



Comey &  
Shepherd  
REALTORS.®

A HOME  
SELLER'S GUIDE



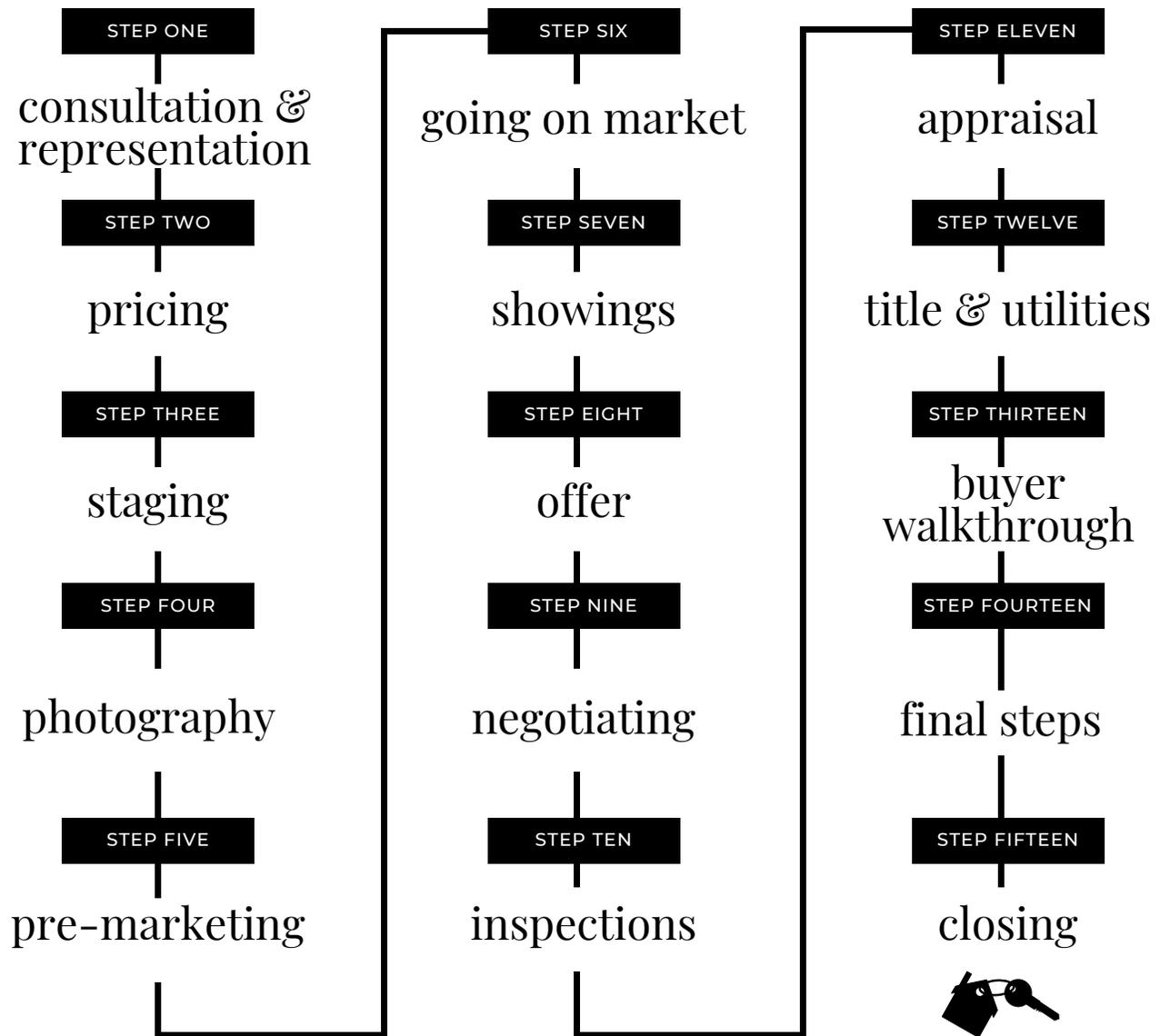
# IMPORTANT QUESTIONS

- Why are you moving?
- How soon do you need to move?
- What are you looking for from an agent?
- What will you do if your house doesn't sell?
- What will you do if your house sells right away?
- Where will you go if you haven't found a home yet?
- What challenges do you anticipate with selling your home?

