

A STRESS-FREE GUIDE TO
SELLING YOUR HOME



SOLD STRATEGY

HELLO



I'M **FALINA** SELCHERT

Falina was born and raised right here in the Black Hills and is a marketing expert who started her real estate career marketing real estate offices for some of the most elite agents in their field all over the United States. Falina is now licensed in South Dakota, Wyoming and Florida. Utilizing over a decade of marketing experience to elevate client listings and maximize exposure through various websites, professional photography, and videography. You will also get maximum exposure through her enhanced social media campaigns on all of her platforms such as Facebook, Instagram, TikTok, YouTube, and Google with over 10k followers and the capacity to reach over 100k in your local area. Falina will always go above and beyond the call of duty to make sure her clients get a personalized experience. If you are ready to buy, sell or invest in the Black Hills Falina is the one you need to call!

LET'S CONNECT



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BlackHillsInsider



FalinaRealtor

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THE PROCESS AT A GLANCE

01

PRICE IT RIGHT

Review comparable homes and establish a price for your home

02

PREP TO SELL

Prepare your home to make its' debut on the market

03

HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

04

PHOTOS & VIDEO

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

05

LIVE ON MLS

Your home will go live on the MLS and will be viewable to the most potential buyers.

06

MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

07

RECEIVE AN OFFER

We will review all offers and help you understand all the terms of the contract, as well as handle all of the paperwork.

08

UNDER CONTRACT

After accepting an offer, your home will officially be under contract!

09

NEGOTIATIONS

The buyers will typically have an inspection contingency. We will negotiate any repair requests or credits made by the buyer once the Inspections are complete.

10

CLOSING DAY

Hooray! Time to hand over your keys and celebrate selling your home.

WE'RE HERE TO HELP YOU

LAURA ALMOS

digital marketing coordinator

Laura is a digital marketing wiz and helps us create massive exposure for our clients through our various social media campaigns as well as our email marketing.



ERIC SELCHERT

photographer and videographer

Eric has been doing photography for over 10 years and recently joined our team as our in house photographer allowing us to creating more content to reach more people through video and various social media campaigns.



JOANNA KAPSCH

partner agent

Joanna is a real estate agent with over 5 years experience in the industry. She has worked at a local title company and knows the ins and outs of contracts like the back of her hand. She is also familiar with new construction and is a small business owner of a local gym.



SELLING FACTORS



SELLING FACTORS

THE FORMULA FOR A SUCCESSFUL HOME SALE

(01) PREPARATION

It is essential to have your home ready for market on day one. I will help you make sure your home is ready for showings and to go live by completing repairs that need to be done, decluttering & removing personal items, and making sure the home is clean and smells fresh. *We are selling a dream of homeownership, and the dream of homeownership does not include trimming trees back from the roof of your house, painting, and removing your wallpaper.* This is why I have created a Property Prep Strategy, which includes:

- Property Preparation
 - *Painting, Deep Cleaning, Replacing Carpets, New Countertops, New Fixtures, Landscaping, etc.*
- Staging Solutions
- Virtual Staging
- Professional Photography
- Video Tours
- Pre-Inspection & Repairs

(02) PRESENTATION

With my comprehensive website, dominant internet presence, social media expertise, mega open house strategy, and targeted networking strategy, I am dedicated to enhancing exposure on your home. I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition. A few ways that I achieve this:

- Digital Marketing That Drives Results
 - Social Media & REAL Global Presence
 - Public Portals
- Targeted Networking
 - Reverse Prospecting
 - Social Strategy
 - Neighbor Pop By's
- Mega Open Houses
 - In-Person
 - Virtual
- Coming Soon Campaign
- Worldwide Exposure via TV Show

(03) PRICE

When it comes to selling your house, the *right* price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings. A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

PREPARING YOUR HOME



PRE-LISTING HOME INSPECTION

WHAT IS IT?

