

THE COMPLETE GUIDE TO Selling Your Home



REAL ESTATE
Luxury



PRESENTED BY **Tonna Gruber**
YOUR TRUSTED REAL ESTATE PROFESSIONAL

Meet Tonna

**“WHEN WE WORK TOGETHER, WE CAN MAKE ANYTHING HAPPEN!
LET US GUIDE YOU HOME.”**

Tonna is a Master Certified Real Estate Negotiation Expert, Elite Guild Certified Luxury Home Marketing Expert, and Global Luxury Real Estate Expert. Today, Tonna's clients applaud their experience Navigating Purchases and Sales with her guidance. She helps sellers and buyers downtown, on the Beaches and with Lakewood Ranch lifestyles backed by an impressive catalogue of Designations and Awards. Whether you are Selling or Buying a home she's excited to learn what's important to you and make that important to her.





Client Testimonials

“Tonna was our real estate professional in finding a condo in Sarasota. She was very helpful through the entire process. She not only answered all of our questions during the closing process but also provided us with names of several service providers in the area. Tonna demonstrated excellent customer service skills!” **–R POYNER**

“Audra and I think that you should change your slogan to 'I'll Find You the Perfect House at the Perfect Price!’” **–JIM & AUDRA DANKO,
BRANCH MANAGER AND DIRECTOR UBS FINANCIAL**



“Top Notch experience. She overpromised and over delivered. Competing sellers agents said top dollar was x and Tonna got me x + 100k. Happy I chose Tonna—the consummate professional. Thanks Tonna!” **–P SCHULTZ**

“We recently had the pleasure of working with Tonna on the purchase of our new home. She’s professional, reliable and honest. Tonna went above and beyond in facilitating our purchase. Her assistance did not end once we closed. Instead, she continued to respond to our questions and help whenever possible. I can’t recommend her enough!” **–B CARABALLO**



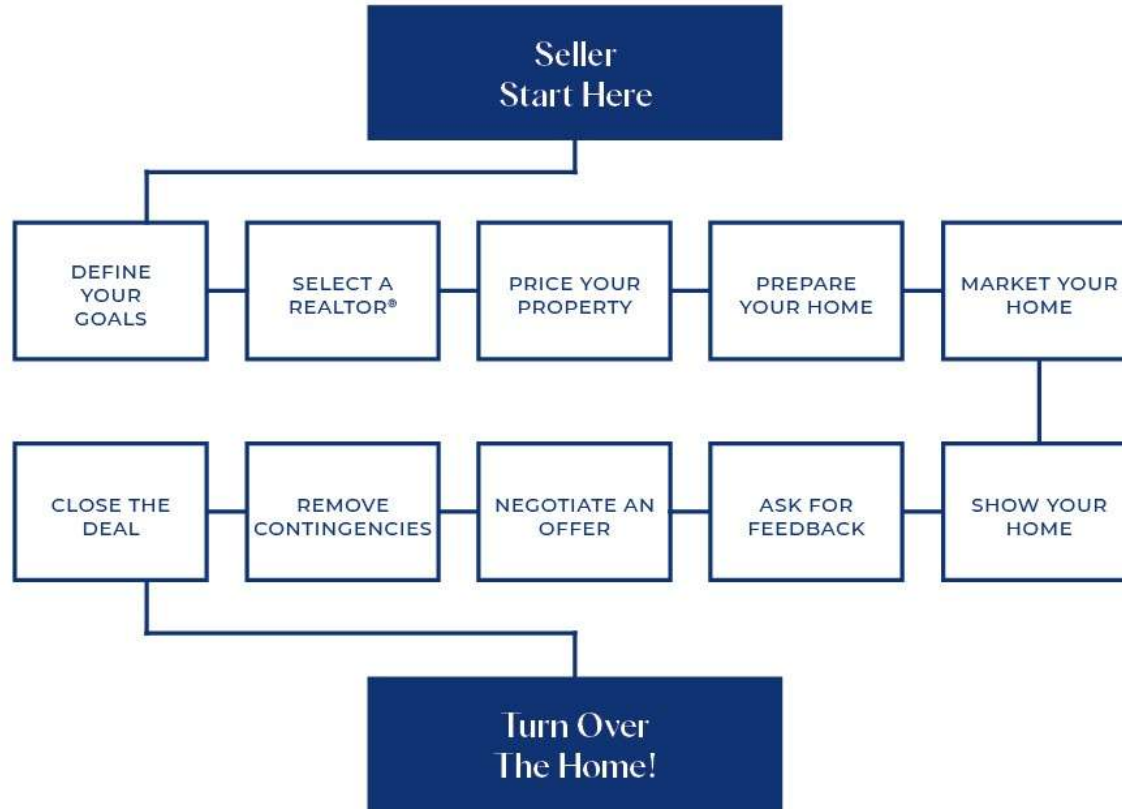
Introduction

Welcome to Selling Your Home

Selling a home requires calculated finesse, the right connections, exceptional marketing capabilities, and a thorough understanding of the real estate market.

