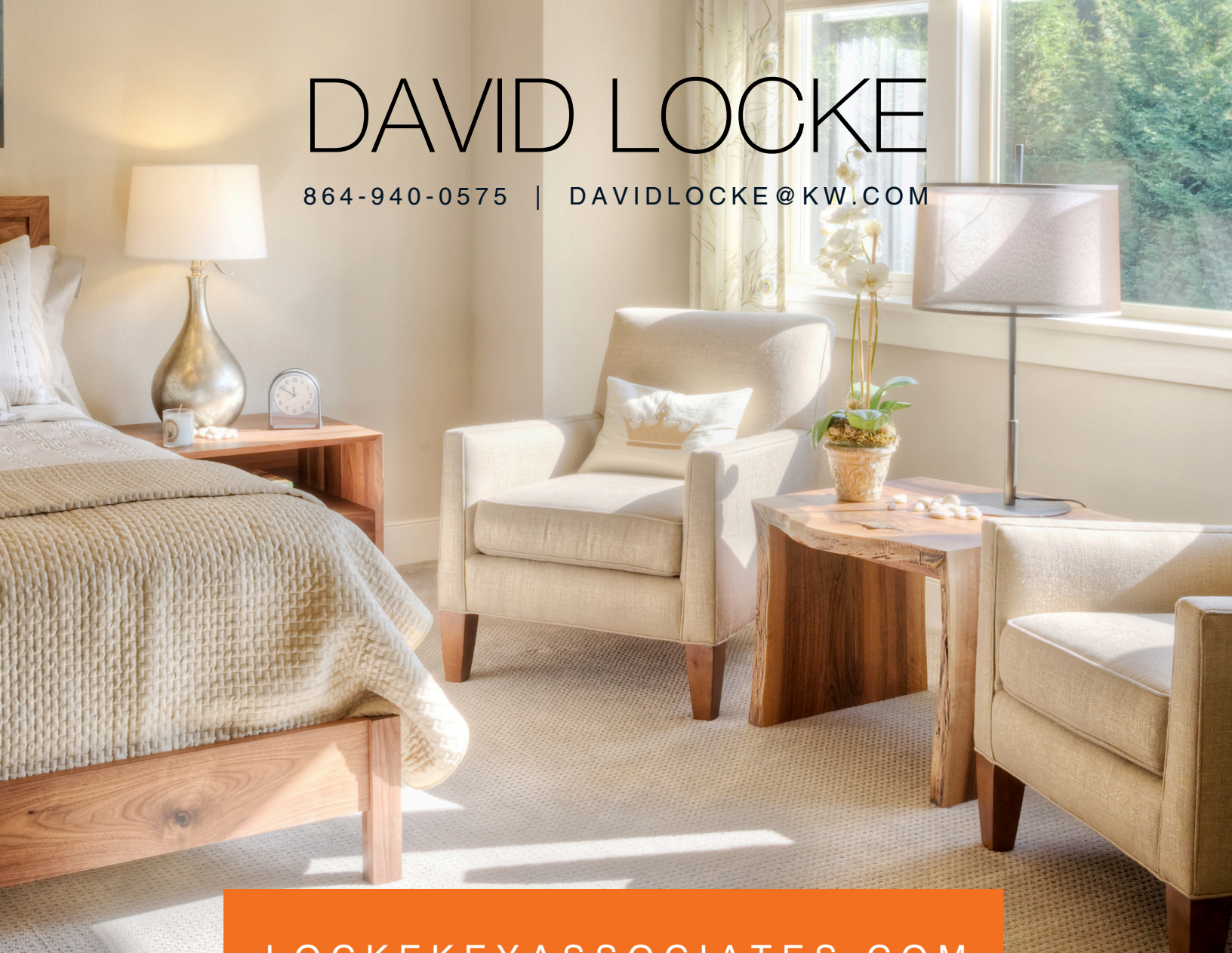


DAVID LOCKE

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LOCKEKEYASSOCIATES.COM

MY STRATEGY TO GETTING YOUR HOME SOLD



LOCKE & KEY

ASSOCIATES™

at Keller Williams Western Upstate

HOW NICE TO

meet you.

