

Home Seller's Guide : The Workbook



WWW.TYLERBRETZ.COM
RABOIN REALTY



Welcome Friend

SO GLAD YOU'RE HERE AND
TAKING THE STEPS TOWARDS
SELLING YOUR HOME. IT'S A BIG
DEAL!

HERE'S A LITTLE ABOUT ME :

BORN + RAISED IN FARGO ND

GRADUATED FROM NDSU WITH A
BACHELORS IN FINANCE

HAS STRONG COMMUNITY +
PROFESSIONAL CONNECTIONS IN
THE FM AREA + LAKES COUNTRY

HAS A PASSION FOR HIS CLIENTS +
THE COMMUNITY



Tyler Bretz

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About Tyler

Dedicated. Personable. Smart. Driven.

An agent that understands how to take a blurry picture (the real estate transaction) and bring that picture into focus. Tyler has over 3 years and 100 plus transactions for a stellar track record. His hunger and drive for more translates to smooth closings and top dollar for his clients. He is supported by the Raboin Realty team that lines everything up and keeps the client informed from start to finish. Born and raised in Fargo, he understands the FM area, where it's been, where it is, and where it's going.

Key highlights

- Hundreds of transactions
- 50M+ of transaction history
- B.S. Finance
- New Development Sales
- Broker
- 6 years in the business
- One of the top agents in the area

Favorite phrase

"Take care of the work and the work will take care of you"

QUESTIONS?

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REAL ESTATE



About Raboin Realty



Finding Inspiration At Every Turn

At Raboin Realty we are dedicated to providing a smooth experience as we help our clients reach their goals. Our mission is to elevate the real estate experience by mentoring our agents, empowering our clients and increasing awareness for our charity partners. We'll take the stress out of navigating the real estate market so that all you feel is excitement for what comes next. Founded in 2018 the company has gone from 1 to almost 30 real estate professionals.

QUESTIONS?

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All of the Factors

STEP ONE



Determining the factors on if a property will or will not sell.

PRICING
HOW IT SHOWS
MARKETING

Factors for a great sell

FACTOR #1 - PRICE -

When pricing your home, it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average, because I list homes at the correct price from the start.

FACTOR #2 - HOW IT SHOWS -

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR #3 - MARKETING -

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

MARKETING -

The second you sign with me, I go to work on marketing your home! SNEAK PEAK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION -

I will actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with buyer's agents after viewing the home and chatting weekly to discuss the progress from the previous week.

THE ADVANTAGE OF LISTING WITH ME -

BOOSTED online exposure – Unlike any agent in the area.

Today's market is centered on technology. Buyers are performing their own searches online so it is important that your listing is shown in the best light. Studies have shown that online buyers disregarded homes with limited photos, low quality photos and minimal information. Rest assured, I take the extra steps to get maximum exposure for your listing with Professional Photography + 3D tours and optional staging.



Listing Strategy

PRICING STRATEGY -

Using a scientific market analysis in your area, we will price your home correctly the first time, so that it will sell quickly.

If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks.

If a home is overpriced, it will attract the fewest number of buyers looking to purchase a home. This is due to the fact that the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.

PROFESSIONAL PHOTOGRAPHY -

In today's market, home buyers are searching online first. So it is imperative that the photos of your home are of top notch and of the best quality to catch the buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and for top dollar.

AGENT MARKETING -

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & SOCIAL MEDIA -

I know the importance of marketing a property and that is an area I heavily focus my budget on, attracting hundreds of buyers per month, and increasing brand awareness.

OPTIONAL PROFESSIONAL STAGING -

To make sure your home is shown in the best light to buyers, I provide the option for a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.



STEP TWO

Preparing To List Your Home

MAXIMIZING YOUR HOMES POTENTIAL - A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.



