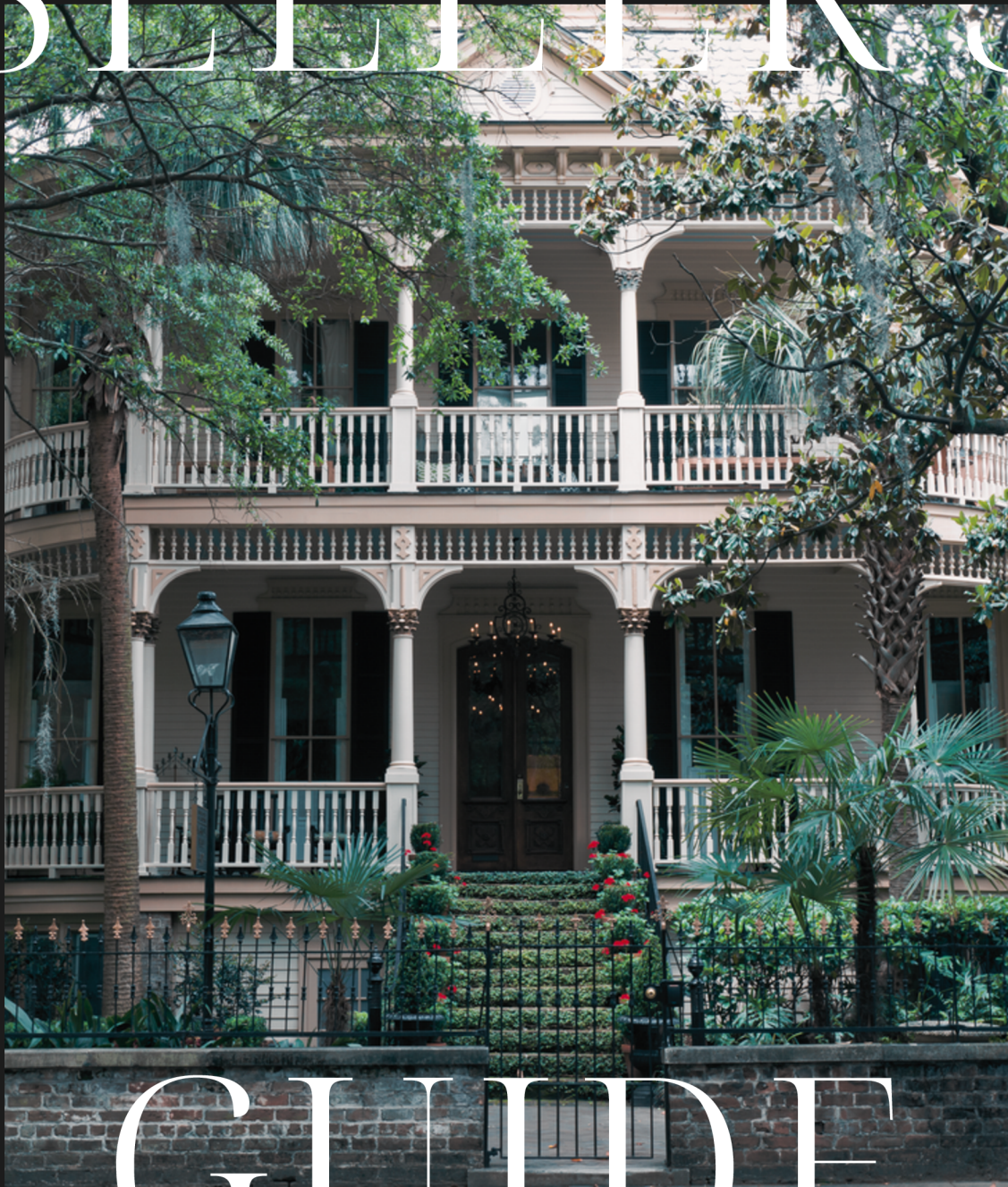


SELLER'S



GUIDE

YOUR GUIDE TO SOLD



INTRODUCTION



Selling your home is one of the most important financial decisions you can make. It can be a tough decision as it's likely you have an emotional investment in your home and selling involves a lot of moving parts.

