

FROM
LISTED
TO

Gold

A HOME SELLER'S GUIDE

James Roth

JAMES ROTH
OnTheMarketUtah.com

real
LUXURY
REAL BROKER, LLC

@THEREALSALT LAKEAGENT
REEL

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I can handle
the **tough**
situations
Let me work
hard for **YOU.**

Having the right Real Estate Agent means having an Agent who is committed to helping you buy or sell your home with the highest level of expertise in your local market.



Why Choose Us

I will guide you in understanding each step of the buying or selling process. My level of commitment has helped me build a remarkable track record of delivering results. Whether you are an experienced investor or a first-time buyer, I will help you find the ideal property for your unique situation. I know how important it is to find and get your dream home or get the best offer for your property. Therefore, I will make it my personal responsibility to help you achieve those goals!



BEST OF SLC WINNER 2026 



2025 | 2024 | 2023 | 2022 | 2021 | 2020
SALT LAKE BOARD OF REALTORS
TOP 500 & HALL OF FAME



2025 | 2024 REAL BROKER ELITE
AGENT CLUB



2023 & 2022 #2 EXP AGENT IN UTAH
(500+ AGENTS)




2023 | 2022 | 2021 EXPO ICON AGENT

225+ Five-Star Reviews on Google

"Working with James was an outstanding experience from start to finish. He helped us both purchase a new home and sell our existing one, and I couldn't be happier with the results. James' communication was consistently clear, timely, and professional. I always felt informed and supported throughout every step of the process. His dedication, professionalism, and market insight make him a top choice." - Kylee



BOOK IN FOR A QUICK CALL

 **801-597-5700**



www.OnTheMarketUtah.com



james@thereelsaltlakeagent.com

nice to meet you



Having the right real estate agent means having an agent who is committed to helping you sell your home with the highest level of expertise in your local market. This means also to help you in understanding each step of the selling process. This commitment level has helped me build a remarkable track record of delivering results.

Nothing is more gratifying to me than the feeling I get from helping people meet their real estate needs. You can count on me to always do what's in your best interest. I pride myself on being honest, trustworthy, and knowledgeable in the real estate market. I know how important it is to find your dream home or get the best offer for your property. Therefore, I will make it my responsibility to help you achieve those goals.

Whether you are an experienced investor or a first time seller, I can help you in finding the property of your dreams.

JAMES ROTH **HALL OF FAME** 2020-2025  
YOUR LUXURY REAL ESTATE SPECIALIST UTAH'S TOP REAL ESTATE AGENTS

CONNECT WITH US



-  www.facebook.com/OnTheMarketUtah
-  www.instagram.com/thereelsaltlakeagent
-  www.linkedin.com/in/james-roth
-  www.youtube.com/@theREELsaltlakeagent



WHY CHOOSE US

**I CAN HANDLE THE
TOUGH SITUATIONS.
LET ME WORK HARD FOR
YOU.**

I will guide you in understanding each step of the selling process. My level of commitment has helped me build a remarkable track record of delivering results. Whether you are an experienced investor or a first-time seller, I will help you find the deal property for your unique situation. I know how important it is to get the best offer for your property. Therefore, I will make it my personal responsibility to help you achieve those goals! I'm one of the very few to be able to feature your home on National TV and incorporate the new Zillow product. I strive to offer only the best for my clients and would love to earn your business.

MEET THE TEAM



James Roth

- 2023 Salt Lake City - Host
 - Emmy Nominated American Dream TV Show
- 2025 | 2024 | 2023 | 2022 | 2021 | 2020
SALT LAKE BOARD OF REALTORS
TOP 500 & HALL OF FAME
- 2025 | 2024 REAL BROKER ELITE AGENT CLUB
- 2023 & 2022 #2 EXP AGENT IN UTAH
- (500+ AGENTS)
- 2023 | 2022 | 2021 EXPO ICON AGENT



Josephine Fausto

- Transaction Coordinator
- 11+ years in the Real Estate industry
- 5+ years licensed in Real Estate
- Certified Mentor
- Handles over 150 transactions a year

WHO YOU WORK WITH

matters



**BIGGEST
REASONS
TO WORK
WITH US**



List with me, stand out more with



Showcase

BRANDING

- **I am one of a handful of elite agents that has access to listing showcase.** I stay ahead of the curve
- by leveraging cutting-edge technology in the real estate industry. Listing Showcase is one such technology that allows me to present your property in a unique and impactful way.

