



HOME SELLER GUIDE

STARTING THE NEXT
CHAPTER OF LIFE



JULIE PIERCE
REALTOR®



Hello!

I'M JULIE

Welcome to your Home Seller Guide!
As your dedicated real estate professional, I'm here to help you navigate the selling process with ease.

Whether you're a first-time seller or a seasoned investor, I'm committed to guiding you through every step of the way with expertise and personalized service.

Sit back, relax, and let me handle all the heavy lifting.



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Home Selling TIMELINE

In this guide, I'll provide you with a detailed outline of each step of the home selling process. I'll cover everything you need to know to successfully sell your home.

01

Market Preparation

- Meet with your agent
- Consider repairs/upgrades
- Develop a game plan
- Home prep checklist

02

Home Marketing

- Determine the right price
- Professional photography
- Professional staging
- My marketing plan

03

Showing Your Home

- Pre-showing checklist
- Review and negotiate offers

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Moving Out

- Moving checklist
- Vendor referral list

Step #1:

MARKET PREPARATION

The very first step of the home selling process is all about getting your home ready to market. With the guidance of your agent, follow these steps for a seamless transition:



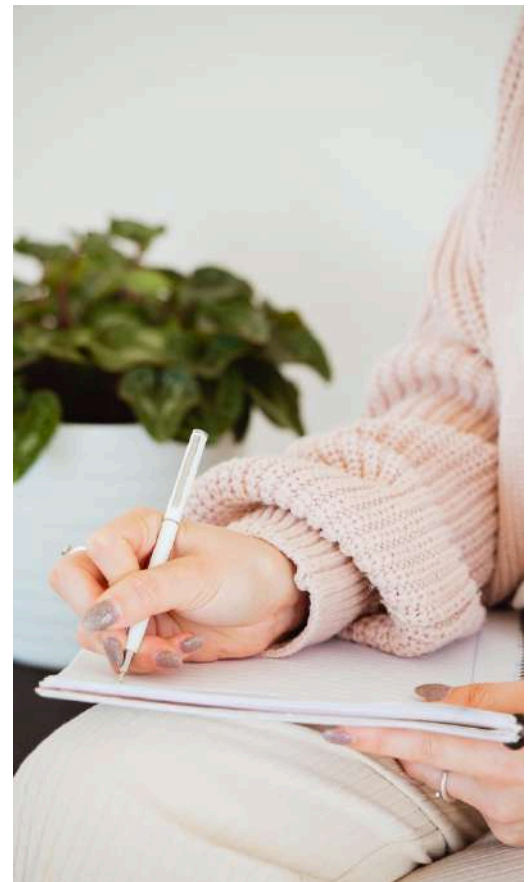
- ✓ Step #1: Meet with your agent
- ✓ Step #2: Consider repairs and upgrades
- ✓ Step #3: Develop a game plan
- ✓ Step #4: Prep your home

MEET WITH YOUR AGENT

In your initial meeting with your agent, you'll begin by discussing your selling goals. Your agent will evaluate your property, suggest selling strategies, and address any concerns you may have about the process.

Together, you'll sign a listing agreement and develop a timeline for listing your property and scheduling important milestones.

With clear communication and coordination, you'll be well-prepared to embark on this exciting journey towards successfully selling your home.



Consider REPAIRS & UPGRADES

Before listing your home for sale, it's a good idea to make some upgrades to give potential buyers the best first impression. Not all buyers have the vision to see what your home 'could be,' so consider making some of these high-ROI improvements that buyers will love:

01 **Fresh Paint:**

Applying a fresh coat of paint to walls, ceilings, and trim can instantly make a space feel more inviting. Choose neutral colors that appeal to a wide range of buyers.

02 **Curb Appeal Enhancements:**

Landscaping, exterior painting, and updating the front door can significantly increase the attractiveness of your home. A well-maintained exterior sets the stage for a positive viewing experience.

03 **Kitchen Updates:**

Replacing outdated appliances, installing new countertops, or refreshing cabinetry with a coat of paint or hardware can make a big impact. Buyers are willing to pay a premium for a modern, functional kitchen.