Exterior

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and add fresh mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



Interior

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated fixtures, and clean light fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

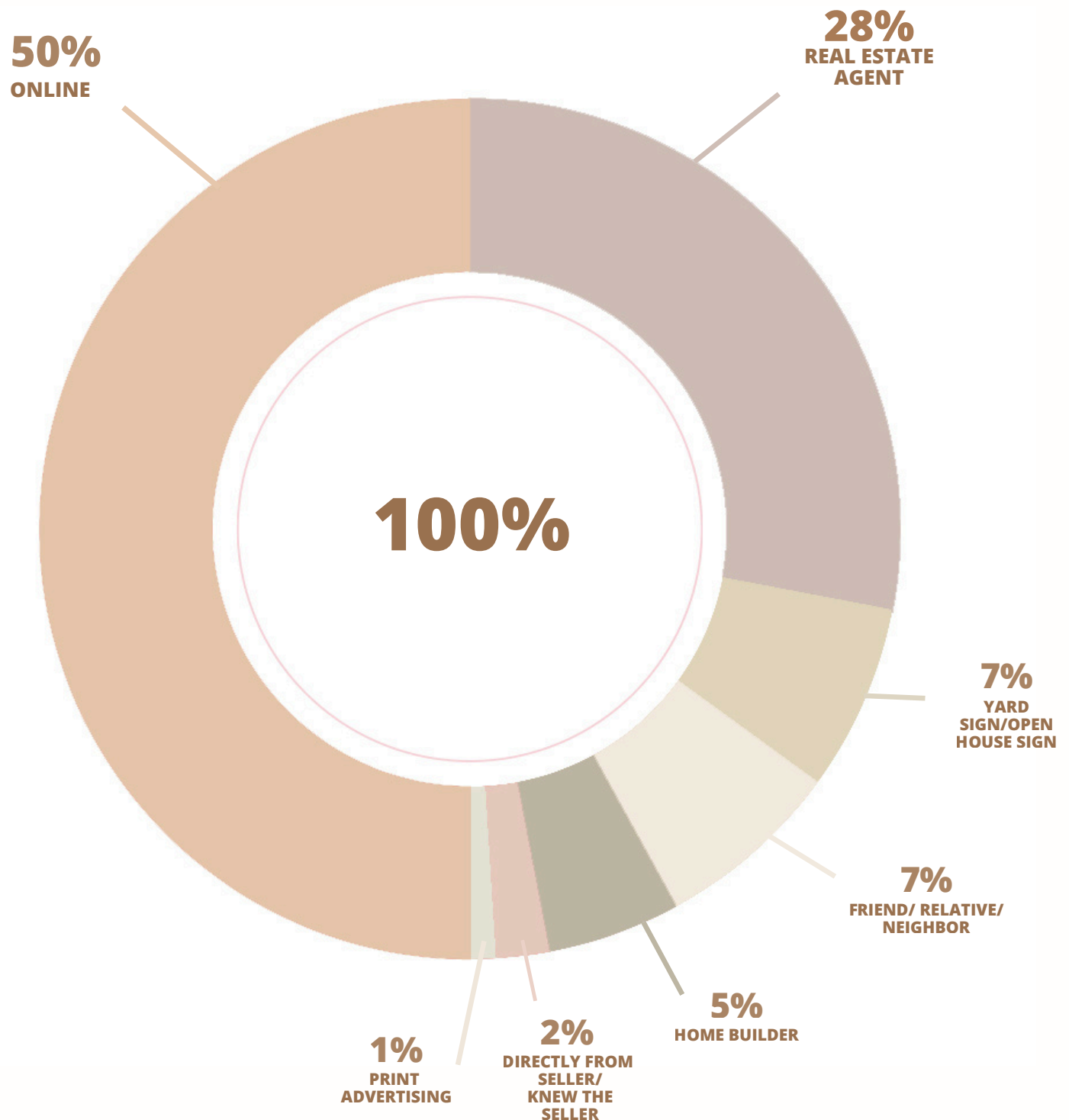


Freshen Paint + Fixtures

- A new coat of exterior paint seriously helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is relatively simple and provides plenty of pop
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



