



FLOROSTONE REALTY
BEST PROPERTIES IN NEW JERSEY

SELLER'S GUIDE

The Ultimate Guide to Sell your Home.

INTRODUCTION

When it's time to pull up roots and replant yourself in new surroundings, you must first consider the sale of your current home. The task can feel daunting for first-time sellers, but with a savvy approach and the right real estate professional to help, there can be a 'SOLD' sign on your front lawn before you know it.

This guide provides an overview of the home-selling process in 7 informative steps. Coupled with the right professional agent to guide you, this approach can help to sell your home at the best price, with the least hassle.

We hope you find this guide useful in selling your home.

Sincerely,
The Florostone Team

SELLER'S ROADMAP

7 STEPS TO SELL YOUR HOME



1. Choose your Agent



2. Listing Preparation



3. Price it Right



4. Market your Home



5. Showing Preparation



6. Negotiation



7. Closing



STEP

1

MEET YOUR AGENT

To choose the right agent, start by asking family, friends, and colleagues for referrals; remember to narrow it down by location. It's important to consider what each agent has to offer and the experience level in order to service you the best way possible.

Consider the following when making a decision to hire an agent:



- ✓ Knowledge of the local area
- ✓ Seasoned/ experienced
- ✓ Specialized in specific sale type
- ✓ Reviews
- ✓ Team atmosphere
- ✓ Community friendly
- ✓ Responsiveness

Let's Connect



@FlorostoneRealty



908.445.5339



www.Florostone.com



429 Chestnut St, Roselle Park NJ



STEP

2

PRE-LISTING PREPARATION

Before selling your home, conduct a walk-through with your agent to discuss small improvements that can increase your property value. It is essential to assess the wear and tear on your property and address any flaws that can affect your home's appeal and price. If you prefer to sell your property as a fixer-upper, keep in mind that this translates to a lower selling price. We will help you take a good look around to identify where your property will benefit from improvements. Some of these fixes will be mainly cosmetic, and you may even be able to handle them on your own.

Here are some things to keep in mind when preparing your home to go on the market.

- ☐ Touch-up or re-paint (neutral colors)
- ☐ Replace light bulbs where needed
- ☐ Pressure wash driveway or siding if needed
- ☐ Freshen up landscaping, add fresh flowers, cut grass
- ☐ Deep clean/ declutter
- ☐ Organize closets
- ☐ Fix any major eyesores
- ☐ Make sure your home smells inviting



STEP

3

PRICE IT RIGHT

Setting the correct price for your home is a delicate balancing act. We will provide you with a CMA (Comparative Market Analysis) and our expertise to choose the right price. If you aim too high, your home might sit on the market for too long and possibly not sell. If you price it too low and you miss the potential for a more lucrative outcome.

Check out the main

Property Details

that will be taken into consideration to determine the price of your home.

- Location/neighborhood
- Square footage/ lot size
- Upgrades/ improvements
- Condition of property
- Bedroom & bathroom count
- Style of home
- Taxes
- Age of the home



STEP

4

MARKETING YOUR HOME

Preparing and pricing your home strategically is fundamental to attracting serious, qualified buyers. Reaching the maximum number of potential buyers with your home listing is equally as important. Today, the internet, mobile apps, and direct contact with our team are the primary sources of home information for searching for buyers. The Internet has revolutionized real estate advertising. A real estate agent provides you with the right marketing strategy to sell your home quickly.

Make sure your home is being marketed to

It's Full Potential

by covering your bases with the following categories;

- ✓ Multiple MLS platforms
- ✓ E-mail marketing (Local agents)
- ✓ Network marketing (Buyers)
- ✓ Social media marketing (Instagram, Facebook, etc.)
- ✓ Online marketing (Zillow, Trulia, etc.)
- ✓ Signage
- ✓ Open house events



STEP

5

SHOWING PREPARATION

While your home is actively listed for sale, it is essential to prepare for private tours and open house events. In preparation for potential buyers viewing your home, we suggest to remove personal photos or items, organize, declutter, adjust the room temperature to a comfortable setting, plug in an air freshener and step out to run your daily errands. We recommend that you are not present during these times in order to allow the buyer to visualize themselves living in the home while experiencing a cozy and welcoming atmosphere.