Consider REPAIRS & UPGRADES

04 Bathroom Renovations:

Updating bathrooms with new fixtures, vanities, flooring, and fresh grout can give them a modern look. Consider adding features like a new shower head or bathtub if budget allows.

05 Flooring Upgrades:

Replace worn-out carpeting and flooring for a clean look. Refinishing existing hardwood floors can also breathe new life into a space.



By investing in these upgrades and enhancements, you can make your home more appealing to buyers, increase the likelihood of receiving competitive offers, and potentially command a higher selling price. It's essential to prioritize upgrades that align with the target market and budget constraints while maximizing your return on investment.

Develop A GAME PLAN

Making upgrades and preparing your home for sale can be a daunting task, but with a strong plan in place, you can work through each room of your house one by one in an organized fashion.



Map Out Your Plan

Make a list of all the rooms you need to go through in your house, what repairs need to be made and what order you will tackle them in.



Complete Repairs

For major jobs, hire contractors as soon as possible to complete the work before your desired time to list your home.



Declutter, Discard and Donate

Go through each room with a fine tooth comb and throw away or donate anything you no longer use and don't need to take with you when you move.



Deep Clean

Give your home a good cleaning before you put it on the market. Specialized pre-listing cleaning companies do a great job of this as well.

Home Prep CHECKLIST

GENERAL

- | | |
|---|---|
| <input type="checkbox"/> Light fixtures | <input type="checkbox"/> HVAC |
| <input type="checkbox"/> Light bulbs | <input type="checkbox"/> Doors and trim |
| <input type="checkbox"/> Worn/stained carpeting | <input type="checkbox"/> Flooring |
| <input type="checkbox"/> Window glass | <input type="checkbox"/> Carbon monoxide detector |
| <input type="checkbox"/> Cabinets | <input type="checkbox"/> Smoke detector |
| <input type="checkbox"/> Sinks and faucets | <input type="checkbox"/> Paint walls |

KITCHEN

- ☐ Clean counters and declutter
- ☐ Clean tile grout
- ☐ Clean appliances (Inside & out)
- ☐ Organize drawers, cabinets and pantries
- ☐ Clean floors
- ☐ Clean sink and disposal

BATHROOMS

- ☐ Dust and clean all surfaces
- ☐ Declutter countertops and drawers
- ☐ Fold towels
- ☐ Tidy cabinets and remove old toiletries
- ☐ Clean or replace shower curtains
- ☐ Clean moldy areas

Home Prep CHECKLIST

BEDROOMS

- ☐ Remove personal items
- ☐ Clean out and organize closets
- ☐ Keep closets closed during showings
- ☐ Repair any damage to walls
- ☐ Make beds before showings

LIVING & DINING

- ☐ Remove clutter and personal items
- ☐ Dust and clean surfaces
- ☐ Stage with pillows and throws

EXTERIOR

- | | |
|--|--|
| <input type="checkbox"/> Sweep walkways, patios and driveway | <input type="checkbox"/> Mow lawn |
| <input type="checkbox"/> Pressure wash driveway and walkways | <input type="checkbox"/> Remove weeds |
| <input type="checkbox"/> Repaint door and trim | <input type="checkbox"/> Arrange outdoor furniture |
| <input type="checkbox"/> Wash windows | <input type="checkbox"/> Repair or replace fence |
| <input type="checkbox"/> Trim hedges | <input type="checkbox"/> Clean pool and spa |
| <input type="checkbox"/> Plant flowers | <input type="checkbox"/> Pool and spa are in working condition |

Step #2:

HOME MARKETING

Now that you've completed all of the necessary repairs and your home is market-ready, it's time to list your property. There are several elements that go into a good listing, and the first is choosing the right price.

DETERMINE THE RIGHT PRICE

Choosing the right price to list your home is an extremely important decision that takes time and care. Properties that are priced appropriately from the start typically sell faster and for more than an overpriced home.

Overpricing your home comes with the risk of it sitting on the market longer, and potentially forcing you to accept an unfavorable offer.

As your agent, I will conduct a thorough evaluation of your property, consider market trends, comparable sales in the area, and other factors to determine the optimal listing price for your property.

Once presented with all of this information and my suggested list price, you will have the final say on what price we choose to list your property at.



