

#### Table of Contents

Chapter 1

Choosing the Elrod-Laskey Group

Chapter 2

Preparing Your Home for Sale

Chapter 3

Pricing Your Home to Sell

Chapter 4

Marketing Your Home

Chapter 5

**Creative Open Houses** 

Chapter 6

Navigating the Contract and Closing Stages

Chapter 7

Industry Changes and How They Affect You

Chapter 8

Industry Changes and Buyer's Agent Commissions

Chapter 9

Finalizing the Sale and Post-Sale Steps

#### CHAPTER 1

#### Choosing the Elrod-Laskey Group

Selling your home is a big decision, and having the right Realtors by your side is key to making the process smooth and successful. With over forty years of combined experience in the real estate market, we bring a personalized approach to every home sale. Our mission is to help you sell your home quickly, profitably, and with minimal stress.



ElrodLaskeyGroup@zeitlin.com

#### Zeitlin

Sotheby's INTERNATIONAL REALTY



LIC# 288631 & 290916





### TOM & CHRIS LASKEY



#### Why Choose TOM & CHRIS?

#### **Local Market Expertise:**

We know the local market inside and out. From pricing to marketing, our knowledge of the area ensures we'll position your home for the best results.

#### **Proven Marketing Strategy:**

Our marketing plan includes professional photography, video tours, social media outreach, and targeted advertising to maximize your home's exposure.

#### **Negotiation Skills:**

We'll negotiate on your behalf to ensure you get the best deal possible, whether it's a full-price offer or multiple offers.

#### **Client-Centered Approach:**

We believe in open communication and transparency. You'll never feel left in the dark during the process.

"The right Realtor can make all the difference. Our goal is to make selling your home as stress-free and profitable as possible. Let's work together to make it happen."

## YOUR TEAM



#### **CHRIS ELROD-LASKEY**

Chris is a seasoned Realtor known for providing toptier service to clients who expect the best. With a natural talent for design, she has a deep appreciation for architecture and interiors—if she weren't a Realtor, she would have pursued a career in interior design. She also has a love for travel and a passion for discovering great restaurants and fine wines. Her experiences exploring different places and cultures help her connect with clients from all backgrounds. Committed to giving back, she serves on the partnership council for The Refuge Center for Counseling. Whether you're buying, selling, or investing in Nashville, Chris offers expert guidance, market insight, and a seamless, luxury real estate experience.



**TOM LASKEY** 

With over 20 years of experience in the Nashville market, Tom is a seasoned Realtor specializing in high-end properties, while also providing expert guidance for clients at all price points. His approach blends innovative marketing with personalized service, ensuring that every transaction—whether buying or selling is smooth, strategic, and rewarding. His connection to Nashville's charm allows him to guide clients with confidence and insight. Outside of real estate, he enjoys cooking gourmet dinners, golfing, hiking, and spending time with his wife, Chris, and their close-knit circle of friends. Together, they offer exceptional service, current technology, and unmatched market knowledge, helping you achieve your real estate goals.







PAIGE SMALLLBONE
Social Media Coordinator
&
Transaction Coordinator

KEITH SOLOMON
Closing Attorney
Lender's Title

## What to Look for in a Realtor

Not all Realtors are created equal, and finding the right one for your specific needs is crucial. Here's why we believe we're the right Realtors for you:

#### **Experience in the Market:**

We specialize in the local Nashville market. With over 40 combined years of experience, we understand the unique selling points of homes in your area.

#### **Track Record of Success:**

Our clients consistently receive top-dollar offers, and our listings often sell faster than the market average.

#### A Customized Marketing Plan:

We don't use a one-size-fits-all approach. We'll create a marketing strategy tailored specifically to your home to ensure it gets the attention it deserves.

#### **Strong Client Testimonials:**

We're proud of the relationships we've built with our clients, and we'll be happy to share their success stories with you.



#### Pro Tip from CHRIS & TOM

Choose a Realtor with experience in your area who can show you a proven track record. Don't be afraid to ask tough questions—this is one of the most important partnerships you'll make during the selling process.

## Preparing Your Home for Sale

#### Decluttering and Cleaning

First impressions matter, and we can't stress enough how crucial it is to declutter and deep clean your home before listing it for sale. When potential buyers walk into your home—or even just see photos online—what they see should help them envision living there. A clean, well-organized home not only looks more spacious but also makes a lasting impression on buyers.

#### Our Recommendations

#### **Depersonalize Your Home**

We always advise our clients to depersonalize their home by removing personal family photos, awards, collections, and unique decor. You want buyers to imagine the space as their own, and not feeling like they're intruding into your home.

#### **Declutter the Space**

Too much furniture or clutter can make your home feel smaller. We'll help you decide which pieces to keep and which to store away to make rooms appear larger and more inviting.

#### **Deep Clean**

We can recommend professional cleaning services that can do wonders for your home's presentation. From sparkling windows to freshly shampooed carpets, cleanliness is key.