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of selling your home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

I hope this sellers guide answers any questions you may have about getting your home on the market and sold fast.

I am here to help with any of your real estate needs, so please don't hesitate to reach out!



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davidlocke@kw.com
lockekeyassociates.com



“

“Kindness, proactive customer service and treating others as we would like to be treated are my cornerstones of business.”

A man with a beard and brown jacket stands in front of a landscape with hot air balloons. The man is smiling and looking directly at the camera. The background shows a valley with hot air balloons floating in the sky.

David Locke, Realtor

INTRODUCTION

Locke & Key Associates and Realtor David Locke are a full-service, Real Estate Marketing team focused on our clients and our customer service. Working with sellers and buyers on existing homes, we are also experts within Upstate South Carolina. We stage homes, new and existing, and use professional photography for still photographs and video walkthroughs to market our listings to stand out above the rest!

Our knowledge of the market and our research techniques have proven to sell your home. A house that looks amazing at the right price means a sale! This knowledge translates to awesome negotiation skills for our buyers and leads to the best price for their biggest investment!

MY COMMITMENT TO YOU

I COMMIT TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I commit to always provide you with honest and accurate information about the condition and value of your property. You can rely on me to thoroughly assess every aspect, from the structural integrity to the aesthetic appeal, ensuring that you have a comprehensive understanding of your property's true worth.

I COMMIT TO RESPECT YOUR CONFIDENCE

I commit to respect your confidence and keep any information you share with me completely confidential. Your trust is of utmost importance to me, and I will always ensure that your privacy is protected. Rest assured that any conversations we have will remain in strict confidence, fostering a safe and secure environment for open communication.

I COMMIT TO CONSISTENT COMMUNICATION

I wholeheartedly commit to maintaining consistent and effective communication, ensuring that all parties involved are continuously informed and updated throughout the process. By prioritizing open and transparent lines of communication, I strive to foster strong connections, build trust, and drive successful outcomes.

I COMMIT TO BEING YOUR #1 ADVOCATE

As your dedicated home-selling real estate agent, I commit to being your #1 Advocate throughout the entire process. With my expertise, I will go above and beyond to ensure your needs are met and provide you with a seamless experience in selling your home.

I COMMIT THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

Rest assured, I commit to ensuring that you will have a clear and comprehensive understanding of what you're signing. You can trust that no information will be overlooked, and any potential confusion will be cleared up, allowing you to make informed decisions with confidence.

I COMMIT TO BEING A PROBLEM SOLVER

I am committed to being a proactive problem solver, consistently seeking out innovative and creative solutions. With unwavering determination and resourcefulness, I am dedicated to overcoming challenges that come our way.

4 STAGES OF HOME SELLING

1/

PRELISTING

- schedule an appointment
- meet with Realtor David Locke
- discuss the best strategy for selling
- property evaluation & staging consultation
- complete market analysis
- establish sales price
- execute listing agreement

2/

PREP FOR MARKET

- start marketing campaign
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property flyer delivered
- direct mail campaign launched (\$500K+ ONLY)
- e-mail campaigns started
- open house scheduled

3/

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open house held
- post cards mailed (\$500K+ ONLY)

4/

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!



stage one

STAGE ONE : PRELISTING
YOUR CURRENT HOME



PRICING TO SELL FAST

& for more money

You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment into your home.

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes stale homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:



That thought will scare away many buyers, and it will prompt the ones who remain interested in attempting to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market."

Should I Offer Buyer's Agent Commission?

LET'S DISCUSS THE
DETAILS



Understanding the **NAR** SETTLEMENT

Let's dive into a key update that could have a big impact on how you sell your home. The recent NAR settlement brings a significant change: sellers are no longer required to offer compensation to buyer's agents when listing their home on the MLS.

