

# Seller's Guide



850-420-5663 | [30amyhomes@gmail.com](mailto:30amyhomes@gmail.com) | [30amyhomesl.com](http://30amyhomesl.com)

# THE RIGHT REALTOR MAKES ALL THE DIFFERENCE



Amy Willis Pecht provides luxury real estate services in iconic 30A, Sandestin, and surrounding areas. As a Florida licensed attorney, Amy is uniquely qualified to help you achieve your real estate goals. Amy's passion for real estate, knowledge of the local market, and willingness to go the extra mile for her clients will make your listing process a breeze. Amy uses the best marketing tools to get your house sold fast and for top dollar.

In her free time, Amy enjoys traveling and spending time with her family.

## Let's Connect



850-420-5663



30amyhomes@gmail.com



@30AMYREALESTATE



@30A\_Movingguide

# THE HOME SELLING PROCESS

Taking You From Listed to Sold



## *Pre-Listing Preparation*

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

# PRICING YOUR HOME TO SELL

## Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market.



# 7 EASY CURB APPEAL TIPS

## To Make Buyers Fall in Love

### 1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

### 2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

### 3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

### 4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

### 5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

### 6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

### 7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

# PHOTOS & SHOWINGS PREP

## Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

### THINGS YOU CAN DO AHEAD OF TIME

#### INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim & doors.

#### OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

### ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

#### KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

#### BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

#### IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

#### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

# TOP 5 WAYS

## *to Prep Your Home to Sell Fast*

### 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

### 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

### 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

### 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

### 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# LISTING YOUR HOME

*Putting Your Home on the Market*



## *MLS Listing*

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



## *Signage*

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



## *Lock Box & Showings*

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



## *Open House*

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



## *Virtual Tour*

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.



# OUR MARKETING STRATEGY

## For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

### Email Marketing

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

### Network Marketing

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

### Social Media Marketing

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter and LinkedIn to get the word out about your listing. We have a social media manager that will create ads for your home. We pay for Facebook and Instagram Ads that will put your listing on thousands of phones and computers within minutes.



# OFFERS & NEGOTIATIONS

## Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

### CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

### CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

### CLOSING COSTS

Many closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation. In this Seller's Market we can typically make sure Buyers pay their own costs.

### CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

# UNDER CONTRACT

## Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

### Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

### Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs. An "AS IS" contract requires no repairs and is desirable. We can also limit repairs in a counter offer.

### Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property. The best offers have no appraisal contingencies or are cash.

### Final Walk through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

# CLEARED TO CLOSE

## Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Real estate agent commissions
- Recording Fees
- Property Taxes (split with the buyer)
- Remaining balance on mortgage
- Any unpaid assessments, penalties
- or claims against your property

## Items to Bring to Closing:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys





## CLIENT SUCCESS STORIES

Amy has been such a blessing to our family. Amy helped us get under contract on a new house from out of state. Not only did she get us under contract easily but she did it on a Sunday night because she got word the price was going to increase the next day! She was (and still is) quick to respond to questions and is very knowledgeable of the area. She is so easy to work with and keeps communication open from start to finish. You will never be out of the loop. We are so thankful we found Amy and have already recommended her to family for their move!

-Megan

Amy was able to sell our home with offers in the day before the home officially hit the market. Thanks to her work and support from her excellent stager, we sold our home well above prior sales in the neighborhood setting a new local record. Thanks, Amy!

-Matt

Don't hesitate to work with Amy! Easiest realtor ever to work with and seriously went above and beyond to get my home sold.

-Kevin

“Amy is AMAZING! She sold our house in ONE day, and found us an off market house to buy as well. She is attentive, punctual, and fun to work with. Hire her, you won't regret it :)”

-Jessie

Amy is the best realtor we have ever had. We loved that she was also a licensed attorney and could help explain the contracts to us. Her stellar negotiation skills will help you walk away with the best imaginable deal. Amy is always quick to respond, even late at night!

-Amanda