#### Pro Tip from CHRIS & TOM

Consider investing in professional cleaning before showings. A sparkling home can leave buyers with the impression that the property has been well-maintained, which can lead to higher offers.



## Should You Make Upgrades?

One of the most common questions we get from sellers is: Should I make upgrades to increase my home's value? The answer isn't always straightforward. Not every upgrade will give you a return on investment, but there are a few that can make a big difference.

#### What We Recommend

Kitchen and Bathroom Updates
In our experience, these are the
two areas that buyers care about
most. Simple improvements, like
new countertops or modern
fixtures, can increase your home's
appeal without breaking the bank.

#### **Energy Efficiency**

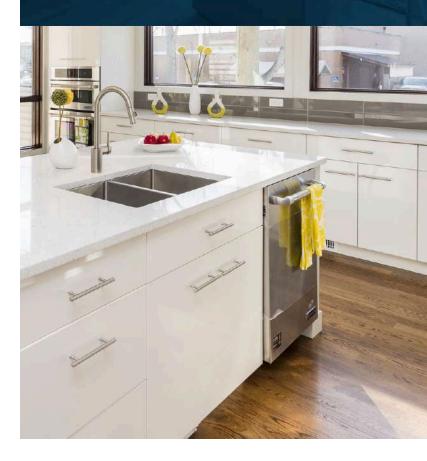
Replacing old windows, adding insulation, or upgrading to energy-efficient appliances are all upgrades that buyers will appreciate and may be willing to pay more for.

#### **Curb Appeal**

You don't have to go all out, but a fresh coat of paint on the front door or some new landscaping can make a huge difference in how your home is perceived.

#### Pro Tip from CHRIS & TOM

Small improvements can make a big impact without the major expense. If you're unsure whether an upgrade is worth it, I'll help you decide what will have the greatest impact on your home's value.



#### Upgrades to Avoid



Taste-specific finishes that may not appeal to all buyers.



Adding a swimming pool unless it's common in your neighborhood.



Major room additions that may not recoup the investment in the sale price.



#### Quick Sale vs. Top Dollar

Before we list your home, it's important for us to determine your primary goal. Are you looking for a quick sale, or do you want to sell for the highest possible price? These two goals often require different strategies.

#### Quick Sale Strategy

If you need to sell fast, we'll focus on pricing your home aggressively. Setting the price slightly below market value can generate more interest and potentially lead to multiple offers, speeding up the process.

#### Top Dollar Strategy

If your goal is to maximize your home's sale price, we'll focus on making selective upgrades and staging the property to attract higher offers. This approach may take more time, but it can result in a more profitable sale.

#### Pro Tip from CHRIS & TOM

Whether you're aiming for a quick sale or top dollar, we'll tailor the strategy to meet your needs. We'll analyze the market together and come up with a plan that works for you.



#### Timing Your Sale

When you decide to sell your home can significantly impact how long it stays on the market and how much you get for it. Through our years of experience, we've seen that certain times of the year are better for selling than others.



#### Spring (February to May)

The market is typically the hottest in spring. Buyers are out in full force, and homes often look their best.

#### Early Summer (June to July)

Another prime time for selling, especially for families looking to move before the school year begins.



Late Summer (August): Buyer activity slows down as families prepare for back-to-school season.

Winter Holidays (December to January): The market tends to quiet down during the holiday season.

#### Pro Tip from CHRIS & TOM:

Listing your home during peak selling times can help you get the best offers. But don't worry—if you need to sell outside of these windows, we'll still create a winning strategy to attract buyers.



#### Questions You Should Ask YOUR REALTOR

When you're selecting a Realtor, asking the right questions is key. Here are some questions you should ask me to ensure we're the perfect fit:

O1

#### How will you market my home?

We'll share our comprehensive marketing strategy, which includes everything from online listings and social media ads to open houses and video tours.

02

#### What's your approach to pricing?

We'll walk you through a detailed Comparative Market Analysis (CMA) to ensure we price your home competitively while maximizing your profit.

03

How many homes have you sold in the last year?

We've sold numerous homes in your area and we'll provide you with examples and results.

04

#### How do you handle communication?

We'll keep you informed throughout the entire process. Whether you prefer a quick text, phone call, or email, you'll never have to wonder about the status of your sale.

## Pricing Your Home to Sell

Pricing your home is one of the most important steps in the selling process. A well-priced home generates interest, while a home priced too high can stagnate on the market, leading to price reductions. Here's how we help you find that sweet spot.

## The Power of Pricing Correctly

When we list your home, we'll conduct a thorough Comparative Market Analysis (CMA) to see how your home stacks up against recently sold properties and current competition in your area. This analysis ensures that we set a competitive price that attracts buyers while ensuring you get the highest possible return.

#### Dangers of Overpricing



Homes that are overpriced often sit on the market for too long, which can lead to multiple price reductions. This can make buyers think something is wrong with the property.