VISUAL IMPACT

- Listing Showcase will visually transform your property, capturing potential buyers' attention with high-quality photos, videos, and interactive media.
- With Showcase, your listing will stand out from the competition, leaving a lasting impression on buyers and increasing the likelihood of inquiries and showings.

INCREASED BUYER ENGAGEMENT

- Showcase creates an immersive and interactive experience for potential buyers, allowing them to explore your property virtually, resulting in higher engagement and interest. Through Showcase's
- engaging features like virtual tours and interactive floor plans, potential buyers can envision themselves in the space and develop a stronger emotional connection to your property.

MAXIMUM EXPOSURE

- Listing Showcase offers priority placement for your listing, ensuring that it receives maximum exposure across various real estate platforms, reaching a larger audience of motivated buyers.
- With Showcase, your listing will be showcased front and center, capturing the attention of buyers who are actively searching for properties in your area.

ENHANCED ONLINE PRESENCE

- Showcase elevates your online presence by creating a visually stunning online listing that encourages buyers to click and explore further.
- With Showcase, your property will make a memorable impact in the digital space, attracting more views, likes, and shares, ultimately generating more interest in your listing.

TRACKING & ANALYTICS

- Listing Showcase provides valuable analytics and insights, allowing us to track the performance of your listing. We can analyze views, engagement levels, and inquiries, helping us make data-driven decisions to optimize our marketing strategy.

TIME-SAVING EFFICIENCY

- By utilizing Listing Showcase, we streamline the listing creation process, making it quicker and more efficient. This allows us to bring your property to the market faster, reducing any potential downtime.



THE AMERICAN DREAM *episodes*



EMMY® nominated, TELLY® Award-winning lifestyle show

JAMES ROTH, HOST FOR UTAH
34 MILLION+ VIEWERS



Why list with an **AD** THE AMERICAN DREAM

Power Player of Real Estate™?

Bloomberg CNBC Trvl FOX abc CBS THE CW NBC
CHANNEL



The American Dream is a National TV Show which started in California and is now streaming and airing in nearly every major US city. The show is filmed all over America and in all cities, The American Dream selects the top Power Players™ to be the voice of their city; showcasing the culture, lifestyle and best listings. These Power Players™ represent the top 1% of Real Estate and Mortgage Professionals in the country and are the most recognized leaders of their Real Estate market.

MILLIONS ENGAGED

10,000,000
MONTHLY VIDEO
VIEWS

12,000,000
MONTHLY
REACH

300,000
SOCIAL MEDIA
FOLLOWERS COMBINED

National Real Estate TV Show

National TV Exposure | Top 1% of Realtors and Lenders



@theamericandreamtv



As Seen On Roku amazon fireTV CBS CW FOX

Listing Coverage



SELLERS COVERAGE UTAH

Elevate Your Listings

When it comes to selling a home, offering a home warranty in the contract is an excellent way to attract more buyers, with the added assurance that the home has coverage during the first year of ownership.

Why Should You Get Listing Coverage?

Listing coverage is a smart choice for sellers because it provides peace of mind throughout the selling process. It helps reduce the financial impact of unexpected issues that could delay or derail a transaction. It also protects key systems in the home, including heating, air conditioning, plumbing, electrical, and water heaters. By enrolling, the home is safeguarded against covered breakdowns during the listing period.

How It Works

Getting coverage is simple. Once your client's home is listed, visit ElevateHomescriptions.com to enroll in seller's coverage. This free service allows the seller to provide the buyer with an Elevate Homescription, which is paid from the proceeds at closing.

