a few days before escrow closes, the buyer will walk through the property to ensure all requested repairs are done, and to make sure the property is in the same condition as it was when they submitted the offer.

30

closing

You will get paid and the buyer will get the keys to their new home.

what are

CLOSING COSTS?

Closing costs are the lender third-party fees paid at the close of a real estate transaction due at the close of escrow (hint the name). The seller closing costs usually total 1% - 3% of the final sale price which includes:

escrow fees

paid to the escrow firm for their services

city or county transfer tax

may vary by location, and in some areas may not even be applicable

agent commissions

commissions to both listing and selling side for their work on transaction

mortgage balance payoff

the cost of repaying your home loan may include fee from mortgator

title search fees

an amount title charges to provide a document stating you are the owner of record

property taxes

you will typically pay six months of county property taxes

recording fees

paid to the city or county to record your deed in public records

home warranty fees

a cost of anywhere from \$250 - 1000 depending on size of home

homeowners association HOA dues

if your home has a homeowner's association, you may have to pay transfer fees

**please note that closing costs will vary by state, county, etc. this is just to give you a general idea but does not cover all possible costs.*

7 AFTER ESCROW

checklist

So you sold your home and are moving on to your next adventure... Congratulations! Time to move allll the boxes, and start the next epic chapter of your life. You've got a lot on your plate, so we want to highlight some important tasks that are necessary for a smooth, comfortable transition.

change over utilities

Although this is on the 'After escrow checklist', we best recommend that you switch over utilities either day of/day before. Keep in mind internet often takes over a week to get scheduled/on the books.

- GAS
- ELECTRIC
- INTERNET
- WATER
- TRASH

update change of address at post office

This can either be done at the local post office, or by visiting the link: <https://moversguide.usps.com/mgo/disclaimer>. Please note there is a \$1.85 processing fee.

update change of address at your bank

This can be done at local bank, or by making a quick phone call.

send introduction letter to your neighbors

We can even provide a template. It's always good to know and befriend your neighbors, as good ones always look out for each other!