

THE ULTIMATE ROADMAP TO SELLING YOUR HOME



# SELLERS



---

# CONTENTS

ABOUT ME

THE STEPS

PRICING YOUR HOME

THE APPROACH

THE STAGING

MARKETING

NEGOTIATING

THE HOME STRETCH

SELLER'S CHECKLIST

CLOSING COSTS

---

# ABOUT ME

Experience matters. Allow me to guide you through the home selling process with my expertise while providing an unforgettable customer experience.



## THAIS NINA-HAWKINS REALTOR-ASSOCIATE®

Thais Nina-Hawkins is a Realtor-Associate® specializing in both residential and commercial real estate and is committed to providing the highest level of customer service to her clients. She is a member of Garden State Multiple Listing Service (GSMLS), North Central Jersey Association of Realtors® (NCJAR), and the National Association of Hispanic Real Estate Professionals® (NAHREP).

Prior to her thriving real estate career, Thais earned a bachelor's degree in Business from Kean University and worked as a Business Development Manager in the automotive industry. She decided to embark on her profession as a Realtor® due to her passion for working with people and being part of such an important decision in one's life – buying a home and looking for the perfect investment opportunity. By applying her strong business acumen and expertise in business development to her new profession, Thais established herself as a highly esteemed real estate professional that her clients know and trust. Through her affiliation with Christie's International Real Estate, Thais is able to leverage the strength of Christie's unparalleled corporate marketing resources and superior customer service programs to assist and support her clients throughout the entire real estate process.

In her spare time, Thais enjoys being with her three children, friends, and writing. She is also bilingual in Spanish, which helps extend her network of clientele in the real estate industry.

This is meant to be illustrative & all steps are not necessarily required in the flow chart below

# THE STEPS



# THE STEPS

This is meant to be illustrative & all steps are not necessarily required in the flow chart below



## 10. SCHEDULE A BROKER PREVIEW

It is important to allow agents the opportunity to get a first look so they encourage their current buyers to view the home.



## 11. SHOWING TO BUYERS

Our plan includes introducing your home to potential buyers as well as the brokers and agents who represent them. This is achieved by implementing our marketing plan.



## 12. WEEKLY UPDATES

We will update you weekly on any feedback we receive and discuss the market reaction to your home.



## 15. INSPECTIONS & APPRAISALS

- Schedule and attend inspection
- Review inspection report
- Schedule and attend appraisal



## 14. OFFERS

- Receive an offer
- Negotiate offer and qualify buyer
- Accept offer
- Start attorney review
- Conclude attorney review



## 13. STRATEGY ASSESSMENT FOR RE-POSITIONING

Considering the feedback we get in the first few weeks, together we will discuss any necessary changes to our marketing plan.



## 16. APPLY FOR CO

Visit your local municipal office to apply for CO (Certificate of Occupancy) and to confirm any previous open permits have been closed



## 17. PREPARE TO CLOSE

- Follow-up with buyer
- Finalize documents
- Attend closing!

**SOLD!**



Luxury is not a price point;  
Luxury is a level of service.

*Ilija Pavlovic, President & CEO  
Christie's International Real Estate NNJ*

# PRICE IT RIGHT

## WHAT IS YOUR HOME WORTH?

A correctly priced home is key to selling your home quickly. It's important to take the emotion out of pricing your home. Base your decision on the data and the facts.

How does your property compare to the competition?

- Condition
- Upgrades
- Location

What are the current market conditions in your area?

Determine whether it is a buyer's market or a seller's market.



## GET A COMPARATIVE MARKET ANALYSIS

I'll provide you with a CMA which is a compilation of recently sold homes in your area. It takes into consideration home details, features, days on the market and final sale price.

## LEARN FROM SELLERS' MISTAKES

We'll also take a look at expired listings in the area to gain insight on where to price your home, comparing the original listing price, any price changes and the final listing prices before the seller took their home off the market.

This will allow us to see if there are any big differences. Determine why it didn't sell and what we can do differently.



## BY FAILING TO PREPARE, YOU ARE PREPARING TO FAIL

Consider getting a pre-listing inspection to uncover any potential issues with your home. By fixing most or all of the repair items, this could make a huge difference in creating a smoother transaction. It often ends up to be less expensive than waiting for the buyer's inspection to uncover needed repairs.

How we go about  
selling your home  
from beginning  
to end.

# THE APPROACH

---

## ASSESS

We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.



## PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs and storing personal items to make your home as neutral as possible.



## SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, open houses, social media marketing, virtual walkthroughs and print marketing that reach audiences far and wide.



# SET THE STAGE

Tips on highlighting your home and its best features

## DECLUTTER

Clean out the clutter and get rid of all the things you don't use or need on a daily basis.



## KEEP YOUR HOME CLEAN

Clean and then clean again. Invest in a professional carpet cleaner and hire a service to help clean all the neglected areas such as baseboards and windows.



## HOME STAGING

Consider staging your home. Rearrange rooms so they have a useful distinct purpose.



## CURB APPEAL

Enhance curb appeal by doing landscaping and tidying up your yard.



We have a unique marketing system that takes all of your home's needs into consideration.

# MARKETING

## NETWORKING & CONNECTIONS

Key relationships matter. Being involved in the community and building key relationships with other real estate agents and brokers keeps me connected.



## PROFESSIONAL PHOTOGRAPHY

Bright high quality professional images are the key to grabbing buyer interest and making your property stand out from the others in the same price range. I partner with the best real estate photographers who strategically take photos of the best angles in your home and then professionally edit the images to remove shadows and unwanted electrical cords.

## ENHANCED MARKETING STRATEGY

In addition to using the basic methods of marketing, such as mailers, brochures, print ads, open houses and listing your home on the MLS (Multiple Listing Service), I take it even further by developing a custom marketing strategy that utilizes the latest technology and advertising trends.

To achieve maximum exposure, your home will be listed on our global Christie's website which is then populated to over 700 different websites. Your home may also be published in our local Christie's magazine.

## JUST LISTED



6 STREET

## OPEN HOUSE



SATURDAY 2-4 PM

---

# NEGOTIATING

I can help you  
negotiate the  
best deal

There is a lot to consider when you receive an offer. Should you accept, counter or reject it? Should you offer a home warranty? Each situation is unique but an experienced agent can guide you through the process and help you make informed decisions leading you to a successful sale,

You can always count on me to:

PRESENT ALL OFFERS IN A TIMELY MANNER



PUT YOUR INTERESTS ABOVE ALL OTHERS -  
INCLUDING MYSELF



COMMUNCIATE EFFECTIVELY & PROMPTLY



NEGOTIATE THE BEST POSSIBLE TERMS &  
PRICE, ALWAYS KEEPING YOUR SPECIFIC  
NEEDS IN MIND

Know what to expect  
before closing

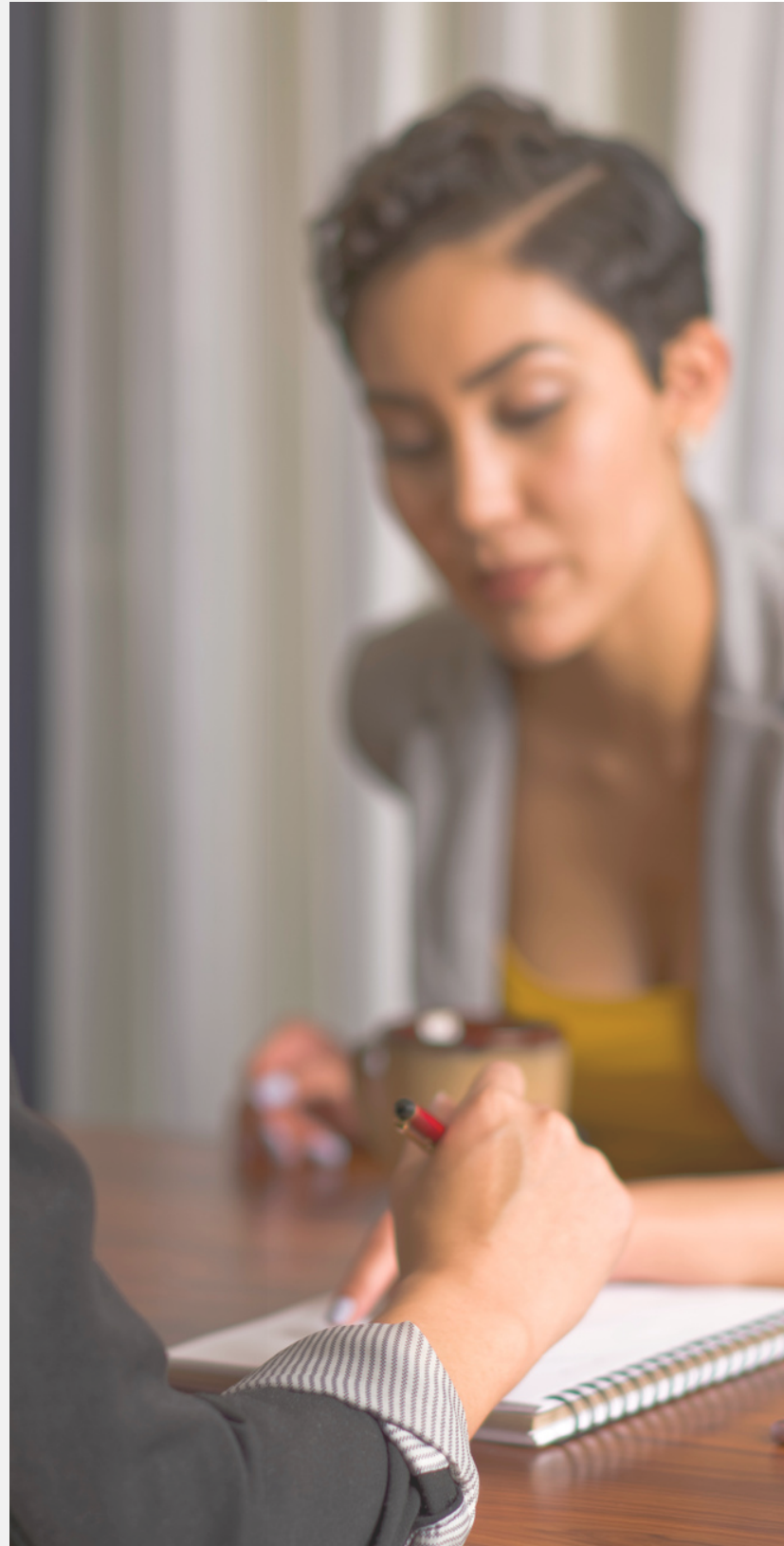
# THE HOME STRETCH

---

The closing process can be pretty tedious and the date agreed upon for closing sets the framework for all of the final details. A typical time frame is 45-60 days if your buyer is applying for financing.

If the buyer is presenting a cash offer, it is possible to close sooner. The actual closing date is not necessarily a firm date but rather a target date. As we get closer to closing time, the attorneys will finalize the date. Keep this in consideration when scheduling your moving company.

During this time, the buyer will conduct a home inspection. Once complete, the report can take several days to be forwarded to us. Once we receive the report and the buyer's requests, we will decide what items you are willing to repair. You will communicate with your attorney and negotiate those details before you actually make any repairs. We will also meet the appraiser to assist the buyer with their financing. Be sure to get pricing and availability from moving companies. We can assist you with recommendations and suggestions along the way. We will be in constant communication to keep you informed during the process.



# SELLER'S CHECKLIST

We created a list of things you need to do before closing

- Change of address
- Cancel utilities of current residence
- Arrange for movers
- Deliver original CO to your attorney along with all keys and garage door openers

**SOLD!  
CONGRATULATIONS**



# SELLER'S APPROXIMATE CLOSING COSTS

Costs listed are approximate. Please consult your attorney, real estate agent, & mortgage representative for a more accurate breakdown.

## LEGAL & BROKERAGE FEE

- |                  |                                |
|------------------|--------------------------------|
| 1. Legal Fee     | \$900 to \$1,800               |
| 2. Brokerage Fee | Typically 5-6 % of sales price |

## MORTGAGE/ADJUSTMENTS

1. Mortgage/Other Liens
2. Mortgage Cancellation Fee
3. Adjustments for items unpaid by seller  
(City/Town-taxes, water/sewer, association fees, assessments, Home Owner's Association Fee-if applicable)

## MISCELLANEOUS COSTS

1. Real Estate transfer tax (approximately 1% of purchase price)
2. Certificate of Occupancy- Fire Inspection (check with your local municipality)
3. If applicable- oil tank removal
4. If applicable- septic tank repair/replacement
5. If applicable- NJ Non-Resident Income Tax (also referred to as "exit tax") approximately 2% of the sale price. Consult your accountant for details.
6. Moving Company Cost



READY TO GET STARTED?



Thais Nina Hawkins | Realtor-Associate®  
m +1 908 400 3893 | o +1 201 962 9551  
tnina-hawkins@christiesrealestategroup.com  
christiesrealestategroup.com



Jose Canales | Branch Manager  
NMLS# 237099  
C: 989.292.9195 | D: 440.358.3232  
jose.canales@nationslending.com



732.956.6088  
tuffhomeinspections@gmail.com