However, if you know what to expect you can avoid a lot of common mistakes and ensure that things go as smoothly as possible. In this guide, we will cover what to consider when selling real estate in a step-by-step process.

Kevin

KEVIN SCHWARZ, OWNER/AGENT

CONTACT US



REAL ESTATE AGENTS
Black Key Partners

412-689-9640

kevin@blackkeypartners.com

www.blackkeypartners.com



@blackkeypartners

Step 01 CHOOSING THE RIGHT AGENT

As your agent, it's my goal to secure the full financial potential for your home and find the correct buyer. I will take the stress and paperwork out of selling your home for a seamless closing. Here are some ways I back my clients:

GOALS

I'll meet with you and understand your needs and selling goals.



MARKETING

I can talk you through some marketing strategies that will work for your property and establish a unique selling point for your home.

NEIGHBORHOOD KNOWLEDGE

With expert neighborhood and property knowledge, I will professionally price your home.

CONNECTIONS

With connections in the industry and a long list of buyers agents, we will expose your house to a wide buying audience before it's even on the market.

PROJECT MANAGEMENT

We will manage staging your home, create a marketing strategy, review buyers' offers and do all the negotiating.

PAPERWORK

Let me navigate the real estate contracts and educate you along the way so you know exactly what you are signing.

Step 02 ESTABLISH A PRICE

We will do a market analysis using data about recently sold properties in your location.

Factors that will determine the value of your home include:
location, design, amenities, economic climate, local market.

Most home buyers view a lot of properties. They quickly understand the value of a property in a particular location. If your home is priced at fair market value, it will attract a lot of potential buyers quickly. We will price your home correctly the first time so that it will sell quickly. Getting a pre-sale home inspection will help price your home and make sure there are no issues with the property.



Step 03 PRE-SALE HOME INSPECTION

WHAT IS A HOME INSPECTION?

Before closing on a home, the prospective buyer will usually schedule an inspection with a professional home inspector. They will identify issues with the house including structural or mechanical issues. The buyer then uses this info to negotiate with the seller to reduce the price or else carry out the repairs before closing.



WHY A PRE-SALE HOME INSPECTION?

A pre-sale home inspection is optional and may cost a few hundred dollars, but it will identify any issues that buyers will likely flag when they do their own inspection later in the process. By being a few steps ahead, you will be able to speed up the selling process by doing repairs in advance. This will reduce negotiations and get you a better price for your home, including reducing stress!

Step 04 PREPARE TO LIST

Declutter, deep clean and schedule any repairs. Consider hiring a professional cleaner to save time.

A clean and minimal appearance will help buyers imagine the house as their own.

Follow our check list of tips and things to prepare in advance of getting a professional photographer in.



EXTERIOIR

- ☐ Paint front door
- ☐ Consider a new door knocker
- ☐ Keep lawn neat and trimmed
- ☐ Remove old yard furniture
- ☐ Weed garden and patios
- ☐ Powerwash driveway and sidewalk
- ☐ Clean windows
- ☐ Paint the outside if feasible
- ☐ Ensure doorbell works
- ☐ Clean gutters
- ☐ Add plants at entrance

INTERIOR

- ☐ Declutter
- ☐ Move excess items to storage
- ☐ Repair/fill holes in walls
- ☐ Ensure all windows close and open
- ☐ Ensure doors don't squeak
- ☐ Repaint with neutral colors
- ☐ Replace or clean carpets
- ☐ Clean closets
- ☐ Paint walls, ceilings and trims
- ☐ Clean or replace fixtures
- ☐ Reduce pet areas in home
- ☐ Ensure all lighting works





Step 05 HOME STAGING

To highlight a property's best features, we often stage a home. This includes removing excess furniture, removing personal belongings, and rearranging the layout for optimal flow and space.

This helps secure the full financial potential of the property, selling for a higher price. We will assist with the homes staging or hire a professional stager.