Extended time on the market can lead to "buyer fatigue," where your home is overlooked because it's been on the market too long.

#### Benefits of Pricing Competitively



Correctly priced homes often generate more interest and can lead to quicker sales.



A competitively priced home can result in multiple offers, driving up the final sale price.



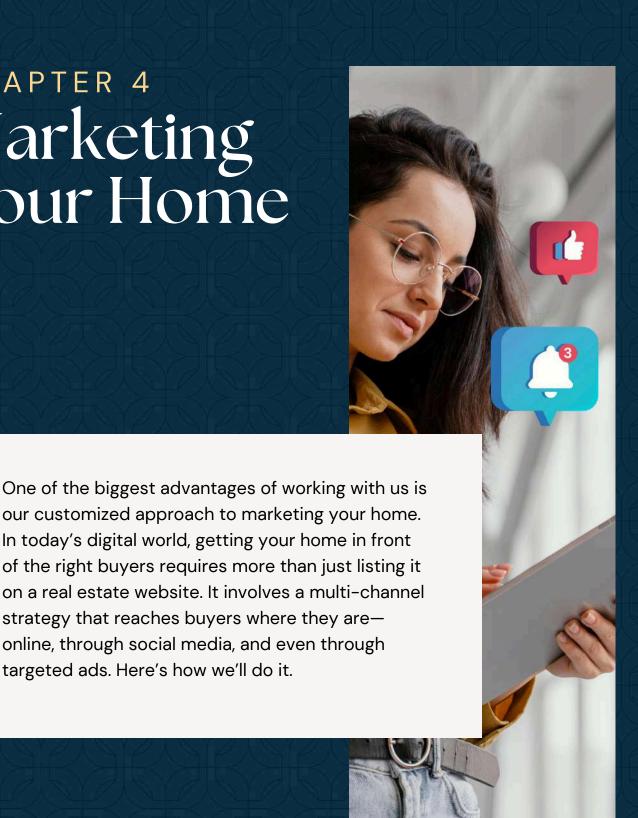
#### Pro Tip from TOM & CHRIS

Pricing your home right from the start is crucial.

Overpricing often results in lower final offers and a longer selling process. Together, we'll find the perfect price point to get your home sold quickly and profitably.

## CHAPTER 4 Marketing Your Home

targeted ads. Here's how we'll do it.



#### Traditional vs. Digital Marketing

There's no doubt that digital marketing has taken over the real estate world, but that doesn't mean we should ignore traditional marketing methods. The best results come from a balanced combination of both.

#### Pro Tip from CHRIS & TOM

A picture is worth a thousand words, but in real estate, it can also be worth thousands of dollars. Investing in professional photos and videos can lead to quicker sales and higher offers.

#### Traditional Marketing

#### For Sale Sign

A simple yet effective tool, the classic "For Sale" sign attracts drive-by traffic and lets neighbors know your home is available.

#### **Print Materials**

Brochures, postcards, and flyers can be distributed to key areas, such as local businesses and neighborhoods, to attract buyers who might not be searching online.

#### **Open Houses**

We'll discuss creative ways to hold open houses that attract serious buyers (more on that in Chapter 5).

#### Digital Marketing

#### **MLS Listing**

Your home will be listed on the Multiple Listing Service (MLS), ensuring it's visible to thousands of Realtors and potential buyers.

#### **Real Estate Websites**

Your listing will appear on major real estate websites like Zillow, Realtor.com, and Redfin, reaching millions of buyers nationwide; as well as Sotheby's International website and our own website: LiveLuxeNashville.com

#### **Professional Photography**

High-quality photos are essential to making your home stand out online. We'll arrange for professional photography to showcase your home's best features.

#### **Video Tours**

Virtual tours and video walkthroughs are becoming increasingly important, especially for buyers relocating from out of town. These tours allow buyers to explore your home from anywhere.

#### **Social Media Posts**

We'll promote your home on social media platforms such as Facebook, Instagram, and LinkedIn, targeting potential buyers in your area.



#### Video Marketing: A Must for Modern Sales

In today's real estate market, video marketing is no longer optional—it's essential. With more buyers beginning their home search online, video tours help your property stand out and give buyers a better sense of the space before they schedule a visit.

#### Why It Works

#### **Out-of-town Buyers**

With video tours, buyers who aren't local can still tour your home virtually. This is especially helpful in attracting buyers moving from out of state or country.

#### 24/7 Availability

Unlike in-person showings, video tours allow potential buyers to view your home anytime, from anywhere.

#### **Increased Engagement**

Listings with video tours often get more views and more serious inquiries compared to those with just photos.

#### Pro Tip from CHRIS & TOM

We'll work with a professional videographer to create a stunning virtual tour of your home, that tells its story. This is one of the most effective ways to grab the attention of buyers and set your listing apart.