## REAL ESTATE TRUISMS

- You never get a second chance to make a first impression
- Cute sells
- Price it right and let them fight
- Marketing a home is not the same as living in one
- Less is more
- When in doubt, move it out
- Your first offer can often be your best offer
- If you don't tell, someone will
- All real estate is local

# HOME SELLING *process*





# Have You Heard?

The National Association of REALTORS® (NAR) recently announced a major settlement that ends a long-standing legal dispute about how real estate brokers are paid. This settlement involves NAR and its members, including many real estate professionals and organizations.

## **What Does This Mean For You?**

**Compensation Clarity:** The settlement preserves your freedom to choose how you compensate your real estate agent when buying or selling a home. Broker fees and commissions are not set by law, are fully negotiable, and may be paid by the seller or the buyer.

**Representation of Sellers & Buyers:** Like agents working with sellers, agents working with buyers will need a written agreement, clarifying services and costs.

## **The Power Of Us, The Freedom To Be You**

Simply put, this is our commitment to you. At the core of each sale is the value you derive from our expertise and knowledge, empowering you with the freedom to choose what suits your needs and goals best.

At Comey & Shepherd, we are here to navigate these changes with you, ensuring that your real estate experience remains positive and successful. Whether you are buying or selling, we have your back, offering mastery and support every step of the way.

# DETERMINING FACTORS



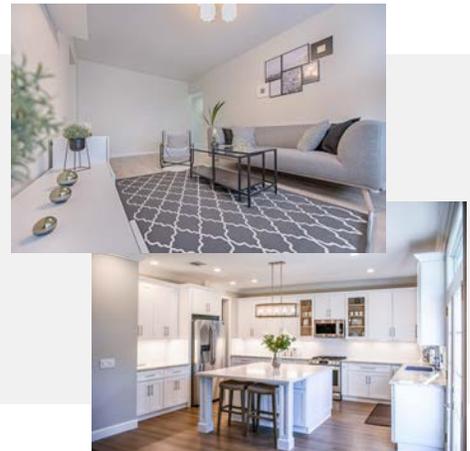
## PRICING

When pricing your home, it is important to study the market carefully.

## Showings

Have your home ready for the market by:

- Completing repairs
- Decluttering & removing personal items
- Ensuring the house is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls



## MARKETING

I offer superior marketing to help get your home sold with the best terms for you.

- Agent-to-agent networking
- Print marketing
- Digital footprint

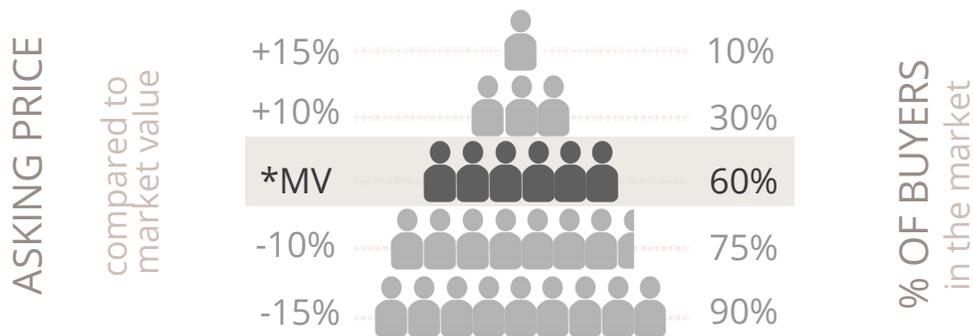


*Cute sells*

# Pricing

## PRICING STRATEGY

I will provide you with a comparative market analysis to review and establish a market value for your home.



\*MV = Market Value

### FACTORS THAT DETERMINE MARKET VALUE

- Recent selling prices
- Competition
- Location
- Physical qualities of the property
- Improvements made
- Market conditions

### FACTORS THAT DO NOT DETERMINE MARKET VALUE

- The original price you paid plus improvements made
- How much you owe
- Your needed/desired proceeds
- Opinion of others
- Appraisal

*Price it right and let them fight*

# COSTS OF SELLING A HOME



## MORTGAGE PAYOFF

The remaining mortgage balance will need to be settled at closing, and any potential prepayment penalties may apply depending on the terms of the loan.



## PROPERTY LIENS

Any outstanding claims, judgments or liens against the property must be addressed before closing, as these can impact the sale process and final proceeds.



## PROPERTY ASSESSMENTS

Any unpaid assessments on the property, such as homeowner association dues or municipal fees, will need to be settled before the sale is finalized.



## DEED PREPARATION

A crucial step in the selling process, ensuring that the property's title is accurately transferred to the new owner.