Step 06 PROFESSIONAL PHOTOGRAPHY

Listing photos are the first thing a buyer sees when looking at your property. A buyer will decide if they are interested in viewing your home just by looking at the photos which will determine getting a sale.

We will work with one of our professional photographers to show your home in the best light. A photographer knows how to use light to their advantage, make rooms look bigger and more attractive.

The content strategy is unique to each property and we will work together to decide the best content for showcasing your home.

OTHER CONTENT TO CONSIDER

Aerial photography

This can be great if your property includes a lot of land or outdoor space such as terraces, balconies and swimming pools.

360 virtual tour

This can be great to give buyers a true feel of your home if they purchasing from overseas or busy investors. We also need to consider whether it will deter viewers from attending a showing.

Professional videography

This can be great to give buyers a true feel of your home. Video ads also get better results in digital marketing.



Step 07

MARKETING YOUR HOME

Marketing your home plays an integral role in securing the full financial potential and finding the correct buyer.

EMAIL MARKETING

We will feature your home in our newsletter to active buyers.

NETWORKING

With connections in the industry and a long list of buyers agents, we will expose your house to a wide buying audience before it's even on the market.

SIGNAGE

We will place a yard sign in front of your house to advertise it's for sale and showings.

ONLINE

We will market your home online and feature it in the MLS and on various third party sites such as Zillow and Trulia.

SOCIAL MEDIA

We will use a variety of social media networks to get exposure for your property including Facebook, LinkedIn, Instagram and any other suitable networks.



PRE-SHOWING PREP

CHECKLIST

- ☐ Install lockbox for the key
The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to. This allows real estate agents access to show your home on appointment.
- ☐ Stow away valuables
- ☐ Remove mail and personal documents
- ☐ Remove prescription medicines
- ☐ Only let scheduled appointments in
- ☐ Keep it clean for showings
- ☐ Remove trash before each showing
- ☐ Avoid cooking strong scented food
- ☐ Make sure room is a nice temperature
- ☐ Vacate - Seller should not be present

Step 08 OFFER CONSIDERATIONS

When a buyer wants to purchase your home, they will make an offer on the property. There are some factors to consider when looking at an offer.

- **OFFER PRICE** - This is how much money the buyer is willing to pay for the home. This can include fees and any other costs associated with buying a home (closing costs).
- **EARNEST DEPOSIT** - This is a down payment which shows the buyer is serious about buying the house; usually around 1-2 percent of its value but may vary depending on factors such as location & market rate etc. This amount will be deducted from closing costs once a deal is finalized at the closing table.
- **CLOSING COSTS** - Usually closing costs fall under the buyers cost, but on occasion they will request the seller to pay a portion.
- **LOAN TYPE** - Conventional loans are often the least complicated and most appealing for a seller.
- **CONTINGENCIES** - This is a purchase agreement specifying an action or requirement that must be met for the contract to become legally binding. The fewer contingencies included in an offer, the better for the seller.
- **CASH OFFER** - Cash offers are generally more appealing as the money is ready to send and there is no waiting on a bank to approve a loan.
- **CLOSING TIME** - Some buyers may be looking to move in immediately, others may be waiting until their current property is sold. This may influence your decision based on which timing suits you better.

Step 09 THE OFFER PROCESS

ACCEPT

If you accept the offer, the purchase agreement will be signed. Then you are officially under contract! Now inspections, appraisals, or anything agreed in the purchase agreement will take place.

REJECT

You can reject the offer completely. This can happen if you feel the buyers offer is too far from the asking price or don't agree with the terms proposed.

MAKE COUNTER-OFFER

A counter-offer is when the seller offers different terms. The buyer can then accept the offer, reject it or negotiate it.



Step 10 PRE-CLOSING

HOME INSPECTION

Before closing on a home, the prospective buyer will usually schedule an inspection with a professional home inspector. They will identify issues with the house including structural or mechanical issues. The buyer then uses this info to negotiate the seller to reduce the price or else carry out the repairs before closing.