Social Media Marketing & Facebook Ads

Social media is a powerful tool for marketing homes. With platforms like Facebook, Instagram, and even TikTok, your home can be seen by thousands of potential buyers.



#### How We Use Social Media

#### **Facebook and Instagram Posts**

We create posts showcasing your home's best features and at times boost them through paid advertising to ensure they reach the right audience.

#### Facebook Ads

Facebook Ads allow us to target specific demographics, like buyers looking for homes in your neighborhood or at your price point. These ads are highly effective in generating interest and inquiries.

#### **Instagram Stories and Reels**

Short, engaging video clips showcasing your home can reach demographics of buyers looking for a home like yours.

#### Pro Tip from CHRIS & TOM

Social media ads can target the exact type of buyer you're looking for. We'll, at times, run paid ads to ensure your listing gets maximum visibility with the right audience.



## CHAPTER 5 Creative Open Houses

Open houses are a classic way to showcase a home, but that doesn't mean they have to be boring. We specialize in creating memorable, engaging open houses that attract serious buyers and get your home sold faster.



#### Unique Open House Ideas

When it comes to open houses, standing out from the competition is key. Here are some creative open house ideas we've used successfully to attract more potential buyers:

#### More Effective Open Houses

After Work Open House: Hosting an open house while buyers are on their way home from work can draw in more foot traffic. These allow for the buyers to not have to take time from their weekends to view your home, if they work during the week...

**Neighborhood Events:** Times like a neighborhood open house tour can be a great time to get people into your home to view it.

Twilight Open Houses: Hosting an open house in the evening allows buyers to see how the home looks in different lighting and experience the neighborhood during a quieter time.

#### Pro Tip from CHRIS & TOM

An open house that feels more like an event gets people excited about your home. The more unique and engaging the open house, the more likely buyers are to remember it—and that means more offers. Of course, in partnering with you, we want to hear your ideas too.



#### Virtual Open Houses: A Modern Necessity

With more buyers starting their home search online, hosting a virtual open house has become an essential tool for attracting buyers, especially those who can't attend in person.

#### What a Virtual Open House Involves:

Live Video Tour: We can host a live video tour via Zoom or Facebook Live, walking potential buyers through the property in real-time. This allows buyers to ask questions and get a detailed look at the home from anywhere.

Recorded Tour for Replay: After the live event, the recording can be shared on social media and through email, allowing buyers who couldn't attend live to watch it later.

Interactive Experience: During the live tour, buyers can ask questions, request closer looks at certain features, and get realtime feedback about the property.

#### Pro Tip from CHRIS & TOM

"Virtual open houses aren't just a substitute for in-person tours— they're a powerful way to reach a broader audience. We'll make sure your virtual open house is polished and professional, giving buyers a reason to act fast."



#### CHAPTER 6

### Navigating the Contract and Closing Stages

After attracting a buyer and receiving an offer, the next phase of selling your home is crucial: understanding the offer, negotiating the contract, and successfully closing the sale. These steps require attention to detail and careful handling of the various elements involved, but don't worry—we're here to guide you through each part of the process.

## Understanding the Offer

When a buyer submits an offer, there are several key elements to consider. It's not just about the price—though that's a big part of it—but also the terms, contingencies, and timeline of the offer. Here's what we will help you review:



#### Elements of an Offer:

**Price:** This is the amount the buyer is willing to pay for your home. It might be at, below, or above the asking price, depending on the market conditions and demand for your home.

Contingencies: Contingencies are conditions that must be met for the sale to proceed. Common contingencies include home inspections, appraisals, and the buyer securing financing. These must be carefully reviewed, as they can affect the closing timeline and the certainty of the sale.

Earnest Money: This is a deposit the buyer offers as a show of good faith. Typically, the higher the earnest money, the more serious the buyer is.

Closing Date: This is the proposed date when the sale will be finalized. The buyer may request a quick closing or need more time, and we'll negotiate based on what works for you.

#### Pro Tip from CHRIS & TOM

"When reviewing offers, don't get hung up on just the price. A higher offer with risky contingencies can be less desirable than a slightly lower offer with favorable terms. We'll help you weigh all aspects of each offer."

#### Negotiating the Contract

Once we've reviewed the offer, it's time to negotiate. In most cases, offers come with room for negotiation, whether it's on the price, contingencies, or closing timeline. Here's where our experience in negotiations comes in handy.

#### Key Areas of Negotiation:



**Price:** If the offer is lower than expected, we can submit a counteroffer. We'll advise you on the right price to counter while keeping the buyer engaged.



Contingencies: If the buyer includes contingencies that don't work for you, such as an extended inspection period or a lengthy financing contingency, we can negotiate to tighten these timelines.



Closing Costs: Buyers may request that you cover certain closing costs. Depending on the offer and market conditions, we may be able to negotiate who pays for what.