For more details on listing coverage and other exclusive products, contact your Elevate account representative.

What is Covered?



APPLIANCES



HEATING



COOLING



ELECTRICAL



PLUMBING SYSTEM



WATER HEATER



ON-DEMAND SERVICES

Get free listing coverage for up to 6 months, until the listing period expires or until the close of sale.

**Seller's coverage includes up to \$2,000 aggregate. A \$150 service call fee applies to request for service except on demand services.

LIST WITH ME, USE MY TRAILER

for free!



James Roth clients are provided with the opportunity to use this trailer or one like it to help you with your move or any other reason you would like to use it.

once a client, always a friend

FEATURED LISTINGS



I sell everything Utah!

LAND, RESIDENTIALS AND COMMERCIAL



SOLD
\$139,000

LAND/LOT

OVERVIEW

- Rare opportunity to own 2.6 acres in Sweetwater boasting breathtaking views of Bear Lake. Driveway has already been put in by the seller and utilities



SOLD
\$625,000

LOWER END HOME

HOME HIGHLIGHTS

- 5 Bedrooms
- 4 Bathrooms
- 3,163 SQFT
- 2 Attached garage spaces



SOLD
\$5,000,000

HIGH END HOME

HOME HIGHLIGHTS

- 7 Bedrooms
- 10 Bathrooms
- 11,000 SQFT
- 3 Attached garage spaces



SOLD
\$1,700,000

COMMERCIAL

OVERVIEW

- Rare opportunity to own a 3,500 SQFT commercial property currently operating as La Frontera, featuring high visibility, ample parking, and strong curb appeal.

Featured Sold Listings



📍 OREM, UT - BUYER



📍 TOOTLE, UT - SELLER



📍 SALT LAKE CITY, UT - BUYER & SELLER



📍 BOUNTIFUL, UT - BUYER



📍 OREM, UT - BUYER



📍 STANSBURY PARK, UT - BUYER



📍 SARATOGA SPRINGS, UT - BUYER



📍 LEHI, UT - BUYER



📍 MURRAY, UT - BUYER



📍 HERRIMAN, UT - SELLER



📍 WEST JORDAN, UT - SELLER



📍 WEST JORDAN, UT - SELLER



THE PROCESS

HOME SELLING *process*

STEP ONE

CONSULTATION

STEP TWO

PRICING

STEP THREE

STAGING

STEP FOUR

PHOTOGRAPHY &
VIDEOGRAPHY

STEP FIVE

PRE-MARKETING

STEP SIX

GOING LIVE

STEP SEVEN

SHOWINGS

STEP EIGHT

OFFER

STEP NINE

NEGOTIATING

STEP TEN

INSPECTIONS

STEP ELEVEN

APPRAISAL

STEP TWELVE

TITLE & UTILITIES

STEP THIRTEEN

FINAL WALKTHROUGH

STEP FOURTEEN

CLOSING

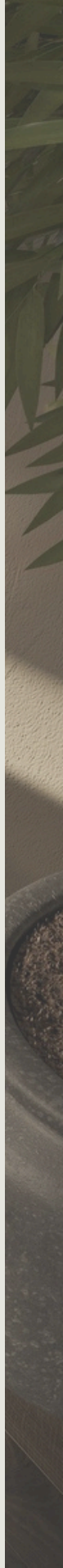
STEP FIFTEEN

LAST STEPS





FACTORS



DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR NOT SELL

FACTOR 1 *pricing*

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 showing and online by:

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

FACTOR 3 *marketing*

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

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! **COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING,** and **PRINT MARKETING** is 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**

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

THE ADVANTAGES OF LISTING WITH ME

PROFESSIONAL STAGING AVAILABLE

85% of staged homes sold for 6-25% more. Most tasks are completed during the appointment, **BOOSTED ONLINE EXPOSURE.** Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers disregard homes with limited photos, low-quality photos, and minimal information. Rest assured, I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos and video tours. **PROFESSIONAL PHOTOGRAPHY PROVIDED**