APPRAISAL

If the buyer is taking out a mortgage, they will need an independent appraiser to provide an estimate of the house they are purchasing. The appraiser decides if the cost agreed is a fair price for the property.

NEGOTIATIONS

When a buyer is negotiating a purchase, they will commonly request the seller to pay for any repairs discovered during the inspection. This is why we recommend a pre-listing inspection, so you will have time to fix them or be aware of any issues in advance. If the appraisal comes in below the sale price, they may request you to reduce the price.

FINAL WALK THROUGH

The buyer will do a final walk through the home within 24 hours of closing to check the property's condition and make sure any repair work that the seller agreed to make has been done.



Step 11

CLOSING DAY

Closing will likely be held at the office of the title company, attorney or the lender.

CLOSING COSTS TO SELLER

- Mortgage balance and any penalties
- Any unpaid assessments against your property
- Home warranty
- Title insurance policy
- Real Estate Agent commission
- Property taxes (usually split with buyer)

WHAT TO BRING

- Two forms of Government-issued photo ID
- House Keys
- Garage Keys
- Mailbox keys

WHO WILL BE THERE

- A title company representative
- Your agent (Me)
- The buyer
- The buyer's agent
- Your loan officer
- Attorneys involved in the transaction

Once all the papers are signed, the closing is officially complete.



Congratulations



YOU HAVE OFFICIALLY SOLD YOUR HOME

Moving Checklist

PREP

- ☐ KEEP CLOSING DOCUMENTS
- ☐ CANCEL INSURANCE
- ☐ BOOK TIME OFF WORK
- ☐ BOOK CHILDCARE FOR MOVE
- ☐ BOOK MOVING TRUCK
- ☐ DONATE UNWANTED ITEMS
- ☐ MAKE INVENTORY OF YOUR ITEMS
- ☐ TRANSFER PRESCRIPTION RECORDS
- ☐ REGISTER AT NEW SCHOOLS
- ☐ TAKE CUTTINGS FROM PLANTS
- ☐ MEASURE FURNITURE
- ☐ DEFROST FREEZER

NOTIFY OF MOVING

- ☐ POST OFFICE
- ☐ EMPLOYER & PAYROLL
- ☐ TELEPHONE, INTERNET
- ☐ TAX & SOCIAL SECURITY
- ☐ BANK & CREDIT UNION
- ☐ GARBAGE REMOVAL
- ☐ DOCTOR
- ☐ DENTIST
- ☐ ATTORNEY
- ☐ SUBSCRIPTIONS
- ☐ HEALTH & DENTAL INSURANCE
- ☐ LIFE INSURANCE
- ☐ HOME & CAR INSURANCE
- ☐ FRIENDS & OVERSEAS FRIENDS

'OPEN FIRST' BOX

- ☐ CLEANING SUPPLIES
- ☐ LIGHTBULBS
- ☐ TOOLS (KNIFE, SCISSORS)
- ☐ LIGHTBULBS
- ☐ CHILDRENS TOYS
- ☐ COFFEE, TEA, SNACKS
- ☐ REMOTE CONTROL

PACK OVERNIGHT BAG

- ☐ PAJAMAS & CLEAN CLOTHES
- ☐ TOOTHBRUSH & TOILETRIES
- ☐ TOILETPAPER
- ☐ MEDICATION
- ☐ PET FOOD & LEASH
- ☐ TOWELS
- ☐ IMPORTANT DOCUMENTS
- ☐ CASH & VALUABLES

MOVING DAY

- ☐ LEAVE MAILBOX KEYS
- ☐ LEAVE GARAGE KEYS
- ☐ LEAVE HOUSE KEYS
- ☐ PUT PETS SOMEWHERE SECURE
- ☐ PROTECT FLOORS AND CARPETS
- ☐ MAKE SURE BOXES ARE LABELLED
- ☐ FINAL CLEAN & REMOVE TRASH
- ☐ LEAVE OWNER MANUAL & RECEIPTS



[illegible]