Many sellers may not realize that they have the option to get a pre-listing home inspection - a home inspection they pay for before putting their house on the market. In general, the home buyer adds the completion of a successful home inspection as a contingency to an offer on a home. Once buyers conduct the inspection, they have the power to negotiate with the seller regarding who pays for any necessary repairs. They even have the power to walk away from the deal altogether.

WHY GET ONE?

When sellers have a pre-listing home inspection, they can get ahead of issues a buyer might find in the home and reduce the likelihood a deal will fall through. This gives sellers an opportunity to collect cost estimates for repairs and determine whether they want to pay for fixes or lower their asking price.

ADVANTAGES

- Discover property conditions before a buyer walks through the door
- Fix problems and display receipts showing what repairs have been made
- Help prevent buyers from subtracting thousands for what may be a hundred dollars worth of repairs
- Shop contractors to find the best price for repairs
- Set your listing apart from the others
- Demonstrate your motivation and strengthen your market position

HOME INSPECTORS I RECOMMEND

Nailed It Home Inspections

[website](#)

nick@naileditrc.com

605-600-2341

West River Inspections

westriverinspections@gmail.com

605.390.4499

STAGING SOLUTIONS

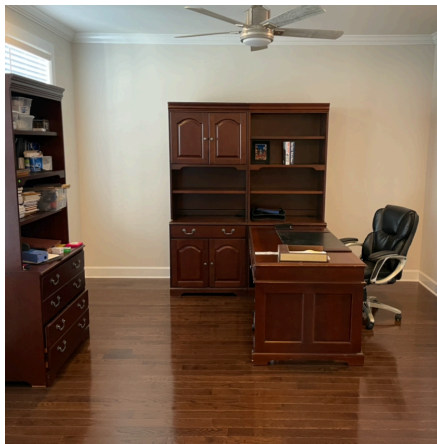
Staging a home is a strategic marketing tool used by sellers to help buyers envision themselves living in your home, and create an emotional connection. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows — when done correctly it can help a home sell for more money in a shorter amount of time.

*Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds.*

83%

OF REAL ESTATE AGENTS SAID
STAGING MADE IT EASIER FOR A
BUYER TO VISUALIZE THE
PROPERTY AS A FUTURE HOME.

*Statistics from the National Association of Realtors® Research Group, 2019



I have excellent relationships with a local home stager who is available to provide furnishings for existing homes in order to help buyers see the potential of each individual home.

VIRTUAL STAGING

Virtual Staging is an innovative marketing solution that uses technology to place stylish furnishings and decor into a vacant property. This technique has increased traffic on my vacant listings by creating a more attractive and inviting space while helping buyers visualize size and furniture placement.



DIY STAGING TIPS



- ✓ Open all of the blinds and remove all curtains
- ✓ Add new fluffy white towels to all of the bathrooms (large towels and face towels)
- ✓ Remove area rugs (unless discussed)
- ✓ Replace any brass fixtures and hardware with brushed nickel or black matte- I can recommend new chic, inexpensive lighting fixtures and hardware
- ✓ REMOVE AIR FRESHENERS! Clean Is the best scent - deep clean like you've never cleaned before, including the stove, fridge, and microwave
- ✓ Clean out and organize all closets- this will help the storage space appear larger
- ✓ De-clutter everything - *Have a designated basket you can use for random things lying around and then take it with you when you leave! *Put toiletries away and remove clutter from countertops*
- ✓ De-personalize your home- One of the primary objectives of home staging is to help prospective buyers visualize the space as their own (also for security reasons). Take down any photos of you or your family and store in the back of your closet
- ✓ Buy a new welcome mat for the front door, and a bright and colorful wreath
- ✓ White or neutral bedding, with more pillows. Give your bedrooms a facelift. and create a more inviting space. The more pillows throughout your home, the better!
- ✓ Use a Magic Eraser on all doors, windowsills, and walls if necessary

ENHANCING YOUR HOME

It can be a little overwhelming when preparing your home for the market, but it is so important because first impressions are everything! You want your home to make a positive statement and to do this you must inspect your home through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.