#### Pro Tip from CHRIS & TOM

"Effective negotiation can save you thousands. In partnership with you, we'll handle the negotiations with a firm yet fair approach, ensuring that your interests are protected and you get the best deal possible."



#### Inspections and Contingencies

After the offer is accepted, the buyer will typically schedule a home inspection as part of the contingency process. This step allows the buyer to assess the condition of your home and identify any potential issues.

#### Home Inspection Process:

What to Expect: The inspector will examine your home's structure, systems (HVAC, plumbing, electrical), and appliances. They'll provide a detailed report to the buyer, who may then request repairs or a price reduction.

Handling Requests: If the buyer requests repairs or adjustments, we'll negotiate these requests. Some issues might be minor and easy to fix, while others may be more complex. We'll help you navigate these requests and determine what's reasonable to accept, decline, or negotiate.

Appraisal Contingency: If the buyer is financing the home, the lender may require an appraisal. This ensures that the home is worth the amount the buyer is borrowing. If the home appraises for less than the sale price, we may need to renegotiate the price or offer other solutions. We will be in close communication with the appraiser justifying the value of your home.

#### Pro Tip from CHRIS & TOM

"Don't panic if the inspection reveals some issues. Buyers expect homes to have some wear and tear. We'll help you determine which requests are reasonable and which can be negotiated."



#### Pre-Closing & Title

Once the contract is signed and contingencies are being cleared, your home enters the pre-closing period. The Buyer will be working to secure financing, the title company will be conducting a title search and handling any issues arising from the search. You'll be preparing for your move from the property.

#### Pro Tip from CHRIS & TOM

Pre-closing and title can sound complicated, but I'll make sure everything runs smoothly. I'll communicate with the title company on your behalf, keeping you updated every step of the way."

#### Pre-Closing Process:

The Title Company: The title company ensures that all funds (such as the buyer's earnest money deposit) and documents are in place. They act as an intermediary between you, the buyer, and other involved parties (such as title companies and lenders).

Title Search: During this period, a title company will conduct a search to ensure there are no liens or claims against the property. This ensures you can legally transfer ownership to the buyer without any issues.





#### **Avoiding Wire Fraud**

Wire fraud has become an increasing concern in real estate transactions.

Scammers sometimes try to trick buyers and sellers into sending money to fraudulent accounts. Protecting your funds is critical.

#### How to Protect Yourself:

#### **Always Verify Instructions:**

Before wiring any funds, verify the instructions with your title company and your bank directly. Never use email alone to confirm account details—scammers often intercept emails and send false information.

#### Watch for Red Flags:

Be wary of last-minute changes in wiring instructions or pressure to send money quickly. If you are suspicious make a call to the party that the wire is coming from or going to and confirm any changes.

#### Pro Tip from CHRIS & TOM

"Wire fraud is a serious risk, but you can avoid it by taking a few extra steps to verify the information.
Always call your title company to confirm wiring details—don't rely on emails alone."



#### Closing the Sale

Finally, the day you've been working toward: **closing the sale.** The closing process involves signing the final paperwork, transferring ownership of the property, and receiving your payment.

#### What Happens at Closing:

Signing Documents: You and the buyer will sign a series of documents, including the deed transfer, loan documents (for the buyer), and final settlement statements.

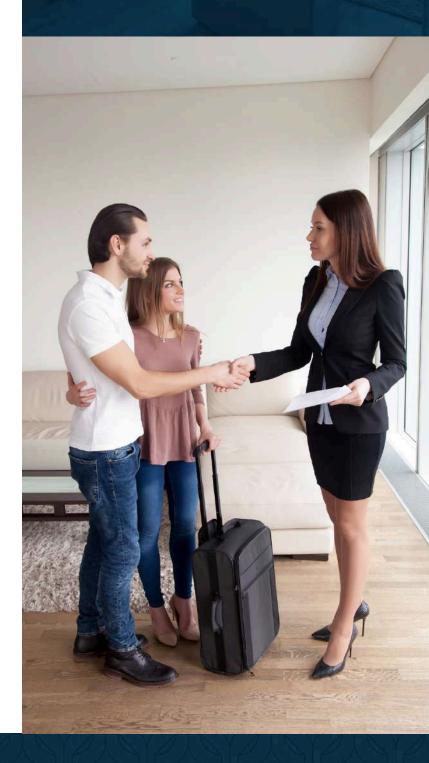
**Payment:** Once all documents are signed and funds are transferred, you'll receive the proceeds from the sale.

#### **Transferring Possession:**

On closing day or a predetermined move-out date, you'll hand over the keys to the new owner.

#### Pro Tip from CHRIS & TOM

"We'll be with you at every step of the closing process to ensure it goes smoothly. By the time we're at closing, all the hard work will have paid off, and you'll be ready to celebrate the sale of your home."