My exclusive guide is intended to provide a tangible resource in the process of selling your home. My guarantee is to commit to the utmost discretion and provide personal concierge services through the process of selling your home.

10 Steps to Selling Your Home



1

Define Your Goals

IMPORTANT QUESTIONS TO ASK YOURSELF

- Is there a timeline?
- Are you relocating?
- Are you looking for a bigger home or to downsize?
- Looking for a different neighborhood? More city, more suburban?
- Looking for different amenities?
- Are financial considerations relevant?

IMPORTANT CONSIDERATIONS

- Do you understand the associated costs?
- Is this the right time for you to sell?
- What are the present market conditions and the implications for your sale?
- Does your home's equity give you an advantage?
- What are the current mortgage interest rate options compared to your rate and commitment?
- Consider getting your property inspected before placing it on the market. This will help you to know if there are any issues with the home beforehand.

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Select a Real Estate Professional

RESPONSIBILITIES

I will educate you about the listing agency and professional responsibilities, including complete disclosure, loyalty, confidentiality, compliance, and accountability.

UNDERSTANDING YOUR REQUIREMENTS

I will take the time to understand your priorities and your selling requirements (price, timeline, relocation) – even if it changes.

MARKETING YOUR HOME

I will provide a sophisticated marketing strategy that ensures the maximum exposure of your home to the right buyers. I will keep you updated with current market trends, neighborhood fluctuations, and new sales and listings. Selling is all about having the right knowledge at your fingertips.

PREPARING AND SHOWING THE HOME

I will help you prepare your home to match buyers expectations, arranging the right showings and recommending relevant experts if needed.

CONSULTATION & NEGOTIATION

I will provide consultation when offers come in to purchase your home. I will then negotiate the best possible price and terms for you, find home-related service providers, and take care of all the documentation details.

CLOSING

I promise to keep you fully informed about all activities that lead to the transaction closing.

Signing a Listing Agreement

A listing agreement is a contract between you and your Realtor stating that the agent has the right to list, advertise, and handle the sale of your house.

KEY FACTORS:

- **Commission:** The amount you'll pay your agent.
- **Exclusive right to sell:** This gives your agent the right to sell your property.
- **Duration:** The amount of time the listing agreement is in effect.
- **Protection clause:** Protects the agent or broker after the date, preventing you from avoiding payment to your agent should you find a buyer while under contract.
- **Duties:** The agreement lays out the activities the agent is authorized to conduct on your behalf.
- **Representations:** The agreement may also require you to verify certain legalities and facts about your home.
- **Dispute resolution:** Specifies how you will handle disputes that cannot be worked out informally.

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Price Your Property

THE FAIR MARKET VALUE IS INFLUENCED BY:

- Location
- Condition
- Buyer demand
- Price of properties on the market
- Recent sales
- Availability for financing

THE HIDDEN INFLUENCE

Always make sure to highlight the positives and negatives of the home to your real estate professional, as these nuances can be turned into an advantage if known in advance. Remember, no one knows your home and its location like you do.

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Prepare Your Home

LEVEL 1: THE BASICS

- **De-Clutter**
If it is not needed, remove it and put it in storage. Pack up the knick-knacks. Keep the counters clean.
- **De-Personalize**
Remove photographs and memorabilia. This is going to be a fresh start for someone else, and you'll want them to be able to visualize making their own memories here.
- **Deep Clean**
Clean the home inside and out — inside cupboards, the grout in your bathrooms. Remove spiderwebs, dust bunnies, wash the windows, dust the furniture, clean the carpets, vacuum, etc. Don't forget about the outside!

LEVEL 2: BEYOND THE BASICS

- **Paint the Walls** If you have off-beat colors, bring them back to a more neutral hue — it can help the buyer visualize a clean slate.
- **Change Decorations and Themes**
Got a jungle-themed room? An all-pink or blue kid's room? Redecorate, repaint, and turn it into a study. Think simple.
- **Minor Repairs**
If it's a cheap and easy fix, fix it. Repair squeaky doors, holes in walls, leaking faucets, broken cabinet doors, and anything else that could deter buyers.

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Prepare Your Home (cont.)

LEVEL 3: WAY BEYOND THE BASICS

- **Major Renovations**

- Replace the roof
- Replace carpeting
- Add better flooring
- Remodel the bathroom

These more expensive repairs will add value to your home and are projects worth considering.

- **Updating Landscaping**

Curb appeal is an important aspect influencing your home's first impression. Attractive well-maintained landscaping increase the best first impression of your home.

- **Other Repairs**

It is important to understand that any work you put into the home should add value to the final sale price. If not, it's not worth it.