INTERIOR

LIGHTEN UP

Make sure that all of your windows are clean to allow the most natural lights, replace any lightbulbs, and add extra lamps to rooms that are dark. Modernizing your home with warm lighting and stylish fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps.

FRESHEN UP PAINT

One of the simplest, most cost-effective improvements of all is paint. Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people.

DEEP CLEAN & DECLUTTER

Deep clean like you've never cleaned before, and remove all clutter. You want people to see your home in its best light. Consider donating unwanted items, and storing anything else you don't need for the day-to-day.

EXTERIOR

CLEAN EXTERIOR

Houses can become dirty over time, and not cleaning before selling can be a mistake. Use a pressure washer or wipe down your siding to really make your home shine.

TOUCH UP PAINT

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce concerns, while also greatly boosting your curb appeal. Also consider a fresh coat of paint on your front door.

SPRUCE UP THE LAWN

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home. Weed and mulch the flowerbeds, and add some seasonal potted plants around the door.

PRICING STRATEGY



PRICING A HOME COMPETITIVELY

Using a scientific market analysis in your area, I 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 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.

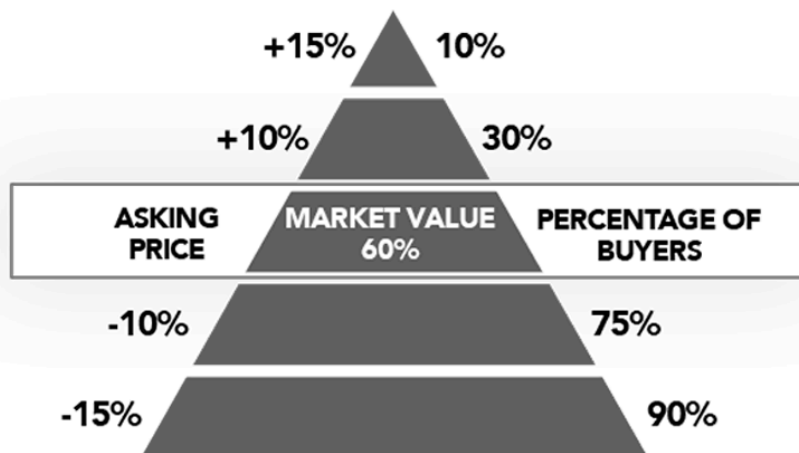
It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

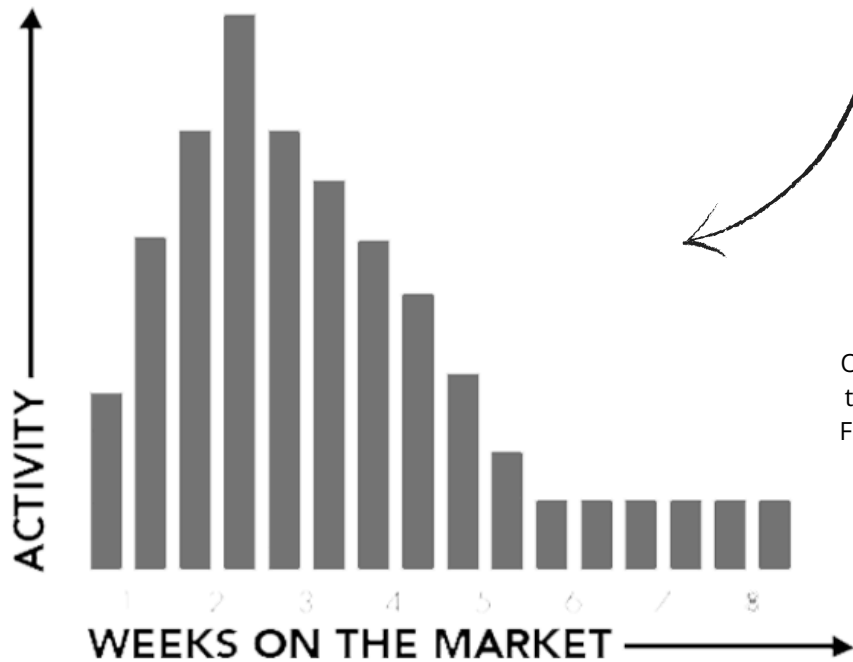


The centerline represent market value. As you move above market value, you attract a much smaller percentage of prospective buyers, greatly reducing your chances of a sale.

Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

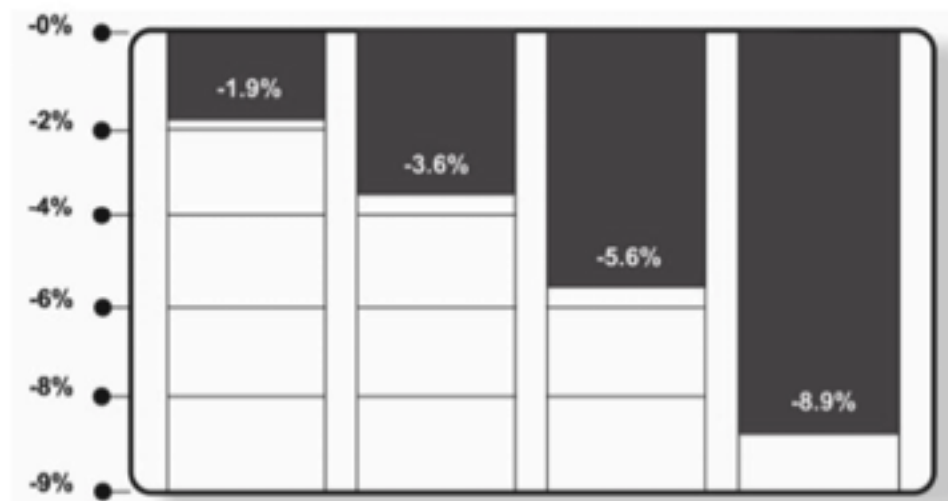
THE PITFALLS OF OVERPRICING

This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve. Starting too high and dropping the price later misses the excitement and fails to generate strong activity.



Overpricing your house in the belief that you can reduce the price back later is a strategy that can backfire badly. For instance, if prices are lowered, buyers may wonder if there's something wrong with the property that kept other buyers away. So to keep from selling your property at below market value and from wasting valuable time, don't fall into the overpricing trap.

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market:



DESPITE WHAT THE DATA SAYS, BUYERS MAY SAY SOMETHING DIFFERENT.



The **MAGIC MONTH** is the first 4 weeks a home is on the market. This is when your home receives the most activity, and also the time it is most likely to sell for the highest price. According to NAR statistics, when a listing has a low amount of showings, the price is 10% too high on average. When homes are getting showings but no offers, a home is priced 5% too high (on average).

THE MARKET IS FLUID & ALWAYS CHANGING

Homes that sell in the magic month are those which are priced right for their condition and location. These are the homes that attract multiple offers. Buyers who have seen every home for sale in the neighborhood want to recognize an exceptional home and grab it before someone else does. *These are the homes that sell for 100% or more of their list price.*

REVOLUTIONIZED MARKETING



COMING SOON CAMPAIGN

Research and data shows that properties marketed as "coming soon" before being listed in the multiple listing service (MLS) tend to sell faster than MLS listings that never receive "coming soon" promotion. We also manually input your property as "coming soon" on Zillow and through social media.

MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on various mobile apps and will be put in the hands of millions of buyers!

SUPERIOR DIGITAL MARKETING

With nearly 54% of buyers starting their search online and 95% of buyers looking online at some point in their home search, mastering the digital space is a must. From Google AdWords to social media marketing to my SEO-optimized website, your listing will shine online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home after looking at several listings.

EYE CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood – and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way – by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

INNOVATIVE MARKETING CAMPAIGNS

Create constant activity around your listing through tactically planned and proven strategies to bring your listing back up on new searches.