## Understanding Closing Costs

Closing costs are fees and expenses that both the buyer and seller pay to finalize the real estate transaction. While buyers typically pay for most of their own fees (like mortgage costs), sellers also have certain costs to cover. On average, sellers can expect to pay anywhere from 6-10% of the home's sale price in closing costs, including Realtor compensation.



## Understanding Closing Costs

Finally, the day you've been working toward: closing the sale. The closing process involves signing the final paperwork, transferring ownership of the property, and receiving your payment.

#### Pro Tip from CHRIS & TOM

"Closing costs can add up, but we can sometimes negotiate these costs with the buyer. We'll advise you on what makes sense for your situation and help minimize your expenses where possible."

#### Seller's Closing Costs:

#### 01

#### **Real Estate Agent Compensation**

This is typically the largest closing cost for sellers. As the seller, you're responsible for paying your agent's compensation and, if agreed upon in the contract, the buyer's agent's compensation or a portion thereof. The total compensation will depend on what has been agreed upon.

#### 02

#### **Title Insurance**

Oftentimes sellers pay for a title insurance policy that protects the buyer in case there are any disputes about the ownership of the property after the sale. However, In the Tennessee contract, this cost is considered a negotiable cost, which means it can be paid by the Seller or Buyer or split between the two. The cost for title insurance can vary depending on how long you have owned the property.

#### O3 Closing Fees

Closing fees are charged by the title company for handling the financial transactions and ensuring all documents are properly filed and recorded. Each party (seller and buyer) is responsible for their own closing fees, unless otherwise negotiated.

#### Property Taxes and Prorated Costs

As the seller, you'll be responsible for covering any property taxes owed up to the date of closing. If you've already paid property taxes for the year, the buyer may reimburse you for the portion that applies to them. Additionally, prorated costs may include HOA fees, utility bills, and any other local fees that must be paid up to the date of sale.

#### Home Warranty (Optional)

Offering a home warranty as part of the sale can be an attractive feature for buyers. The warranty covers the repair or replacement of major home systems and appliances for a set period after the sale. The cost of a home warranty is usually between \$600 and \$1250. While not mandatory, it can help sweeten the deal and give buyers peace of mind.

#### Transfer Taxes

Transfer taxes are taxes charged for transferring the title of a property to another owner. This tax rate is charged on the sale price of your home. This is normally a buyer fee, but a seller could be asked to pay the fee. The rate is \$0.37 for every \$100 of the property sale price.

#### **Attorney Fees**

In some states, sellers are required to hire a real estate attorney to handle the legal aspects of the sale. As a Title state, Tennessee Title companies are owned by attorneys and as such, there is no additional fee.

#### **Negotiating Closing Costs:**

In many cases, closing costs can be negotiated between the buyer and seller. Depending on the offer and local market conditions, we may be able to negotiate for the buyer to cover some of the costs, such as transfer taxes or escrow fees. On the other hand, in a competitive market, sellers might agree to cover certain buyer closing costs to make the deal more attractive.



#### **Estimated Seller Net Sheet**

Once we're in the negotiation phase, we'll provide you with a **Seller Net Sheet** that breaks down the expected costs of the sale, including Realtor compensation, closing costs, and prorated expenses. This document will give you a clear picture of how much you can expect to walk away with after all fees are paid.



# Industry Changes and Changes and Buyer's Agent Commissions

The real estate industry is constantly evolving, and recent changes are affecting how Realtors are compensated. One of the most significant developments is related to the way **buyer's agent compensation** is handled. In this chapter, we will explain what these changes mean for you and how to navigate this new landscape.

## National Association of REALTORS ®

#### (NAR) Lawsuit and Its Impact

You may have heard about the ongoing legal battles involving the National Association of REALTORS® (NAR) and how they're reshaping the industry. At the core of the issue is the way buyer's agents are compensated. Traditionally, the seller has paid the buyer's agent compensation as part of the total real estate transaction. However, recent lawsuits are challenging this practice, leading to potential changes.

#### What This Means for You:

Commissions Are Now Negotiable:
In the past, sellers automatically
covered both the listing agent's and
buyer's agent's commission, but now,
buyers may be responsible for
negotiating their agent's fees.

#### **Potential for Lower Seller Costs:**

As a result of the lawsuit sellers have control over what compensation amount, if any, they are going to offer a buyer's agent/brokerage.

Increased Flexibility: These changes could give you more flexibility in how compensation is structured. Together, we will work closely to determine the best approach for your specific situation.

#### Pro Tip from CHRIS & TOM

"Stay informed about industry changes. As your Realtor, we'll ensure you're up to date on the latest developments and how they impact your bottom line."



## How Buyer's Agent Compensation Is Handled Now

With the changes in the industry, buyer's agent commissions are becoming more of a point of negotiation. Here's how we'll handle this during your home sale:

01

#### Seller Pays BOTH Seller's and Buyer's Agent Compensation:

Still a common method, where the seller pays both the listing agent and the buyer's agent commission.