HELPFUL TIPS

- Think of this process as a head start to packing.
- Even though some repairs may seem minor, they can become a major factor in determining whether a buyer will actually buy.
- Pay particular attention to rooms that smell; odors are a complete turn-off.
- Do not forget about the outside; this is your first impression.
- Scrutinize the home. If you were a buyer, would you want to buy this home? You have lived here, so you know all the pros and cons. Highlight the pros and help eliminate the cons.

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Market Your Home



PHOTOGRAPHY

Your home has five seconds to impress and grab someone's attention. Skilled professionals know how to use composition, color, and lighting to enhance the subject. A great photo can evoke a potential buyer's emotion. This is where they fall in love first.



DIGITAL EXPOSURE

Allow for 24/7 online exposure through websites and social media. It is the quickest way to get your home exposed locally, nationally, and globally. And showcase the true essence of the property with 3D floor plans, videos, and aerial photography. All provide a realistic depiction of the intended space and livability.



PRINT MEDIA

Draw buyers to the home with resources like yard signs, directional signage, postcards, and property brochures.



NETWORKING & REFERRALS

Networking with other local, national, and international agents, as well as relocation experts creates a large database. Local advertising, word-of-mouth, and open houses create referrals from local homeowners.

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Show Your Home

LET YOUR AGENT HANDLE IT

A potential buyer is less likely to voice any concerns in front of the current owner. Give them the space to explore and scrutinize.

BE FLEXIBLE

Many home buyers are on a tight schedule, just like the rest of us. Time is tough to come by, so be flexible, especially if you are living in the home.

QUICK CLEAN

It is imperative to always keep the home clean. Wipe down counters, vacuum daily, and make sure all clutter is cleaned up.

TIP: Keep a box for personal items; when not in use, keep them in a closet or drawer.

CLIMATE CONTROL

Make sure the inside temperature of the home is comfortable. You want buyers to feel at ease and not rush the viewing process because they are too hot or too cold.

ANIMAL CARE

Don't let your pet(s) be a distraction. Remove them temporarily or place them in a contained space.

LIGHT THE WAY

The home should feel open, bright, and welcoming. Turn on the lights and open curtains; this will allow the buyers to see the true value of the home.

COMMUNICATE WITH YOUR REALTOR

If there are special aspects to the home that you want to be featured and recognized during the viewing of the home, make sure to communicate that clearly to your Realtor.

“Show Home” Ready Checklist

YOU HAVE 10 MINUTES

- Make the beds
- Put all personal items in a basket or box, and place it in the back of your car temporarily
- Empty all the garbage
- Make sure towels in the bathrooms are clean, straightened, and they match
- Put down all toilet lids
- Wipe down all countertops and sinks
- Turn on all lights in the house
- Adjust the thermostat to a comfortable temperature
- Make sure the home smells good

YOU HAVE 1 HOUR

- Do everything on the 10 minute list, PLUS:
- Vacuum all carpeted areas
- Sweep all surfaces
- Clean all mirrors
- Clean the toilets
- Wipe down and clear kitchen counters
- Clean and put away all laundry
- Sweep the front doorway and shake out the welcome mat

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Ask for Feedback

REVIEW

- Are you getting a steady stream of people to open houses? What is the typical number of comparable homes?
- Find out what feedback was given to your Realtor. Use this feedback to enhance your home's presentation for future showings.
- Could your home use an incentive to entice more buyers to come for a look?
- What other marketing strategies does your Realtor suggest to attract more buyers?
- Remember that home shoppers need time to process what they have seen and/or time to look at other homes before making a decision.
- Be patient. Be open to feedback and continue to maintain an open dialogue with your Realtor.

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Negotiate The Offer

- An offer can be drafted with or without conditions
- An offer *without* conditions is known as a **firm** or **subject-free offer**
- An offer *with* conditions is known as a **conditional offer** (and protects one party with the placement of certain conditions on the purchase)
- You can reject or accept the initial offer
- If you agree to some points of the offer but not others, you will submit a counter offer
- Counter offers contain expirations, just like purchase offers, which means that you can accept another offer while the buyer decides if they will sign the counter offer

Counter Offers

Counter offers are generated by the seller after a buyer has submitted a purchase offer.

Typically, counter offers will state that the seller has accepted the buyer's offer, subject to the particulars such as:

- Higher price (if buyer's offer doesn't match sale price)
- Increasing the amount of the deposit
- Refusal to pay for certain reports or fees
- Altering closing and/or possession dates
- Modifying the subject time frames
- Excluding personal property

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Remove Contingencies

- Once both parties accept the sales contract and its conditions, they will start to work towards removing these conditions and will set a specific time frame.
- Understand the options available to you should one of the conditions you are responsible for not be removable prior to the contract date. This does not automatically mean that the 'deal is dead' — having a Realtor who is a good negotiator and will work with the buyer's agent to find a solution is key.
- Equally, conditions that the buyer needs to address can also be provided with extensions — this is the seller's choice.
- Once both parties are satisfied and wish to commit to the purchase and sale of your home, a conditional removal document will be prepared for both parties to sign.