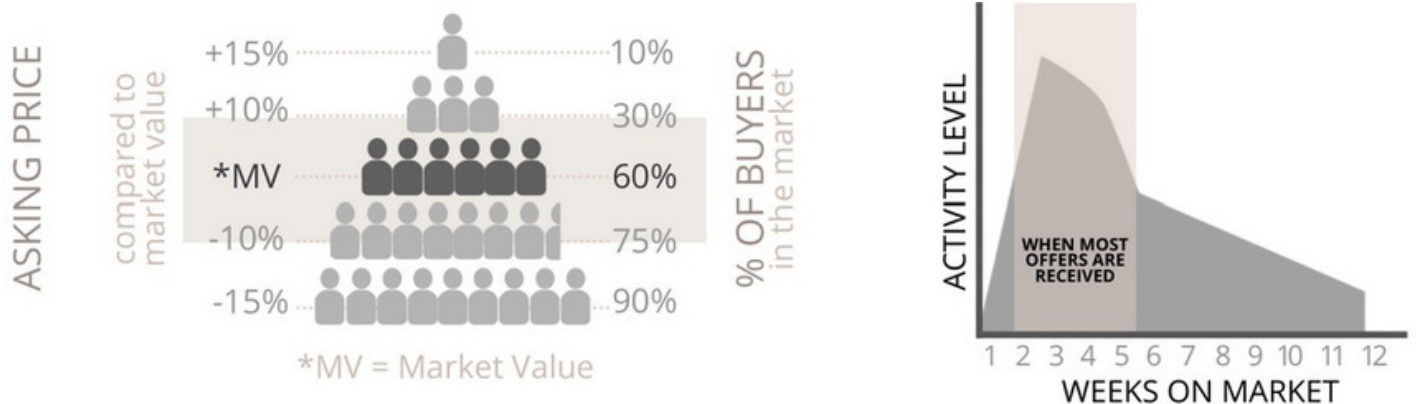
BEFORE LISTING YOUR HOME



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 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. 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 and location.



Professional Photography

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

Professional Staging Available

To make sure your house is shown in the best light to buyers, we can recommend a stager. They can give you advice on staging the house with items you already own, or bring in items to stage the house. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

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 & Marketing

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

PREPARING TO LIST



Preparing to list

Maximize Your Home's Potential

A clean, neutral, and stream lined look helps buyers to imagine what life would be like in your home. The action points below will help them be able 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 freshly mulch garden beds.
- Clean interior and exterior windows.
- Apply fresh paint or stain to wooden fences.



1

INTERIOR

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



2

FRESHEN THE PAINT & FIXTURES

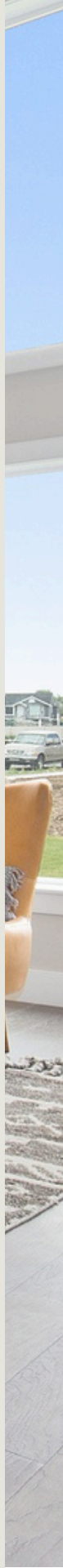
- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it..... DO IT.
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do, and it helps give a home a wow factor.
- Update the exterior light fixtures. This can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