WHAT DOES THIS MEAN FOR YOU AS A SELLER?

- You now have the flexibility to decide if—and how much—you want to offer in compensation to buyer's agents.
- Gone are the days of being required to include a buyer's agent commission in your listing.
- If you choose not to offer compensation, you might need to get creative with strategies to attract buyers and their agents to your property.

HOW DOES THIS IMPACT BUYERS?

- Buyers may need to cover their agent's commission out of pocket if the seller doesn't offer compensation.
- Buyer's agents will now have signed agreements with their clients, clearly outlining their services and how they'll be paid.
- This shift may lead to buyers being more selective about working with agents or negotiating agent fees upfront.



SO, HOW WILL BUYER'S AGENTS GET PAID NOW?

- Buyer's agents can still receive compensation from the seller if the seller chooses to offer it.
- If no seller compensation is offered, buyers will need to pay their agents directly.
- In some cases, buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.

It's an important shift that puts more control in your hands as a seller, but it also changes the dynamics for buyers and agents alike. Being aware of these changes will help you navigate the market more strategically!





David Locke, Realtor

TAILORED GUIDANCE FOR YOUR **UNIQUE** SITUATION

Let's be real—there's no one-size-fits-all solution in real estate. Every home, every neighborhood, and every market trend is different, which means the strategy that works for one person may not work for you.

That's where I come in. I'm here to dig deep into your property's unique features, local market data, and current trends to give you personalized insights.

Together, we'll look at the pros and cons specific to your situation, so you can make informed, confident decisions that are right for you. No pressure—just the facts, and I'll be by your side every step of the way to ensure the best possible outcome for you!



I'M HERE TO GUIDE YOU EVERY STEP OF THE WAY

Let's take the guesswork out of selling your home. With my personalized approach and clear, easy-to-understand insights, I'll help you make decisions that truly work for you.

Ready to move forward? Let's chat about how we can make the most of your home sale. I'm here to give you the guidance and confidence you need to navigate every step of the process. Reach out to schedule our listing appointment, and we'll get started on making your sale a success. I can't wait to work together!

BUYER AGENT COMPENSATION

STRATEGIC APPROACHES IN THE LANDSCAPE



UPFRONT COMPENSATION OFFER

With this approach, we're clear about our willingness to offer compensation when buyer's agents inquire..

- I'll respond to inquiries with a clear statement like, "Yes, we're offering X% to buyer's agents."
- This transparency can encourage more showings and potentially more offers.
- It sets clear expectations from the start, which some agents and buyers prefer.

FLEXIBLE COMPENSATION APPROACH

This strategy keeps compensation as part of our overall negotiation toolkit.

- When asked about compensation, I'll say, "We're considering all offers. Please submit your offer, and we'll respond with an acceptance or a counter."
- This allows us to adjust based on the strength of each offer we receive.
- It could give us more flexibility in negotiations and potentially better overall terms.

NO COMPENSATION OFFERED

This approach makes it clear that we're not offering compensation to buyer's agents.

- If asked, I'll state, "We're not offering compensation to buyer's agents."
- This puts the responsibility of agent payment on the buyer.
- It might reduce the number of showings but could potentially lead to a higher net sale price for you.

BUYER AGENT COMPENSATION

NAVIGATING YOUR OPTIONS IN TODAY'S MARKET



The real estate landscape is shifting, and with it, so are strategies for handling buyer agent compensation. Let's explore a few strategic approaches to help you decide what works best for your goals.

UPFRONT COMPENSATION OFFER

With this approach, we're fully transparent about offering compensation from the get-go, making it clear to buyer's agents.

- I'll respond to inquiries with something like, "Yes, we're offering X% to buyer's agents."
- This kind of openness can encourage more showings, and in turn, more offers.
- It also sets clear expectations right from the start—something many agents and buyers appreciate.