## TRANSFER TAX

Fees imposed by local and/or state governments when the property changes hands.



## PROPERTY TAX PRORATION

Prorations are a common seller fee that allocates property taxes between the seller and buyer based on ownership time frame and closing date.



## REPRESENTATION

Broker fees and commissions are not set by law, are fully negotiable, and may be paid by the seller, the buyer, the landlord, the tenant, or a third party, or by sharing or splitting the fees and commissions between brokers.



## INSPECTION REMEDIES

Inspection-related remedies to settle concerns of the buyer or lender required remedies of identified property defects.



## CONCESSIONS TO BUYER

A concession is when a seller pays for certain costs associated with purchasing a home for the buyer. Concessions could make your property more attractive to buyers or lead to a better or faster offer.



## TITLE INSURANCE

An optional expense negotiated in the contract where a Seller could provide title insurance, which protects a buyer against any title disputes or claims that may arise after the sale.



## HOME WARRANTY

An optional expense for sellers, but it can be a valuable incentive to attract buyers by covering potential repair costs for major systems and appliances after the sale.



## OTHER

There could be other costs agreed to in a purchase contract.

*less is more*

easier to visualize  
**82%**  
as their future home

staged homes increased  
sale price by up to

**5%**

## **BENEFITS OF STAGING**

Increased sale price

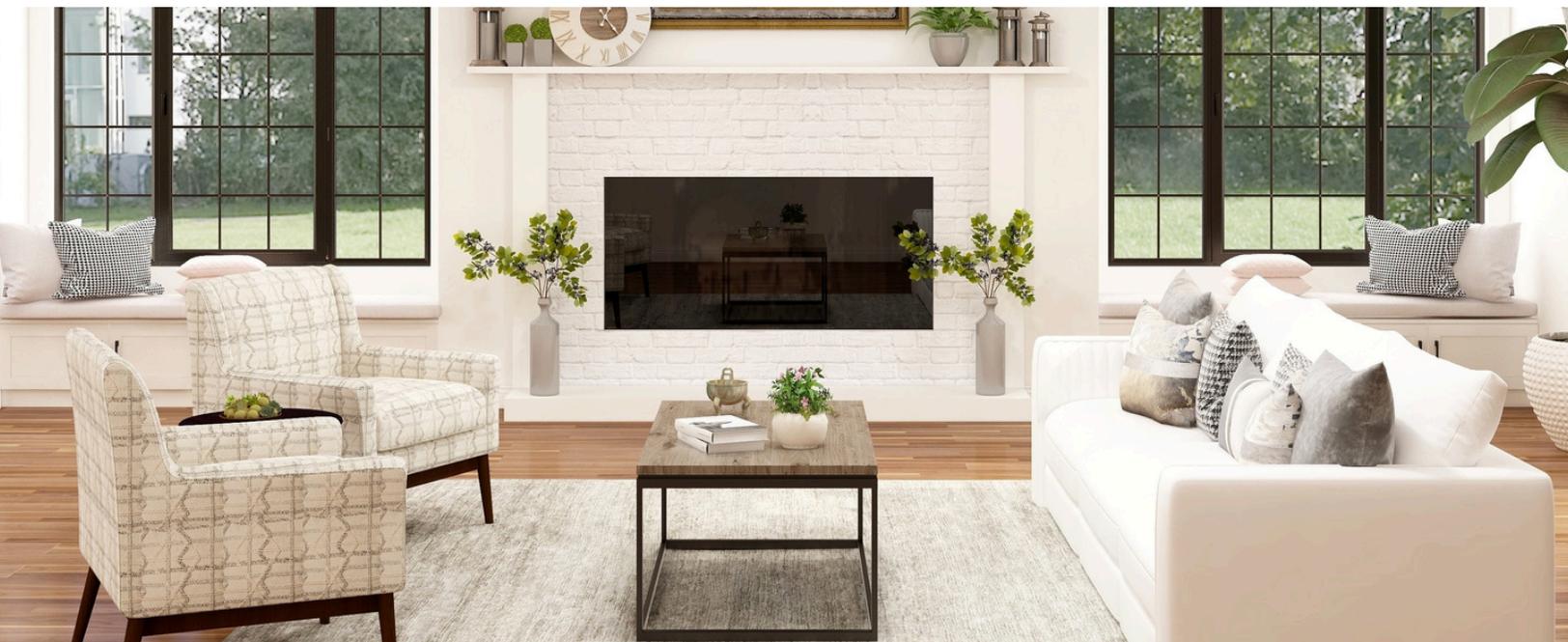
Less time on the market

Demonstrates the home's full potential

Highlights the best features of the home

Defines spaces and reveals the purpose of each space

Creates the WOW factor you will need in photos to make your home stand out



*A picture is worth a thousand words*



## Interesting facts:

quality photos enjoy

**118%**

more online views

professionally-shot listings  
can sell for

**MORE**

potential buyers look at  
professionally-shot photos

**10 TIMES**

longer than non-professional photos

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.