3

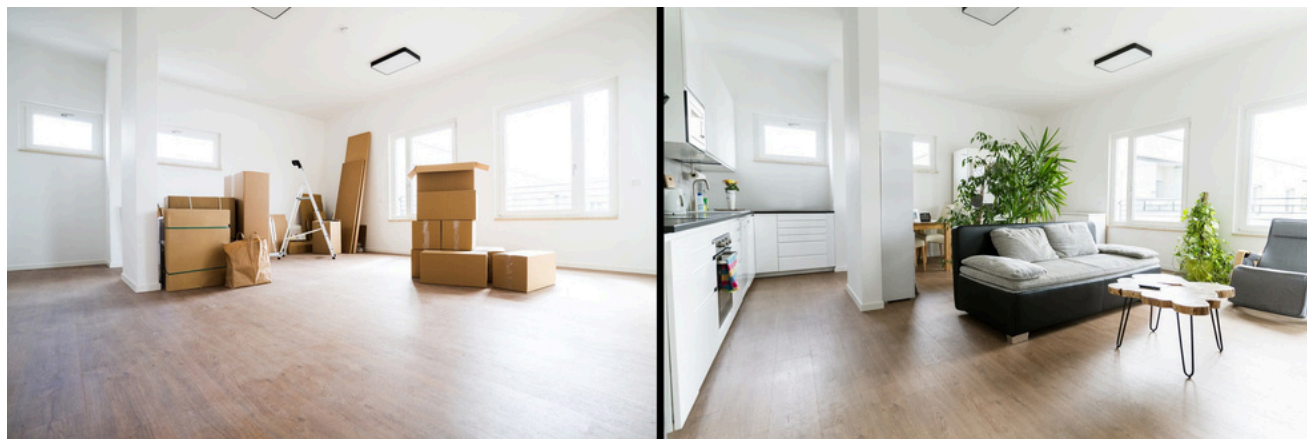


STAGGING YOUR HOME



The art of staging

Staging a home is the practice of decorating and furnishing a property to make it more appealing to potential buyers. It involves creating a warm, inviting, and neutral environment that allows potential buyers to envision themselves living in the space. Staging a home is recommended for selling because it can help you sell your property more quickly, at a higher price, and with less hassle. It enhances the overall presentation of your home, making it more attractive and appealing to potential buyers, ultimately increasing your chances of a successful sale.



BEFORE

AFTER

Staging a home is different from designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is available to create a clean, de-cluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent
90%
less time on the market

staged homes increased
sale price up to
5%



A LASTING IMAGE

Real Estate Photography

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without every stepping foot inside your home.



interesting facts:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

PROFESSIONAL

videography

video is the number one form of media for engagement



Real estate listings with video receive **403%** more inquiries

Videos attract **300%** more traffic for nurturing leads.

70% of homebuyers watch video house tours

Aerial PHOTOGRAPHY



Using aerial photography in real estate can show buyers a much more accurate description of what the property is actually like.

benefits

of having aerial photos:

- ✔ Provides views of the entire property & land
- ✔ The condition of the roof and other property features
- ✔ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✔ Developments or local districts that are supported by the buyer's property taxes



Virtual TOURS

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer can experience what it is like to be somewhere they are not.

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would just looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



PROPERTY brochures



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochures outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



LISTING YOUR HOME

Robust Marketing

NETWORKING

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

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

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

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of agents in the area.

PROPERTY BROCHURES

Highly informative and creative property brochures will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCKBOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you, the owner, for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates to you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

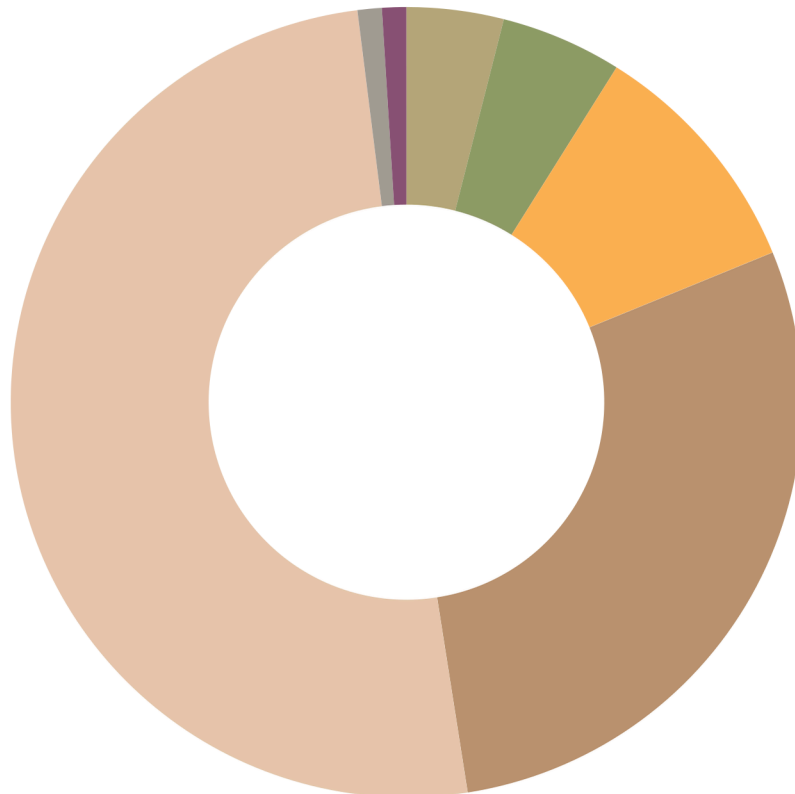
After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites, which include, but are not limited to: Facebook, Instagram, LinkedIn, and YouTube.