02

#### **Buyer Pays Their Agent:**

Buyers are starting to negotiate their agent's fees directly with their agent, prior to looking at homes. This could reduce your financial responsibility, but it may also limit the pool of buyers if they are hesitant to cover their own agent's commission.

03

#### **Hybrid Negotiations:**

Depending on the market, we may be able to negotiate some sharing of commission costs between you and the buyer. AS ALWAYS, commissions are negotiable.

#### Pro Tip from CHRIS AND TOM

"We'll strategize together to find the best approach. Whether we stick with a more traditional model or explore alternatives, we'll make sure you understand all your options before making any decisions."

# Finalizing the Sale and Post-Sale Steps

Once the negotiations are done and all documents are signed, there are a few final steps before the sale of your home is complete. In this chapter, we'll go over what happens after the deal is closed and what steps you should take post-sale.

#### The Final Walkthrough

Before the buyer closes on the home, they'll typically request a final walkthrough to ensure the property is in the agreed-upon condition and that any negotiated repairs have been completed.

#### What to Expect:

**Timing:** The walkthrough usually happens a day or two before closing.

Condition: The buyer will check that the home is in the same condition as when they made the offer. If we agreed to make repairs, they'll want to ensure those have been completed.

#### **Utilities and Fixtures:**

The buyer will confirm that everything (lights, appliances, plumbing, etc.) is in working order.

#### Pro Tip from CHRIS & TOM

"Make sure your home is clean and free of personal belongings before the final walkthrough. This gives buyers confidence that they're getting the home in good condition and prevents any lastminute delays."



#### **Closing Day**

Closing day is the big moment where the sale becomes official. At the closing, you'll sign the final documents and hand over the keys. Here's what to expect:

#### Documents to Sign:

**The Deed:** This document officially transfers ownership of the property from you to the buyer.

Closing Statement: This is a detailed breakdown of the financial side of the transaction, showing the sale price, closing costs, commissions, and any other expenses. We'll review this with you to ensure accuracy.

#### **Other Miscellaneous Documents:**

Depending on your location, you may have additional documents related to state or local regulations that need to be signed.

#### Receiving Your Payment:

Once the documents are signed and any loans or expenditures effecting the property are paid, the funds from the sale will be released. You can choose to receive your proceeds via wire transfer or a cashier's check. The title company handles this, ensuring that everything is processed smoothly.

#### Pro Tip from CHRIS & TOM

"Be sure to bring a government-issued photo ID and any keys, garage remotes, and documentation the buyer will need. Once you sign the final papers, congratulations you've sold your home!"



## Post-Sale Steps: What Happens Next?

Even though the sale is complete, there are still a few post-sale steps to keep in mind to ensure everything wraps up smoothly.

Cancel Homeowner's Insurance:

Don't forget to notify your insurance company that you've sold the home. Make sure the policy remains in effect until the title is officially transferred on closing day.

Notify Utility Companies:

You'll need to contact utility companies to disconnect services or transfer them to your new home. Set the disconnection date for the day after closing to avoid service interruptions for the buyer.

- Keep Copies of All Documents:

  It's important to keep copies of all closing documents, such as the deed transfer and final settlement statement. These documents may be needed for tax purposes or future legal matters.
- O4 Address Change:
  Notify the post office, banks, credit card companies, and any other institutions of your new address. Set up mail forwarding through the USPS to ensure you don't miss any important correspondence.

#### Pro Tip from CHRIS & TOM:

"Even after the sale is done, we're here to help. If you have any questions or need assistance with post-sale steps, feel free to reach out—we're happy to guide you through any final details."



## What My Clients Have To Say:

#### Kathy W.



Chris and Tom together make an unbeatable team. This is the third home they have sold for our family and each time the attention to detail makes all the difference. They care about your home, price it competitively and do a phenenominal job of marketing. Two of our 3 homes sold in one day. The other was in a slower market and took a week! Listen to what they tell you and your home will sell!!

#### **Ed & Sharon K**



Chris was very helpful with her advice as to pricing and staging of out home. It sold right away. The whole process was pleasant and painless.

#### **Kristin Z**



Tom was - "over the top" - in helping me sell my home. He was there for me every step of the way. Excellent communication & VERY knowledgeable - his integrity is bar none. I was dreading the procedure of selling ...he made it a pleasure, I felt very secure at every step. I'm so grateful that my friend recommended him to me. I couldn't have asked for a better agent.