FLEXIBLE COMPENSATION APPROACH

In this strategy, we keep compensation as part of our negotiation toolkit, allowing for more flexibility.

- When asked, I'll respond with, "We're open to all offers. Submit yours, and we'll respond with an acceptance or counter."
- This gives us room to adjust depending on the strength of the offers we receive.
- It can also provide more negotiation power, potentially leading to better overall terms.

NO COMPENSATION OFFERED

In this approach, we make it clear that we're not offering compensation to buyer's agents, putting the responsibility on the buyer.

- If asked, I'll simply say, "We're not offering compensation to buyer's agents."
- This shifts the burden of payment to the buyer, which may reduce showings but could result in a higher net sale price for you.

Each strategy comes with its pros and cons, and I'm here to help you decide which approach aligns best with your goals!



The Benefits of Offering a Buyer's Agent Commission

Offering a buyer's agent commission can be a game-changer for your home sale. Here's why:

Broaden Your Buyer Pool:

When you offer a commission, more agents are motivated to show your property, expanding its visibility to a wider audience of serious, qualified buyers.

Attract Serious Buyers:

Agents typically work with pre-approved buyers who are ready to purchase. By offering a commission, you're more likely to attract these motivated buyers and receive solid offers.

Speed Up the Sale:

Homes offering a commission often get more attention, which leads to faster sales. With more visibility, your property spends less time on the market.

Boost Your Marketing Reach:

Agents leverage their networks, social media, and email campaigns to promote homes. Offering a commission means your property gets maximum exposure through these powerful channels.

Increase Showings:

A commission incentivizes agents to schedule more showings, giving your home more opportunities to impress potential buyers.

The Benefits of Offering a Buyer's Agent Commission

Reduce Buyer Barriers:

By offering a commission, you remove a financial hurdle for buyers who may not be able to afford their agent's fee. This makes your home more appealing and accessible to a wider range of buyers.

Strengthen Your Negotiating Power:

Increased interest often means multiple offers. This competition gives you leverage to negotiate a higher sale price and better terms.

Minimize Deal Failures:

Buyers represented by agents tend to be more committed, which reduces the chances of deals falling through and ensures a smoother transaction.

Maximize Your Sale Value:

More competition, serious buyers, and strong offers often lead to a higher final sale price and better contract terms, helping you get the most out of your home sale.

Offering a buyer's agent commission isn't just about covering a fee—it's a strategic move to unlock the full potential of your home sale!

stage two

STAGE TWO : PREPARATION
OUR STEPS TO SOLD



OUR EIGHT STEPS TO GET YOUR

HOME SOLD

- 1/ MARKET PREPARATION
- 2/ STAGING
- 3/ PHOTOGRAPHY
- 4/ ONLINE MARKETING BLAST
- 5/ SOCIAL MEDIA
- 6/ OPEN HOUSES
- 7/ PRINT MARKETING
- 8/ INFORMING AGENTS

PREPARING YOUR HOME

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place! Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.



PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime. Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

Interior

- Wash all windows and mirrors
- Remove all pet-related items and food
- Take personal items off the walls
- All laundry is either put away or hidden
- Take all trash out
- Move all sensitive paperwork and medication to a secure area

Exterior

- Wash all windows and clean screens
- Touch up paint
- Move any extra vehicles from the DRIVEWAY
- Display seasonal flowers and landscaping
- Weed any flower beds
- Clean front porch and secure any loose handrails



STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers. **We offer AI virtual staging tools included in your listing service! This allows for vacant rooms to be staged online in photos to give a sense of what the home can be.**

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! Before I was a Realtor I owned a photography company for many years and was a university photography professor. I will come capture excellent images and video to make sure your home is shown perfectly!



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

RECEIVE AN
AVERAGE OF
87% MORE
VIEWS THAN
THEIR PEERS
ACROSS ALL
PRICE TIERS.