*when in doubt, move it out*



# maximum exposure

## KEYBOX

Keyboxes allow an agent to show your house once they have a confirmed appointment. An electronic keybox notifies me anytime the box is accessed.

## SIGNAGE

To attract the attention of buyers driving by, I will place a sign in the yard and then add an eye-catching sign rider, as permitted by the homeowner's association or municipality.

## SHOWINGS

Once your home is active, you will receive an email to sign up with ShowingTime, a showing service that immediately communicates with you when a showing is requested. This app will allow you to confirm or cancel showings and view buyer feedback.

## OPEN HOUSES

At your option, open houses can be scheduled.

## NETWORKING

A large percentage of real estate transactions happen with agent-to-agent networking. Your home will be exposed to this market.

## DIGITAL FOOTPRINT

We will meet potential buyers where they are...online! Your home will be featured in the local MLS and syndicated to many other listing sites, including Realtor.com, Zillow, Homes.com, our company website, my social media and other brokerage websites. You can share on your social media, too.

## ROBUST MARKETING

I will provide you with high-quality brochures that give buyers a takeaway to remember your property, mail postcards, and email a marketing piece to my sphere through my contact management software.

# 95%

OF BUYERS USED THE INTERNET TO SEARCH

MLS MARKETING	ACTIVE	COMING SOON	DELAYED ENTRY	NO ENTRY
YARD SIGN	✓	✓		
COMING SOON SIGN RIDER		✓		
APPEARS IN MLS, SEARCHABLE BY AGENTS AND BUYERS	✓	✓		
PUBLIC MARKETING	✓	✓		
LISTING BROKERAGE INTERNAL MARKETING	✓	✓	✓*	✓*
AVAILABLE FOR SHOWINGS	✓		✓*	✓*
OFFERS MAY BE PRESENTED TO SELLERS	✓		✓*	✓*
LIMITED NUMBER OF DAYS TO MARKET WITH THIS STATUS (UP TO 10 DAYS)		✓		

\*Limited to listing brokerage agents. If a coop licensee becomes involved, the listing's status must be converted to Active.

*You never get a second chance to make a first impression*

# seller checklist

maximize your home's potential

A clean, neutral, and streamlined look helps buyers imagine what life would be like in your home. The action points below will help them do that.

01

## EXTERIOR

- Bring out any outdoor furniture, cushions, and umbrellas
- Clean up any toys in the yard
- Clean up after pets
- Weed and freshly mulch garden beds
- Clean interior and exterior windows



02

## INTERIOR

- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Remove personal items, excessive decorations & furniture
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



03

## FRESHEN THE PAINT & FIXTURES

- Neutralizing interior paint colors goes a long way in helping buyers feel that the home is move-in ready
- 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
- Paint the front door
- Update light fixtures inside and out



# showings

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

## FLEXIBLE

Be flexible and accommodating to a buyer's request to avoid missed opportunities.

## 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 by wiping down kitchen and bathrooms, have fresh towels out, clear personal stuff off all countertops, vacuum, sweep floors and make beds.

## 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. Make sure animals are not loose during showings.

## NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on for a showing.

## TRASH

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

## TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the heating or cooling is working properly.

## PERSONALS

Place all valuables, including jewelry, money, prescriptions and weapons out of sight, and in a safe or locked place.

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# offers

Price is just one of many considerations when deciding which offer is best for you. Here are some of the other factors that matter. I will create an offer evaluation worksheet to compare/contrast the offers you receive to help you make an informed decision.

## CONTINGENCIES

Property insurance, appraisal, inspections, earnest money, financing, maintenance, and review of HOA docs (if applicable).

## PRE-APPROVAL

An indication that the buyer is qualified to buy your home via cash or loan.

## BUYER REPRESENTATION

A buyer may request that you pay the fee they owe their representative.

## EARNEST MONEY

The amount of money the buyer deposits with their broker or a third party to demonstrate good faith and intention to complete the transaction

## INCLUSIONS/EXCLUSIONS

What stays or goes related to fixtures, like appliances and amenities, indoor and outdoor.