Remember to do the following prior to allowing buyers to tour your home:

- ☐ Declutter
- ☐ Depersonalize
- ☐ Maintain yard, garden, etc.
- ☐ Tidy up throughout
- ☐ Plug in an air freshener
- ☐ Open your blinds/curtains
- ☐ Turn on all lights
- ☐ Step out for the duration of the showing



STEP

6

NEGOTIATING

The majority of negotiations go without much difficulty. When a buyer makes an offer on your home, they will use a contract prepared by a licensed real estate agent. These contracts allow the buyer to set a sale price and also include clauses for specifying various terms of purchase. The seller's agent will begin negotiation in order to reach an agreement with all parties.

For the best negotiation results, make sure you hire an agent who fits the following criteria:

- Market value expert
- Knowledge on contingencies
- Familiar with offer terms
- Verifies buyer's qualifications
- Negotiates from a Win/Win Perspective
- Has more valuable data than the other side
- Learns What the Other Party Needs
- Has a backup plan

EXTRA *Tip*

Basic principles for a *successful* negotiation!

1. Disclose everything.
2. Ask questions.
3. Respond quickly.
4. Stay calm and be patient.
5. Meet halfway.
6. Be cautious with contingencies.
7. Rely on your real estate professional.



STEP

7

CLOSING!

Once you and the buyer have both efficiently taken care of your respective obligations associated with finalizing the sale, the rest of the process of completing the transaction will go smoothly and with no surprises. A pending sales agreement usually includes contingencies and special conditions that must be fulfilled by both the buyer and seller by the closing date. The closing date usually falls 30 to 60 days after both have signed the agreement.

Usually, the closing agent – a third-party professional, often a title company – reviews the sales agreement and determines the total amount due from the buyer, and collects the check, as well as all the adjustments (e.g., utilities, seller prepayment of taxes, etc.) and makes sure that they're factored into the transaction. The closing agent also assures that the transaction costs (closing, legal fees, etc.) are paid.

In most cases, the buyer's possession date will fall within a couple of days of the closing date. At this point, your former home will have a new happy occupant, and your home selling journey will be complete.

You made it! Congratulations!

HOW WE *Help*

- ✓ Professional Advice
- ✓ Listing Strategy
- ✓ Tailored Marketing Plans & Social Media Ads
- ✓ Statewide and Out of State exposure
- ✓ Skilled Negotiations
- ✓ 24/7 Communication

At FloroStone Realty, every Realtor is backed up by a team of professionals to ensure a smooth Real Estate Transaction. We offer buyers and sellers more than a point of contact. When you work with us, you have a team of experienced staff that will guide you from contract to close.

About FLOROSTONE REALTY

2015

FOUNDED IN
ROSELLE PARK, NJ

95-102%

LIST PRICE SOLD

TOP 1%

AGENT IN NJ, FEATURED
IN TOP AGENT MAGAZINE

1

GROWING REAL
ESTATE COMPANY

\$20 MILLION+

IN HOME SALES

ANUALLY



Grisela Flores
Broker of Record



FLOROSTONE REALTY
BEST PROPERTIES IN NEW JERSEY

Thinking of *Selling?*

Contact us today and receive a **FREE CMA!**

Home » Home Comparative Market Analysis

HOME COMPARATIVE MARKET ANALYSIS

REQUIRED FIELDS ARE MARKED *

Current Address

Property Style

Approx. Sq. Ft.

Age of Your Home

of Bedrooms

SHOWABILITY

☐ Poor ☐ Fair ☐ Good ☐ Excellent

Special Features

How can I help you today?



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Connect with us!



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