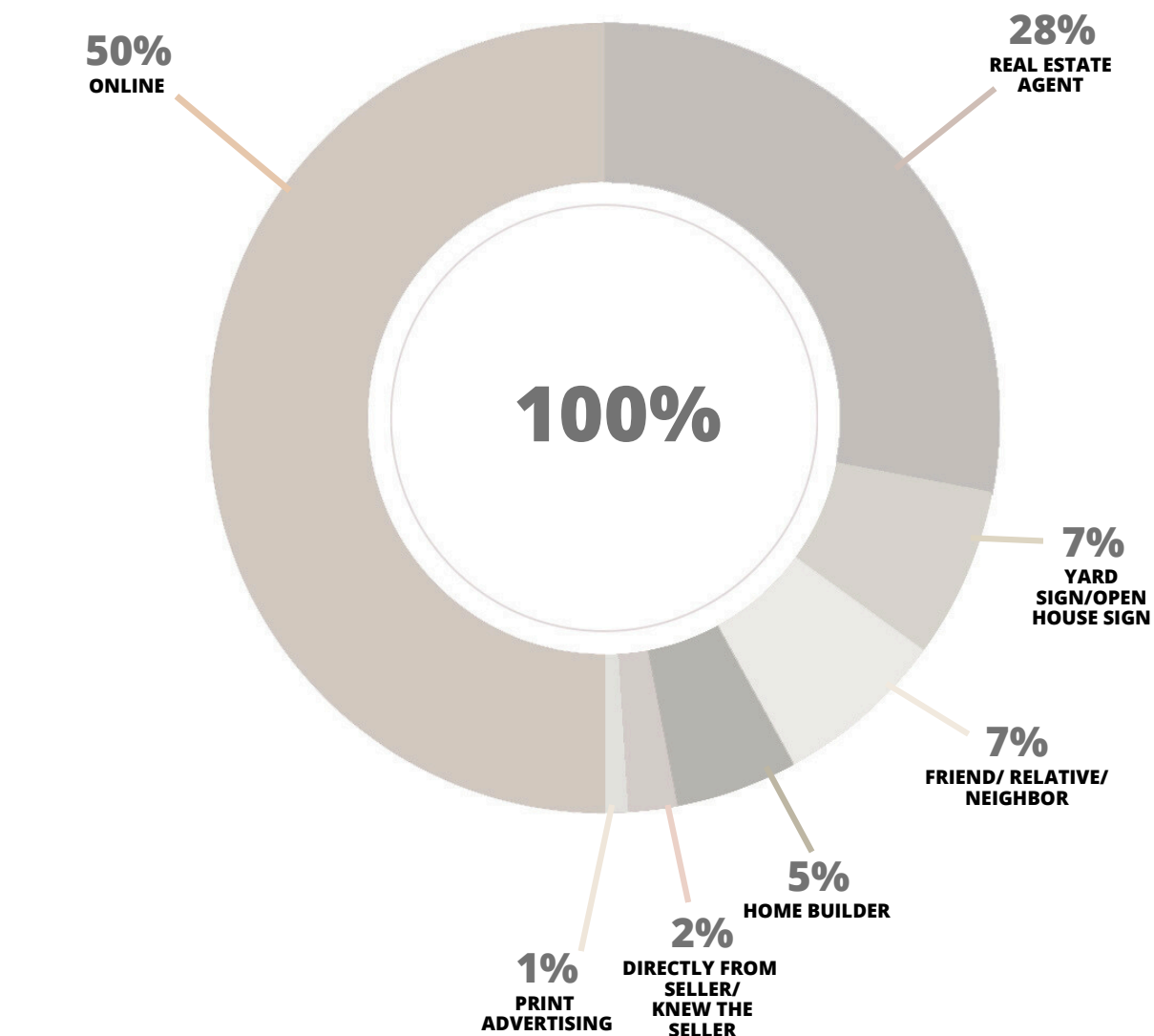
OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

TARGETED NETWORKING

In real estate it's not only what you know, it's who you know. As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