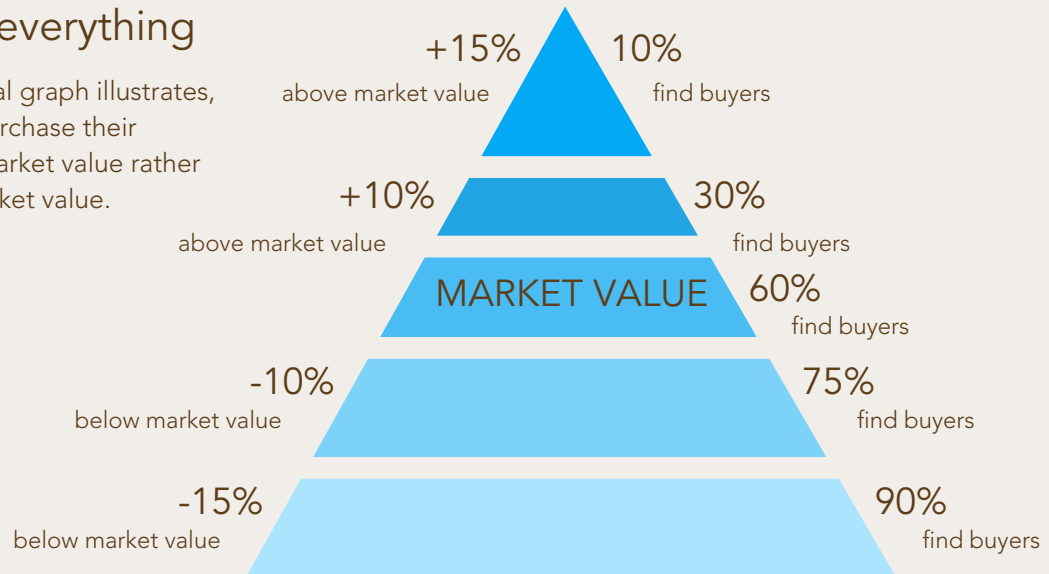
Where Do Buyers Find Their Home?



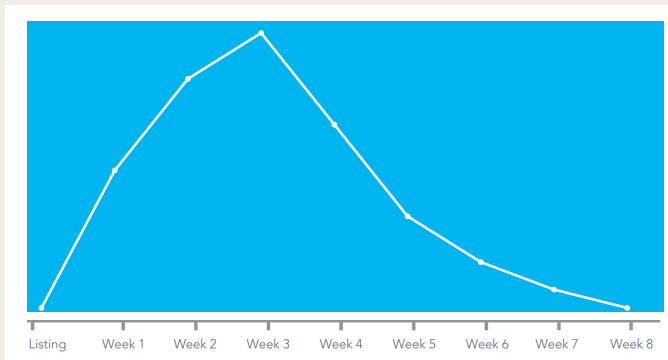
What is your property worth?

Pricing is everything

As the pyramidal graph illustrates, more buyers purchase their properties at market value rather than above market value.



ACTIVITY



WEEKS ON THE MARKET

Pricing vs Timing

Timing is extremely important in the real estate market. The following graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning.

How MUCH do we charge?

*Most popular

Smart Marketing

- ✓ Pre-Listing prep
- ✓ Listing coordinator
- ✓ Target Market Strategy
- ✓ Professional Photography
- ✓ Professional Marketing Video
- ✓ Feature Sheets & Flyers

3%

All Inclusive

- ✓ Pre-Listing prep
- ✓ Listing coordinator
- ✓ Target Market Strategy
- ✓ Professional Photography
- ✓ Professional Marketing Video
- ✓ Feature Sheets & Flyers
- ✓ Drone Footage of your property
- ✓ Property specific website

3.5%

+2.5%

Paid to buyers representation

Let's List

STEP THREE

You're one step closer, woohoo! Let's list your home. There is a lot that comes into play to get your home on the market, make the best first impression and get the offers flowing in!



Above + Beyond Marketing

NETWORKING - A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE - A sign will be placed in your yard as well as open house signs at the appropriate times gaining you maximum exposure.

EMAIL MARKETING - An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. As well as a new listing email alert that goes out to my agent network of thousands of agents in the area.