A HOME WITH ONE
PHOTO SPENDS AN
AVERAGE 70 DAYS ON
THE MARKET, BUT A
HOME WITH 20
PHOTOS SPENDS 32
DAYS ON THE MARKET.

HAVE A
47%
HIGHER
ASKING
PRICE PER
SQUARE
FOOT.

ONLINE MARKETING BLITZ

Realtor.com

Zillow.com

Homes.com

Targeted Online Campaign

Pinterest Board

Google

Social Media Post

Homes.com

Shared with KW agents via Facebook and flyers

+More!

SOCIAL MEDIA

With technology headed to the forefront of the new real estate market and the typical buyer using the internet to search for homes, the internet is a prevalent factor in the home buying process today, but what else is driving today's homebuyers? I believe it is everything they have learned from watching real estate reality-based content on TV and now, even more so, on social media.

WHERE BUYER FOUND THE HOME THEY PURCHASED

Exhibit 3-4 (Percentage Distribution)

	AGE OF HOME BUYER						
	All Buyers	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Internet	52%	50%	46%	36%	34%	27%	21%
Real estate agent	28	4	3	4	3	3	4
Yard sign/open house sign	4	3	2	4	5	5	4
Friend, relative or neighbor	8	20	24	28	30	36	45
Home builder or their agent	6	7	7	6	9	11	13
Directly from sellers/knew the sellers	3	10	11	13	13	10	3
Print newspaper advertisement	*	3	3	5	5	7	7
Home book or magazine	*	3	3	3	2	1	3
Other	*	*	*	*	*	*	*

*Less than 1 percent

2024 NAR Home Buyers and Sellers Generational Trends



FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

Exhibit 3-1 (Percentage Distribution)

	AGE OF HOME BUYER						
	All Buyers	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Looked online for properties for sale	41%	34%	40%	46%	47%	41%	31%
Contacted a real estate agent	20	14	19	19	22	22	34
Looked online for information about the home buying process	11	18	12	7	7	8	2
Contacted a bank or mortgage lender	8	9	9	10	6	5	4
Talked with a friend or relative about home buying process	7	14	9	4	4	3	11
Drove-by homes/neighborhoods	4	3	3	3	4	6	5
Visited open houses	3	2	2	3	2	4	2
Contacted builder/visited builder models	2	1	2	2	2	3	1
Contacted a home seller directly	2	1	1	2	2	4	4
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	2	1	1	*	*	*	*
Attended a home buying seminar	1	1	2	2	1	1	2
Looked in newspapers, magazines, or home buying guides	*			*	*	*	1
Read books or guides about the home buying process	*	1	1	*	*	*	1
Other	1	1	*	1	2	1	1

*Less than 1 percent

2024 NAR Home Buyers and Sellers Generational Trends



OPEN HOUSES

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



STEPS WE TAKE TO PREPARE

- Posted on all major websites including Zillow, Realtor.com, and the local MLS
- Local realtors invited
- Posted on our social media accounts
- Social Media Ads
- Newsletter Blast
- We can create creative open house events including tastings and parties.

PRINT MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are our top 3 marketing pieces we have printed with each listing.

01

Custom
Property
Flyer



02

EDDM Custom
Postcard
Campaign



03

Consistent Branding
In Our community For
Brand Awareness



FOLLOW UP

According to a study done by MIT, the odds of contacting a lead in more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our team is trained and prepared to follow up immediately.