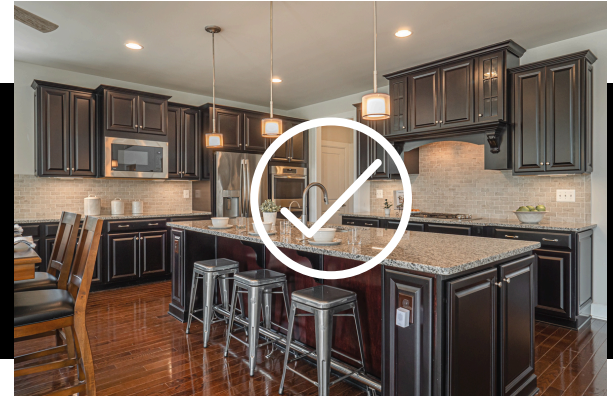
HOME BUYERS ARE SHOPPING ONLINE



PROFESSIONAL PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE, which is why it is crucial to have high-quality, attractive photos of your home showcasing the best qualities and features of your home to stand out from the competition.

NEVER LET YOUR AGENT SKIMP ON PROFESSIONAL PHOTOS AND POST PHOTOS TAKEN WITH A CELL PHONE ON THE MLS.



HIGH-IMPACT PHOTOGRAPHY

I work with the most talented real estate photographer in the area. Every one of my listings features a professional photo gallery optimized for both the internet and print. High-quality images are taken from the most attractive angles in order to capture every highlight of the property. I typically select 25 -30 photos of the property to showcase the features.



AERIAL PHOTOGRAPHY

Using aerial photography allows us to give buyers a “feel” for a property. It also allows us to capture the true shape, size, and layout of a home while showcasing prospective views and highlighting a property’s location. We could do an aerial photograph of the specific property as well as video photography of the community. The still photos would be used in MLS marketing. The video would be used as part of our social media marketing.

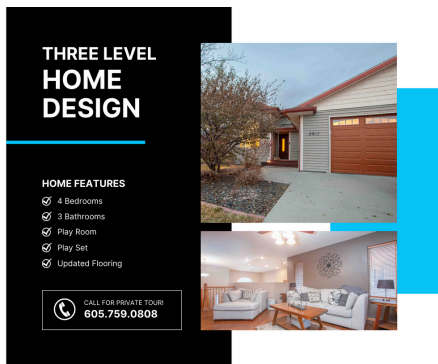


VIDEO TOURS

The modern customer wants to see the product in action. Video marketing is one of the most powerful tools in real estate today. The use of video to promote and market your community increases engagement on your digital and social channels, as well as educates and reaches your audience with the customer preferred medium.

SOCIAL MEDIA MARKETING

Social media, primarily Facebook, Instagram, and TikTok, are essential tools to reach buyers, agents, and the community to increase awareness. Using paid targeted ads, as well as organic reach, we can effectively and cost-efficiently reach a large audience. A key in social media is the use of video. Facebook, for example, changed its algorithms to favor video in feeds.



TARGETED NETWORKING

I have a strong and long-lasting relationship with the local real estate community. From emailing flyers, local office visits, and presentations at office meetings to realtor-specific targeted Facebook marketing, *my goal is to stay top of mind*. I am constantly updating your listing in the MLS, as that causes the listing to appear on the “Hot Sheet” that most agents monitor daily — this is a feature in our Multiple Listing Service.

THIS AGENT NETWORK IS KEY TO CONNECTING BUYERS WITH YOUR HOME AS
88% OF RESIDENTIAL SALES INVOLVE REAL ESTATE AGENTS.

REVERSE PROSPECTING

DID YOU KNOW?

MOST AGENTS DON'T PROACTIVELY LOOK FOR HOMES FOR THEIR CLIENTS.

I use a feature in our MLS where agents set up a home search for their clients. When a home matches any of their client's criteria, the listing is emailed to the agent & client. We are always pulling updated lists of agents who have clients that match a particular community and staying in touch through emails, texts, calls and Facebook messages.