SUPERIOR ONLINE EXPOSURE - Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

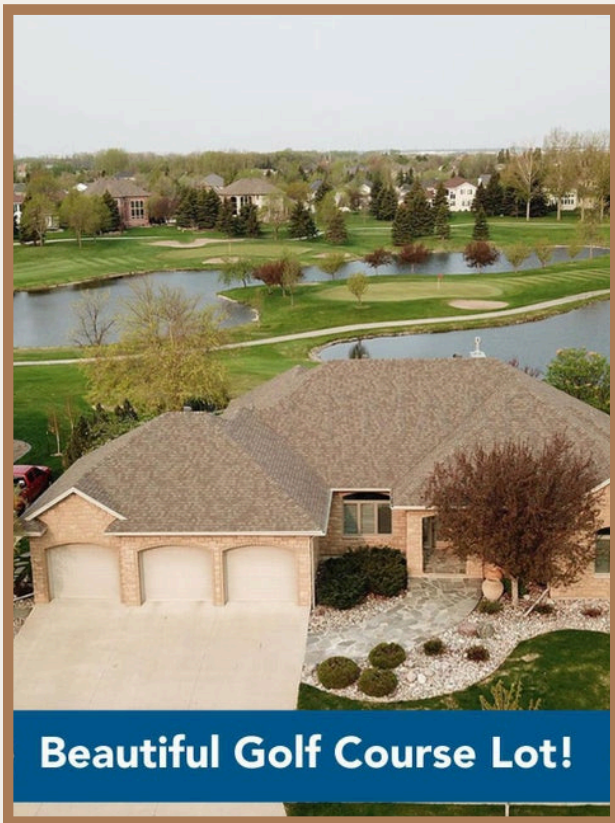
VIRTUAL TOURS - After reviewing many surveys, we have discovered the perfect formula for photography and virtual tours. Our virtual tours are viewed by thousands, compared to the 20 people who would come to an open house.

SOCIAL MEDIA MARKETING - We practice regular social media marketing on today's top social sites. I have a very large following, which helps me get your home the most exposure on social media, across the world!



Get Your Home Noticed

Having your home featured on social media is crucial in today's world + real estate market. Most buyers are searching for their next home on social media or home apps/sites.



Where Will My Home Be Featured?

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!



After Going Live on the Market

STEP FOUR

We're live on the market! Let the real fun begin. Showings will be scheduled, agents + buyers will have questions, and you'll probably have a lot of drive by looky-loos checking it out. Here's what to expect.



Smooth Showings

BE FLEXIBLE - Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

DAILY CLEANING + ODORS - Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day. Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS - Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

PERSONAL ITEMS + PHOTOS -

Make sure you place all valuables and prescriptions out of site and in a safe place. Remove any family photos and/or photos of children from the walls, counters, etc. This is for your safety, de-personalize the home, so potential buyers can feel at home.

NATURAL LIGHT + LIGHT

FIXTURES - Open blinds and curtains to let in as much natural light as possible. Leave all lights on before you leave for a showing.

VACATE THE PROPERTY - Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



What is Important to Consider in an Offer?

PRE-APPROVAL - Assures home sellers that the buyer can get the loan they need.

LOAN TYPE - We will discuss all loan types, the facts and misconceptions, and make an informed decision on what will work best for your situation.

CONTINGENCIES - The fewer contingencies and the shorter the time period, the better.

ALL CASH OFFER - A cash offer is usually more appealing than a financed offer as the seller doesn't need to worry about if the bank will approve the buyer's loan.

CLOSING TIMELINE - You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS - Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

CONTINGENCY TIMELINE - In every deal, there are contingencies in place. There are "standard" contingency timelines, but there are options to shorten or extend contingencies in an offer.

OFFER PRICE - Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the best offer. The highest offer isn't always the best option.





Negotiations

After an offer is submitted we can -

- Accept the offer
- Decline the offer -

If the offer isn't close enough to meet your expectations and there is no need to further negotiate.

- Counter-offer -

A counter-offer is when you offer different terms to the buyer.

What Can the Buyer Do Next?

- Accept the counter-offer
- Decline the counter-offer
- Counter the counter-offer

You can negotiate back and forth as many times as needed, until you reach an agreement or someone chooses to walk away.