stage three

STAGE THREE : ON THE
MARKET ACTIVITY

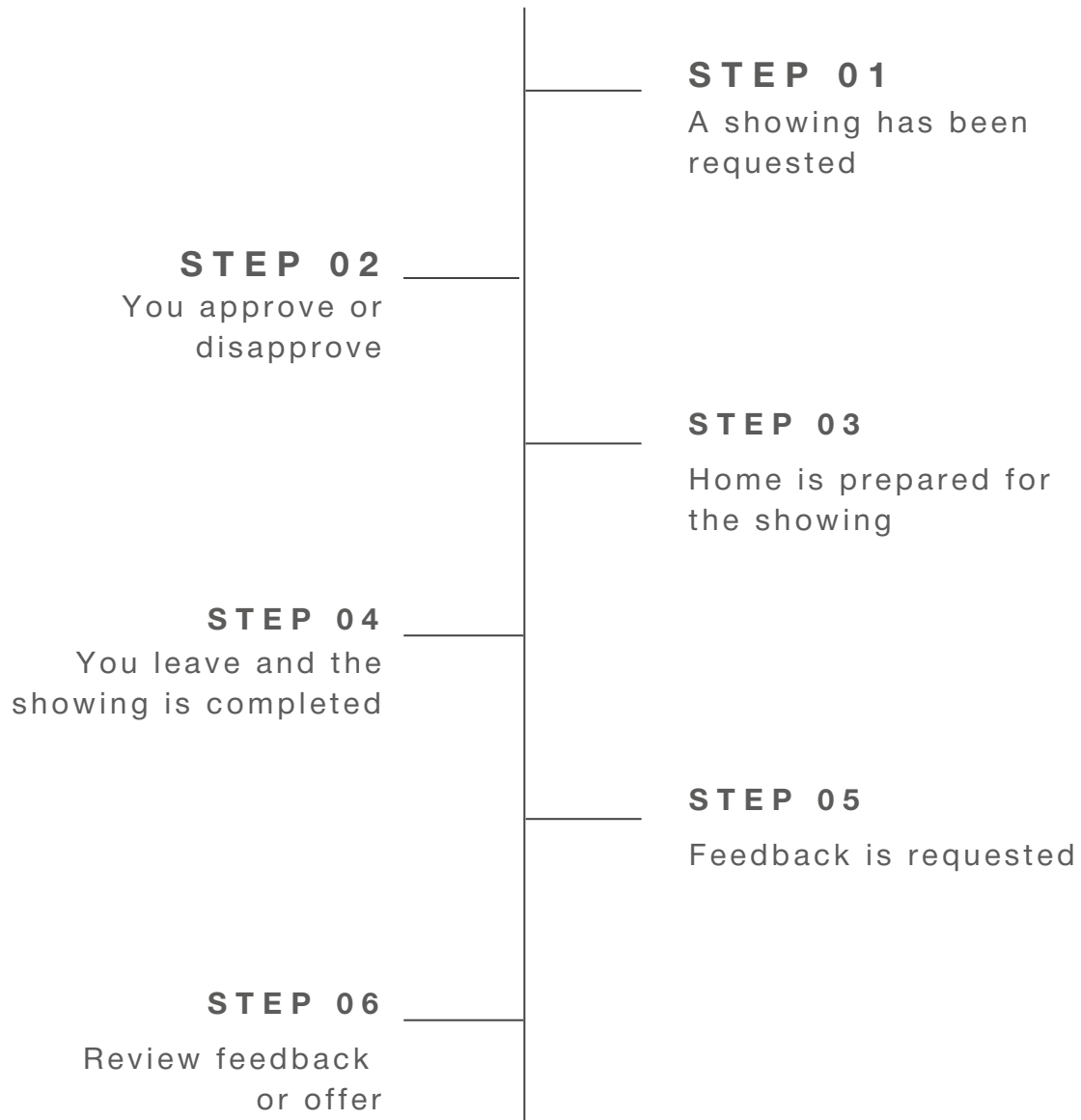


LAST-MINUTE SHOWING

CHECKLIST

- | | |
|--|---|
| ☐ Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs | ☐ Take the trash out and consider hiding garbage cans. |
| ☐ Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers. Clear bath counters. | ☐ Minimize family photos |
| ☐ Keys and personal items should be stored away. | ☐ Do a thorough cleaning - even if you have to hire a cleaning service |
| ☐ Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc. | ☐ Improve curb appeal: Mow the lawn and trim back overgrown shrubbery |
| ☐ Take 15 minutes and organize / purge your fridge - because a buyer WILL look! | ☐ Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces. |
| ☐ Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings. | ☐ Put fresh flowers or flowering plants on the dining room table |
| ☐ Play soft music | ☐ Offer snacks and water |
| ☐ Turn on all of the lights | ☐ Take all the magnets and pictures off the refrigerator. |
| ☐ Organize toys or store them while your home is on the market | ☐ Open the windows - buyers love lots of natural light. |
| ☐ Less is more. Remove excess furniture if possible. | ☐ Replace light bulbs that are burnt out. The better the lighting, the better the results. |
| ☐ Walkways to and from the home should be clean and clear. | ☐ Hide feeding bowls, litter boxes, dog beds, etc. |
| ☐ Make all of the beds. | ☐ Do a final dusting, sweeping and vacuuming just before the open house or showing. |

SHOWING YOUR HOME



COMMON SHOWING MISTAKES

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: **It's considered a faux pas for sellers to be present during showings at their home,** as it can make buyers feel uncomfortable.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.



SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The “why” is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice at Locke & Key to ask the agent that showed the property what the buyer thought. We pass that information on to you if it is provided. And here's a list of some helpful ways to interpret that feedback:

what they say

what they mean

“The furnace (or insert another large mechanical name here) is old and we're just not sure.”

The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.

“They were hoping for an open floor plan.”

“The floor plan wasn't right for them.”

“They thought the rooms would be bigger.”

“The rooms are smaller than they thought.”

“They were surprised at the (insert name of something not shown in photos).”

“It was our first time out and we're just getting started.”

Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are and sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.

“It smelled funny.”

“The pet odor was strong.”

You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.

what they say

what they mean

“More work than they expected.”	They might need to see more homes to understand the value but at the moment they’re not excited enough about your house to make an offer.