WHERE DO BUYERS *find their home*

- Yard Sign / Open House Sign
- Directly From Seller / Knew Seller
- Friend / Relative / Neighbor
- Real Estate Agent
- Online
- Home Builder
- Print / Newspaper



*2023 NAR Home Buyers and Sellers Generational Trends

Maximum Exposure

 **Zillow**[®]

facebook

realtor.com[®]

 Instagram

 **trulia**

 **TikTok**

Robb Report

BARRON'S

MarketWatch

**UNIQUE
HOMES**

THE WALL STREET JOURNAL.
WSJ

MANSION GLOBAL

UPMKT

GET FEATURED

I will feature your home on the top home search sites on social media and syndicate to over 400+ other sites. Homes that receive the top 10% of page views sell an average of 30 days faster!

WHY CHOOSE A *Luxury Real Estate Specialist*

INDUSTRY EXPERIENCE AND EXPERTISE

Luxury real estate agents possess a wealth of experience, often spanning decades, in navigating the complexities of high-end property transactions. We understand the unique challenges and opportunities that arise in the luxury market, ensuring a seamless and efficient selling process.

EXTENSIVE NETWORK AND CONNECTIONS

Luxury agents have built strong relationships within the real estate industry, both locally and nationally. Our expansive network includes other top agents, potential buyers, and industry professionals. This network can lead to increased exposure and more qualified buyers for your property.

TAILORED MARKETING STRATEGIES

Luxury properties require a unique marketing approach. Our team will craft a customized marketing strategy that highlights the distinctive features of your property. We not only understand the local market intricacies but will also position your property on a global stage. This exposure can significantly enhance your property's visibility and desirability.

CONFIDENTIALITY AND DISCRETION

Privacy is paramount for many luxury property sellers. We understand the importance of discretion and confidentiality. We have experience working with high-profile clients and are skilled at protecting your personal information throughout the selling process.

real

LUXURY

REAL BROKER, LLC



AFTER LISTING YOUR HOME

Showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

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

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 with 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.

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 a potential buyer's ability to picture themselves living in your home.

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 odor. Try to empty trash cans nightly so that the home is fresh when you leave for that day.

TEMPERATURE

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

PERSONALS

Make sure you place all valuables and prescriptions out of sight 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 a while.

Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need. Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the 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.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course price matters too! If a high offer costs you more in closing costs, repairs, or other factors - then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**
- **Decline the offer**
 - If the offer isn't close enough to your expectation and there is no need to further negotiate
- **Counter the offer**
 - A counteroffer is when you offer different items to the buyer

THE BUYER CAN THEN:

- **Accept the counteroffer**
- **Decline the counteroffer**
- **Counter the counteroffer**

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

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, appraisals, or anything else built into your purchase agreement will take place.

CONTRACT TO CLOSING



Home

INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 7-14 DAYS AFTER SIGNING THE CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS.