COMING SOON

Research and data show that properties marketed as “coming soon” before being listed in the multiple listing service (MLS) tend to sell faster than MLS listings that never receive a “coming soon” promotion. We also manually Input your property as "coming soon" on Zillow and through social media.

COMING SOON!



2160 Conifer Loop | Belle Fourche, SD

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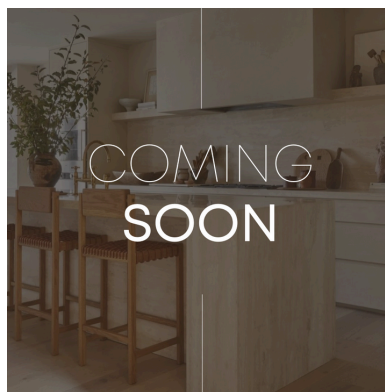
- 4 Bedroom
- 3 Bathroom
- 2 Garage



Welcome Home!
REALTOR

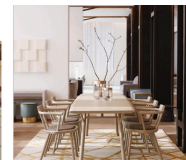
\$449,900

- Recently Updated
- Koi Pond
- Fenced Backyard
- Play House
- Motivated Sellers



COMING SOON

2 Bedrooms
3245 sqft
3 Car Garage
In-ground Pool
Large Lot



\$300,000

This exceptional home has it all. It features a chef's kitchen, in-ground pool and large lot. Enjoy your morning coffee with a view of the ocean.



CONTACT ME TO VIEW
Falina Selchert
605.759.0808

OPEN HOUSES

Whether or not an open house is where your buyer comes from, they serve a strategic purpose — aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.



AFTER WE LIST



SHOWING TIPS

A FEW TIPS TO HELP YOUR HOME SHOWINGS GO AS SMOOTHLY AS POSSIBLE

BE FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

STAY INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up and daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible. Remove all air fresheners- the best smell is CLEAN.

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.

NATURAL LIGHT

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

TRASH

Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

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



CONTINGENCIES & NEGOTIATIONS

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

- **APPRAISAL CONTINGENCY.** Typically, the lender requests an appraisal is done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **HOME SALE CONTINGENCY.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.
- **FINANCING CONTINGENCY.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **INSPECTION CONTINGENCY.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.

HOME INSPECTION TIME FRAME

TYPICALLY 7-10 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE

FOUNDATION, ELECTRICAL, PLUMBING, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

FINAL CHECKLIST



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.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

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



INCIDENTALS

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



FLOORS

Vacuum and sweep floors one more time



LOCK UP

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

HOME SELLER FAQ

HOW LONG WILL IT TAKE TO SELL MY HOME?

The length of time on the market will depend upon the market at the time of listing, and whether the home is priced realistically and at market value. My goal is to get you the highest price the market will bear, in the shortest time possible. On average, a home that is priced right goes under contract in 30-60 days.

HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present. We typically use a lockbox that allows the buyers' agents to access your home. This lockbox can only be opened by a licensed and insured agent in the state of South Dakota. If you have pets, it is best to also remove them during showings.

WHAT DO I NEED TO DISCLOSE?

You must disclose any issues right up front. I suggest sitting in each room while you fill it out to help jog your memory, this way nothing is missed. Not disclosing known issues can lead to legal ramifications. Further, the buyers have the option to inspect the home (depending on their terms), so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, etc. these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. *Anything that cannot be remedied before listing should be considered when setting your list price.*

HOME SELLER COMMON MISTAKES

UNDERESTIMATING THE COSTS OF SELLING

The total cost to sell a home can amount to much more than the 5-6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