### Recently Listed & Sold Homes



3945 New Hwy 96



\$1,375,000



4132 Turnberry Rd



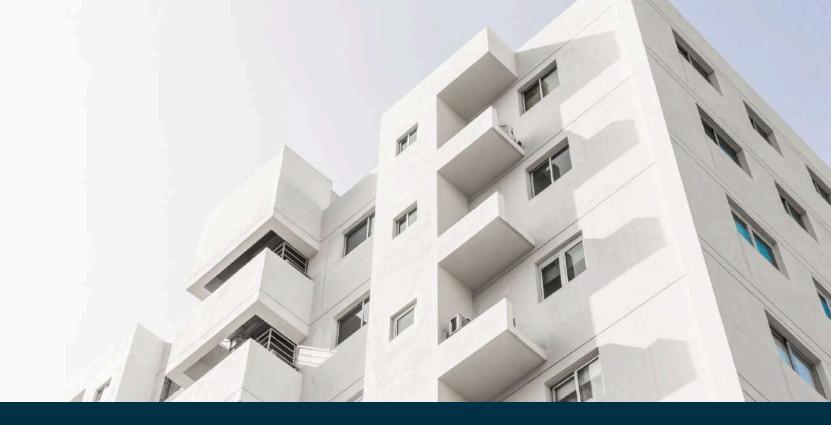
\$700,000



2019 Cabbell



\$1,050,000



#### Conclusion:

#### Selling with the Elrod-Laskey Group

Selling your home is a significant decision, and having the right Realtor by your side can make all the difference.
With the ELROD-LASKEY GROUP you'll have experienced partners who know how to maximize your home's value, market it effectively, and guide you through each step with confidence.

Whether you're preparing your home for sale, negotiating offers, or navigating closing, We're committed to ensuring the process is as smooth and stress-free as possible. Our goal is not just to sell your home—but to make sure you walk away feeling satisfied with the results.

#### Thank You for Choosing Us!

If you ever have questions or need further assistance, we're always here to help. Let's get your home sold and celebrate your success together.





#### WHAT THE NAR SETTLEMENT MEANS FOR HOME BUYERS AND SELLERS

The National Association of REALTORS (NAR) has announced a settlement to end litigation related to broker commissions, affecting over one million members and various REALTOR associations and MLS's. This settlement includes a \$41.8 million payment.

NAR denies any wrongdoing related to the MLS cooperative compensation model but agreed to new rules prohibiting offers of broker compensation via MLS and requiring written agreements between MLS participants and buyers.

#### **Changes NAR Agreed to Implement:**

o Prohibit MLS Compensation Offers: Sellers CAN offer a Co-Op. It just MAY NOT be marketed through the MLS.

o Written Agreements: Requirements for MLS participants working with buyers to enter into writtern agreements with their buyers.

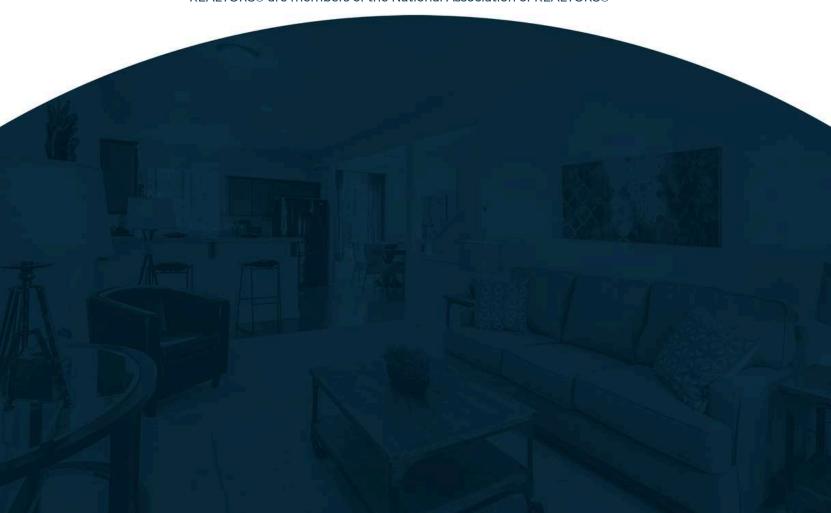
o Contingued Option for Compensation: Offers of broker compensation can still be pursued off-MLS through negotiation.

Implementation Timeline: Changes effective Aug 17th, 2024.

In summary, sellers can still offer cooperative commissions to buyer agents. With the new buyer broker agreement system, every buyer must have a written agreement with their agent, detailing commissions. Commissions for buyer's agents are now a negotiable closing cost added to the other terms in offers similar to other closing expenses. We excel at getting these costs covered for our clients and will never let commissions stand in the way of you securing your desired home.

Through our preferred partners, we have a program in place to cover some of these costs for you.

REALTORS® are members of the National Association of REALTORS®



#### IN PERSON MEETING

#### AGENDA

- Walk through of your home.
- Answer any questions from the seller's guide that you may have.
- Discuss marketing strategies for your home
- Discuss pricing strategies for your home.
- Review the Listing Agreement and timeline for listing your home.
- Create a "to-do"list and provide initial staging strategies for your home.
- Set follow up appointment(s).



#### **Tom Laskey & Chris Elrod-Laskey**

(615)305-0072 & (629)245-0769 ElrodLaskeyGroup@zeitlin.com LIC# 288631 & 290916