“Too much wallpaper.”	
“The showing went well.”	Who knows what that means but more than likely if it’s not followed with an offer it means they’re not interested.
“It’s a lovely home, thank the sellers for us.”	
“The street was really busy.”	Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It’s better to confront those issues in the listing than surprise people at the showing.
“Didn’t like the apartments behind the house.”	
“It’s too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.).”	

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it’s not followed with an offer – the feedback means the buyer didn’t see the value in your house for the listing price, that doesn’t necessarily mean that you’re priced too high. (Although, it might mean that.)

Really, it’s all about VALUE.

As your listing agent, I use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won’t sell:

LOCATION | CONDITION | PRICE

You can’t change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition, but maybe you don’t want to because if buyers are commenting that they think the house is too much work you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

Your location is great and the condition is great but people still aren’t buying your house? Well, that could be a number of things, but the odds are good that it’s a value problem and the market is rejecting your listing price. That’s easy enough to fix – adjust the price.

WHAT TO DO WITH PETS DURING A SHOWING

Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. **If you are an animal lover, like me, we know this can be a bitter pill to swallow, but read on...** Here is what to do with pets when selling a home.

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.



UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home nor do you know how a stranger will treat your pet.

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you

stage four

STAGE FOUR : UNDER CONTRACT & CLOSING
THE OFFER & CLOSING





NEGOTIATING THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The **first** is when we negotiate the price and terms when the offer is first submitted. **Second**, there is an opportunity to negotiate during the buyer's inspection contingency. **Last**, during the buyer's appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

TIMELINE

THE OFFER PROCESS

FIRST OFFER SUBMITTED

- ACCEPT THE OFFER
- DECLINE THE OFFER

This happens if the seller thinks your offer isn't close enough to their expectations to further negotiate.

REPEAT

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

COUNTER

A counter-offer is when the seller offers you different terms. If this happens, you can:

- ACCEPT THE OFFER
- DECLINE THE OFFER

ACCEPTED

Once all parties agree on all the terms, you are officially under contract!
CONGRATS!

**THE GOAL:
UNDER CONTRACT**

FINAL STEPS

Order the inspections

During the inspection period, we will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide the buyer with a list of findings.