SETTING AN UNREALISTIC PRICE

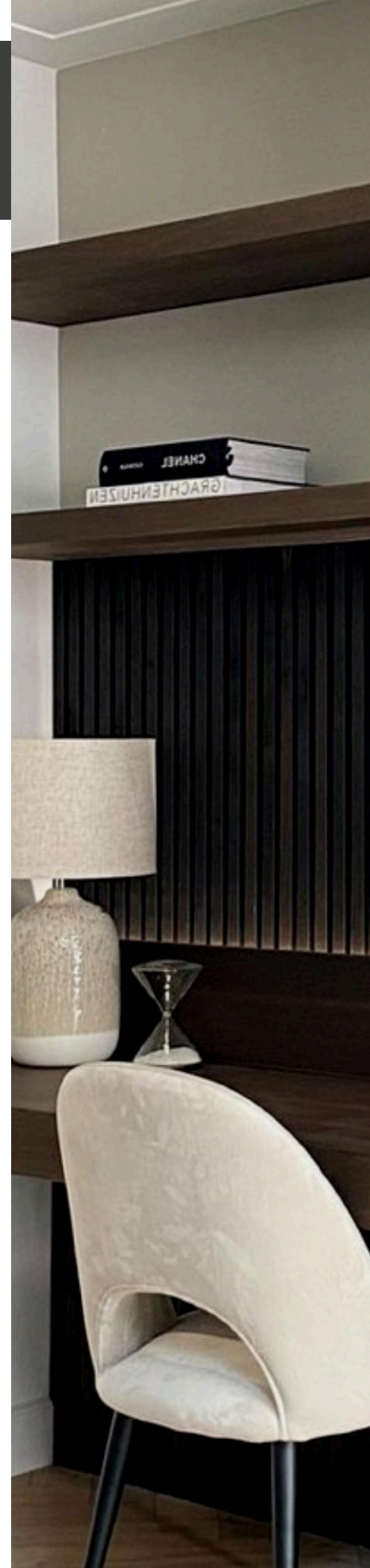
The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which can have consequences.

IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection—many buyers will require an inspection before closing.

LIMITING SHOWINGS

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.



REVIEWS



Falina was absolutely amazing throughout our buying and selling journey! I was nervous about buying a home in today's market but she made it possible by explaining the many options available. She also worked diligently to keep us in budget and to get us our dream home!

Selling our house with her was even easier! She provided a step by step guide to getting our house ready and went above and beyond with the photos she took and the open houses she ran. We are forever grateful for her hard work and expertise! If you are buying or selling, Falina is your girl!

What makes a superb Real Estate Agent? Knowledgeable, dependable, punctual, flexible, straightforward, & relatable. Oh wait I just described Falina Selchert! Falina was a rock star when it come to the sale of my home. Her determination to find the right buyer proved quickly her knowledge of the market & also finding the buyers exactly what they were looking for. Also when I say quickly I mean within a month of us listing with her company where it sat for well over 9 months with another with very few showings. Do yourself a favor if you're looking to buy or sell your property and give Falina a call!!

Falina was amazing to work with. We were selling and buying the same time and Falina made the process a breeze. She was very communicative and honest with us about the process and what to expect. I will be recommending her to anyone I know that's looking to buy or sell in the future!

Falina helped us sell not one but two properties and was fantastic with both of them. One was on the market for maybe a week and the other was on the market for less than a day! She was prompt in answering any questions we had about anything. Very professional yet very down to earth and that was refreshing. I could reach out to her about any stresses I had even if it didn't come to the home selling process and that was great as well. She also assisted us in the purchase of our new home and made that process as smooth as possible. I would highly recommend Falina if you are looking to sell or purchase a home, she definitely works for you and makes sure everything goes as smooth as possible!

She is a dedicated and very knowledgeable and Personable, easy to understand. She took the time to show comps to my choices. She communicated well with everyone involved, title co, attorneys, sellers, bldg inspector, she was involved in every aspect of my Realestate purchase. It went as smooth as possible.

Falina went above and beyond with our recent out of state land purchase, We can't say enough about how much she helped us! From taking additional photos to getting us in touch with local contractors, not to mention her responsiveness to our calls and questions.

THANK YOU

Thank you for taking the time to review my
selling strategy, marketing & expertise.

I look forward to working with you!

Please don't hesitate to reach out with
questions

I'm always here to help!

CONTACT INFO



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real

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