## APPRAISAL

This process defines the value of real property. The buyer's obligation to close the transaction can be contingent upon Real Estate appraising at or above the final sales price, whether paying cash or obtaining a loan.

## CLOSING & POSSESSION

When you receive your money and give the keys to the buyer to move in, this could be accomplished at the same time or on different days. Where you're going next may greatly influence this part of negotiations.

## CLOSING COSTS

Sometimes an offer includes a request from the buyer for you to pay a portion of their closing costs, can be labeled as settlement charges or seller concessions to buyer. This affects your bottom line.

# CONTRACT TERMINATION POINTS\*

## BUYER TERMINATION POINTS

- **Appraisal Contingency**
- **HOA Documents**
- **Maintenance Contingency**
- **Inspection Contingency**
- **Insurance Contingency**

## SELLER TERMINATION POINTS

- **Earnest Money Contingency**
- **Proof of Financing Qualification**
- **Intent to Proceed**
- **Conditional Approval**
- **Loan Approval (Clear to Close)**

# home INSPECTIONS

## MAY INCLUDE

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Garages

Grading & Drainage

All Stairs

Radon

Wood-Destroying Insects

Sewer Line Scope



## FAQ

### INSPECTION TIME FRAME

Number of days agreed to in the purchase contract to conduct any inspections.

### COSTS

The buyer will choose, at their expense, the inspections performed by the inspector(s) of their choice.

### POSSIBLE OUTCOMES

Inspections can result in the buyer submitting their request for repairs of identified property defects..

### CONSIDERATION PERIOD

The seller has a period of time to review and respond to the requested repairs. The seller can agree, propose a counter, or decline all requests.

### SETTLEMENT PERIOD:

- The buyer can accept a counter from the seller.
- The buyer can renegotiate.
- If the buyer and seller do not come to terms, the contract terminates.

# home APPRAISAL



Whether a buyer is seeking a loan to purchase your home or paying cash, an appraisal may be a contingency to assess the value of the home. As a seller, you want the property to appraise for at least the contract purchase price or more. I can guide you on strategies to help support the purchase price.

## **APPRAISAL COMES IN AT OR ABOVE SALE PRICE**

You are one step closer to closing!

## **IF APPRAISAL COMES IN BELOW PURCHASE PRICE, BUYER CAN**

- Renegotiate
- Cover the difference
- Terminate the contract

# CLOSING THE SALE

## *what to expect*

Closing is when documents are signed and funds are distributed to transfer property ownership from the seller to the buyer. The title company will review the contract, find out what payments are owed by whom, prepare documents for closing, conduct the closing, make sure all payoffs are completed, record the deed, and disburse proceeds, if applicable.

### 1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lienholders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents
- Sellers, 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
- Bill of Sale, and other real estate-related documents
- Signed closing disclosure
- Receipts (if needed) for completed repairs, per purchase contract.

### 3. TRANSFER PROPERTY

The transfer of property will include:

- Recording of the signed deed at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for a specified time frame
- Exchange of keys, garage door openers, security codes and/or devices, appliance manuals, etc.

### YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Deed preparation
- Any claims against the property
- Unpaid assessments on the property
- Their Real Estate Agent
- Title insurance policy
- Home warranty

NOTE: There may be other costs agreed to in a purchase contract.

### WHAT TO BRING

Sellers need to bring to closing:

- A government-issued photo ID
- House keys, property access codes, passwords
- Garage door openers
- Mailbox and any other spare keys

### AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

# FINAL *steps* FOR SELLERS



## CANCEL POLICIES

Once title transfer has occurred, and possession is given to the buyer, contact your insurance agent to cancel your homeowner's policy.



## TRANSFER UTILITIES

Transfer utilities to the buyer and close those accounts. Keep a list of phone numbers for each utility and entertainment company.



## CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



## DOCUMENTS

Save all closing documents as well as the contract to purchase and related documents. Keep them in a safe place.



## GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties to provide to the buyer.



## CLEAR OUT PERSONALS

Move out your personal belongings completely and other items required by the contract. Check all drawers, cabinets, and closets.



## CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



## FLOORS

Vacuum and sweep floors one more time



## LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

A modern interior scene featuring a round wooden table, a chair, a floor lamp, and plants against a white wood-paneled wall. The scene is framed by white curtains on the left and right. The floor is light-colored wood, and a white shag rug is partially visible under the table. The overall aesthetic is clean, bright, and contemporary.

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TO  
*Sold*

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