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE
AND PURCHASE THE INSPECTION PERFORMED BY THE
INSPECTION OF THEIR CHOICE.

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,
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home

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 sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.



APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

Renegotiate the sale price with the buyer

Renegotiate with the buyer to cover the difference

Cancel and re-list Consider an alternative all-cash offer

CLOSING THE SALE

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 you receive payoff that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders Local government, if any property taxes are due Third-party service providers
- Real estate agents, for payment of a commission
- Seller, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house Certificate of Title, Bill of Sale, and other real estate-related documents Signed closing instructions and/or settlement statement (HUD1) Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse Post-closing agreement, if the seller will need to rent back home for the specified time frame Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc . Home ownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse

YOUR COSTS

Seller commonly pays:

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

WHAT TO DO

Sellers need to bring to closing or leave in a kitchen drawer:

- House keys
- Garage door openers
- Pool keys
- Mailbox and any other spare keys Provide mailbox number

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvements receipts



FINAL STEPS

FINAL

Steps

FOR SELLERS



CANCEL POLICIES

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

CONTACT UTILITIES

Connect with your local city utility companies, here or for your new home, don't forget internet, home security, mail forwarding, etc.

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.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. 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

Deliver the property to the buyer in broom-clean condition and free of debris and personal belongings.

INCIDENTALS

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.

LEAVE A REVIEW

Leave your agent a 5 star Google Review to share with future clients.



Scan or click the QR code.

RECOMMENDED RESOURCES



RECOMMENDED RESOURCES

upon request

General Contractor
& Handyman

Painting

House Cleaning

Flooring

Electrician

Plumbing

Landscaping

Moving



CLIENT *reviews*



"We were referred to James Roth from a friend, and I am glad we did! He was amazing when selling our home and helped us purchase our new home. Highly recommend; great service and communication."

- Damien | 2026 -



"I would recommend James over and over and over! From the very beginning, he was responsive, informed, and so incredibly helpful to us first timers! James was always available for all our questions and never once made us feel like a bother. He truly cares about his clients and making sure they're getting the right home, at the right price!"

- Kylee | 2026 -



"I've known James for years. He really cares about his clients and finding the right home for them. He's very helpful and knowledgeable about the market and works quickly to get the job done. The best realtor in Salt Lake valley."

- Michael | 2026 -

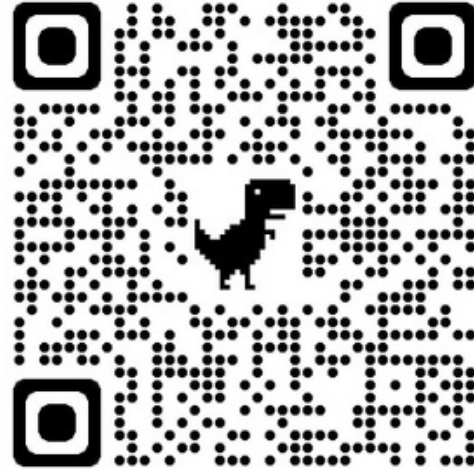


"James Roth is a great realtor, easy to work with, great communication, and works right away to get things done when asked."

- Rose | 2026 -



CLIENT *reviews*



Scan or click the QR code
to see the rest of my reviews!



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to see the rest of my reviews!





WHAT TO EXPECT

HONESTY & TRANSPARENCY
INTEGRITY RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST

James Roth

REALTOR®

OnTheMarketUtah.com

real

LUXURY

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REEL

HONORING HEROES FOUNDATION

giving back

To
protect
and
provide

for fallen and wounded Troopers and
for the well being of their
dependents



We work to accomplish our mission by assisting with expenses not covered by insurance when our heroes are injured on the job or encounter other catastrophic issues leading to financial burden.

Learn more about the foundation, our initiatives, and how we implement them and how you can partner with us.

<https://honoringheroesfoundation.org/> _

FROM
LISTED
TO

Sold

James Roth

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