Order the appraisal

The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the value of the house. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.

Negotiate final offer

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. Think “big picture” and don’t sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.
3. Keep your poker face. The buyer's agent will be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like.
- Donate or sell items that are in good condition.
- Get copies of important records and store them with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- START PACKING

2

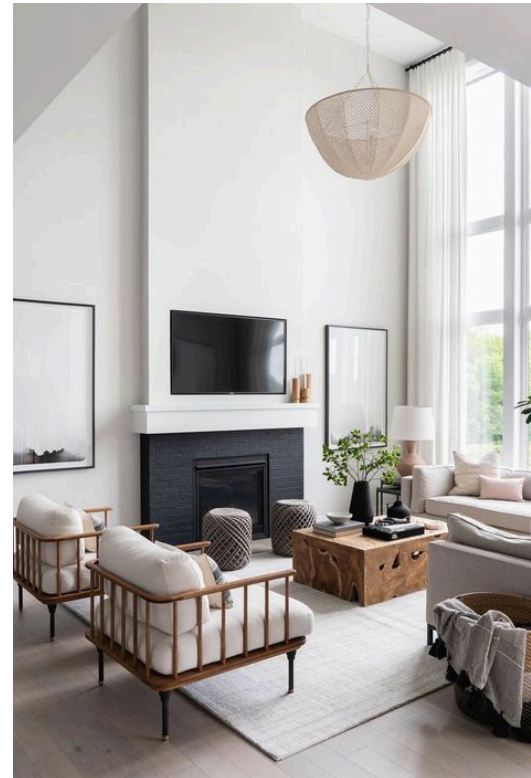
2 WEEKS TO MOVE

- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number



CLOSING DAY

CLOSING DAY

Closing day is the final step in selling your home. It's when you sign the paperwork, finalize details, and officially transfer ownership.

The closing process typically takes four to six weeks, and during this time, the buyer's purchase funds are held in escrow to ensure a smooth transaction

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to do has been done.

They will be sure to:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
 - Open and close garage doors with an opener
 - Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (ME)
 - You
 - Closing Attorney
- Buyer and the Buyer's Agent

BRING TO CLOSING

- Government-issued photo ID

CONGRATULATIONS

Once everything is signed and the paperwork is complete, you'll hand over the keys and officially close the deal.. Now it's time to look forward to your next chapter.

WHY YOU SHOULD HIRE US

1

COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property.

2

MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

3

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

4

TARGET MARKETING

We have been utilizing target marketing on the internet for decades and teaching classed on social media marketing. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.



TESTIMONIALS

"What truly sets David apart is his dedication to his clients."

-Marc B.

"Working with David was the best real estate transaction I've ever had. My buyer's agent did not know what needed to be done and David stepped in and fixed their problems and completed the deal. I can't recommend a better agent to complete your transaction."

-Mark H.

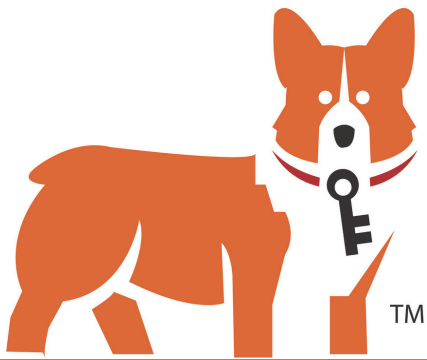
"Having David Locke as my Realtor was a great experience! He has excellent communication skills, connects you to the right people - it's easy to do business with him. His honesty and professionalism make him a high end realtor you can count on!"

-Letitia A.



Why a Corgi as our logo?

Our logo is our precious pedigreed Welsh Pembroke Corgi named Thatcher. His only job is to soak up love and give it back. He is the comfort of our home, the mac and cheese, fluffy comfort between our feet after a hard day, our first greeting in the morning, in short, he is the best of home. The best of what we want for each of our clients for their home, warmth and unconditional love!



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