Contract to Close

STEP FIVE

OFFER IS ACCEPTED!!

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisal, or anything else built into your purchase agreement will take place.



INSPECTIONS

What's Included?

Roof + Components
Exterior + Siding
Basement (if applicable)
Foundation
Crawlspace
Structure
Heating & Cooling
Plumbing
Electrical
Attic + Insulation
Doors, Windows + Lighting
Appliances (limited)
Garages
Garage Doors
Grading + Drainage



FAQ :

INSPECTION TIME FRAME :

Typically 7-17 days after signing the contract.
Negotiations will also happen within that contingency timeframe.

DOES THE SELLER PAY FOR THE HOME INSPECTION?

The buyer is responsible for paying for their home inspection. They can select any provider of their choosing to conduct the inspection within their contingency timeframe.

WHAT HAPPENS IF REPAIRS ARE RECOMMENDED FROM INSPECTION?

There is always a chance that a buyer can request repairs to be completed. Buyers have the right to request any repairs, but the seller has the right to decline any requests. This is all part of the negotiations.

Buyer has the option to : accept the home as-is, buyer can offer to re-negotiate, buyer can cancel contract.



Time for the Appraisal

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sales amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALES PRICE -

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALES PRICE -

- Renegotiate the sale price with the buyer to the lower price
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

The appraisal is arguably one of the most important parts of the whole transaction. The appraisal is completed and assigned by the lender. It has to be done by a non-partisan appraiser, and cannot be completed by the seller or any appraiser of their choice. The lender uses the appraisal to be sure the home is worth at least what the buyer is paying for the property, to ensure that if the buyer defaults on the loan, they will be able to recoup their funds.





Getting Close to Close : What to Expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you as the seller.

What Are Some of the Common Seller Costs?

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Seller's escrow fees
- Home warranty



Final Stages

STEP SIX

You're so close to the finish line! So what's next in the final stages? What do you need to pack, need to take, need to leave behind, need to turn off, etc.? Let's go over it all.



Things to Take Care Of

CANCEL POLICIES - Once title transfer has occurred contact your insurance agent to cancel your policy, so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS - Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS - Let everyone know your new address. Submit a change-of-address form to the post office.

CLEAN IT UP - Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

LEAVE KEYS, ETC. - Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

LOCK UP - Ensure all blinds are closed, and lock the windows and doors.

CONGRATS! – You've made it and your home is officially sold! There is no better feeling. Your agent will keep you updated after the official recording + when buyer will be grabbing keys. Pop some bubbly, you deserve it!



Kind Words From Clients

Tyler helped us navigate selling and building a home. He helped us find the right builder, perfect lot, and was at every selection meeting to offer ideas and support. He kept us informed and advocated for us. He has a large network and resources which came in handy as we made minor updates to the home we were selling and didn't know where to turn.

I honestly can't think of a single negative thing to say. His tenacity and bulldog, get it done spirit made the process so easy.

Tyler was excellent to work with and was very knowledgeable in the Fargo Moorhead area. He helped me acquire my first investment property, which happened to be my first purchase, at a great price and was there every step of the way. If you're looking for a smooth streamlined process Tyler is the go to guy to get you to the finish line!

Tyler is so amazing to work with. Quick, efficient responses, immense knowledge of the housing market here in Fargo, and very personable. When we knew we'd need improvements made to our new house, Tyler had great connections with home improvement companies who did an amazing job. Would recommend Tyler to anyone looking for a new house!

Working with Tyler for the sale of our house was fantastic! Tyler is very dedicated to his clients and is always keeping their best interests in mind. He is very responsive and knowledgeable about the real estate market. We would highly recommend Tyler for anyone looking to buy or sell in the ND and MN markets!

Tyler was extremely helpful during my home search. He made the whole process very enjoyable and painless, and he is extremely knowledgeable about the FM real estate market. Highly recommend!

DATE

HOME JOURNAL

WHAT DO WE NEED TO PREP, DECLUTTER, CLEAN, ETC.?

GOALS

-
-
-
-

TO DO - TO MAKE IT HAPPEN

-
-
-
-