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Close the Deal

- Once all the conditions are removed, the sale is considered final, and it becomes the responsibility of the legal and financial institutions to prepare all the necessary paperwork.
- The final documents will be sent to your lawyer/notary to prepare the necessary documentation. You will provide instructions on how you would like the funds deposited after the sale. Your lawyer/notary will forward the documents to the buyer's lawyer/notary for final execution.
- Your representative will arrange with the buyer's representative to pick up the funds. Once that is completed, you will be notified the sale is complete.
- After closing, you will hand over the keys and any copies of documentation that relate to the property and its amenities. You will receive a copy of the documentation you signed together with a statement of costs.

Moving Out Checklist

- Notify current utility companies – advise of new address, shut-off, and connection dates: (Electric, Water/Sewage, Trash, Gas, Telephone, Cell Phone, Cable/Satellite, Internet)
- Insurance – transfer homeowner's insurance to new home
- File change of address with postal service – start and end dates
- Notify DMV of new address – driver's license and registration
- Notify your bank and credit card companies of your move and that you will be making purchases in a new area
- Update voter registration
- Updated medical records – notify doctors, dentists, pharmacists
- Update employer records
- Notify children's school and activities of move
- Cancel/Update gym memberships and local memberships if not staying in area
- Return library books or other things you have borrowed
- Hire housekeeping and landscaping services to ensure the home is clean before the new buyers arrive
- Send out "Just Moved" cards to notify family and friends of your new address

Common Home Seller Mistakes

NOT HIRING A PROFESSIONAL

You need the expertise of a real estate professional. Sellers who try to sell it themselves end up taking longer to sell and sell for far less than those who work with an agent.

NOT PRICING YOUR HOME CORRECTLY

Overpricing or underpricing your home can be a costly mistake. It is critical to know the market and review comparables to know at what price your home needs to be set to sell.

NEGLECTING NECESSARY REPAIRS

It will always cost you less out of pocket to fix things ahead of time, rather than having buyers request that you fix it through their vendor of choice, which can get costly.

NOT DECLUTTERING

Clutter eats equity and kills deals. One of the least expensive improvements you can make to your home is to declutter and create a sense of spaciousness throughout the home.

GETTING IN THE WAY OF NEGOTIATING

Too many sellers take negotiating personally and lose out on creating a win-win deal. Remember, this is a business transaction.

Common Home Seller Mistakes

FAILING TO COMPLETE A FULL SET OF DISCLOSURES BEFORE CLOSING

Be upfront about any of your home's issues; this will save you money and time, especially if the buyers discover the problem themselves.

OVERLOOKING EXTRA EXPENSES AT CLOSING

Request a list of fees and expenses before closing.
Review these with your real estate professional and discuss these ahead of time.

NOT HIRING A PROFESSIONAL PHOTOGRAPHER

More than 99% of all buyers start their home search online, make sure you and your Realtor® make your home dazzle with great photographs.

NOT TRUSTING AND COMMUNICATING WITH YOUR REAL ESTATE PROFESSIONAL

They are your biggest ally. Trust them to be the expert and guide you through this process. Be open and honest and allow them to do their job; they are here for you.

Frequently Asked Questions

WHEN IS THE BEST TIME TO SELL?

When you are ready. Every real estate market is different; therefore, the best time to sell a home will be different from community to community. Don't wait for perfect conditions to sell – they don't exist.

HOW DO I CHOOSE A REAL ESTATE PROFESSIONAL?

Think of the process as equivalent to giving a job interview. Do they know your local market? Price points? Types of homes? What is their track record for sales in your community? Can they provide testimonials? Ask for references!

HOW LONG DOES THE LISTING AGREEMENT LAST?

Local real estate market are 90 days or more, a one year listing agreement is necessary.

Frequently Asked Questions

HOW MUCH COMMISSION SHOULD I PAY?

Commission is negotiable, period. The phrase, "You get what you pay for," is true when it comes to real estate too. Choosing a real estate professional based solely on the fact they offer the lowest commission amount is a mistake frequently made by home sellers.

HOW CAN I ASSURE MY AGENT WILL NEGOTIATE THE BEST POSITION FOR ME?

Hire a Master Certified Real Estate Negotiation Expert who has been professionally trained to negotiate on your behalf for your best outcome in the current market.

Thank You

Thank you for entrusting me with the sale of your home.
Please know that I am available for any of your real estate needs.
I am not just providing a service, I am building relationships,
so my job does not end when your homes sells.

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