Pricing PROS & CONS

BELOW MARKET VALUE

Pros

- ✓ The home will receive greater interest from buyers potentially leading to a quick sale
- ✓ You will likely get a multiple offer scenario which may include offers over the asking price

Cons

- ✗ Risk of selling your home at a lower price than its potential value

AT MARKET VALUE

Pros

- ✓ No appraisal issues
- ✓ Buyers and agents will recognize a fair price
- ✓ Your home will appear on more relevant buyer searches

Cons

- ✗ None

ABOVE MARKET VALUE

Pros

- ✓ A potential buyer may be willing to buy your home for a greater amount

Cons

- ✗ May take longer to sell
- ✗ Sitting on the market longer looks bad to prospective buyers

Professional PHOTOGRAPHY



With over 50% of buyers finding their future homes on the internet, it's essential to have strong online marketing of your property.

The greatest way to differentiate yourself and make your property stand out is through professional photography and videography.



Photos of your home directly influence a potential buyer's decision to schedule a showing. Thus, it's important that we take high quality, attractive photos to include in your listing that showcases its best qualities and features.

Listings that include at least one video get over 400% more inquiries. Including video allows buyers to get a sense of the size of rooms and the flow of the property.



Because of this, I work with the top real estate photographers/videographers in the area to capture stunning photos and videos of your property.

Professional STAGING

To compliment the high quality photos that will be taken of your home, it's always a good idea to consider professional staging.

It's all about creating an environment that captivates potential buyers from the moment they walk through the door.

I can help you with this or you can invest in professional staging. With staging, you're not just enhancing the visual appeal of your home; you're creating an emotional connection that makes buyers envision themselves living there.

It's a decision that shows you're serious about selling and committed to presenting your home in the best possible light.

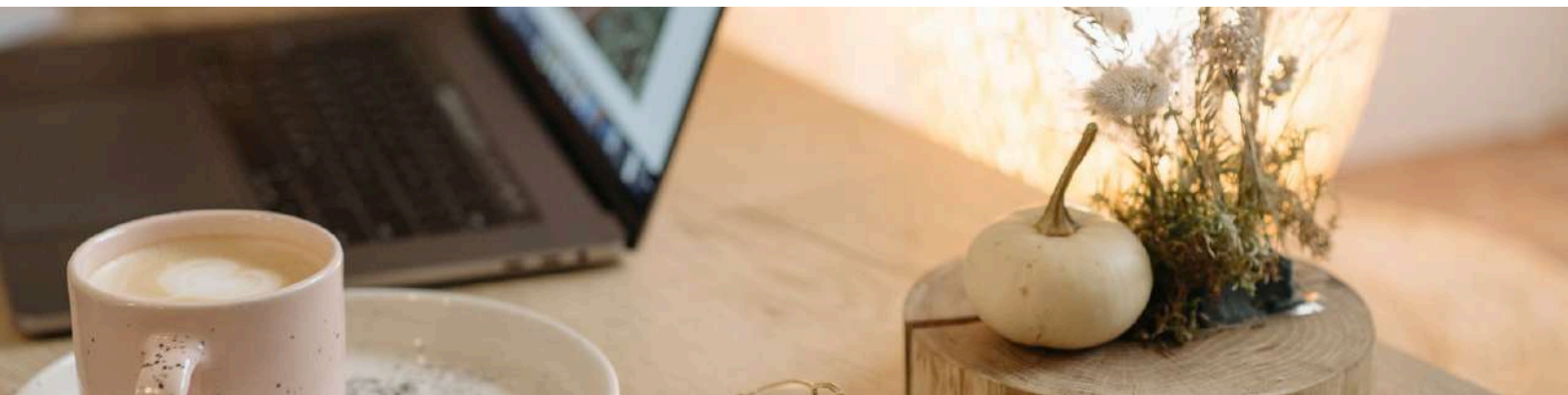
In a competitive market, that can make all the difference in attracting the right buyers and securing a successful sale.



My

MARKETING PLAN

To have your property seen by as many potential buyers as possible, I use a well rounded and strategic marketing plan that covers a wide range of tactics. Here is what's included in my marketing strategy:



**PROFESSIONAL
PHOTOGRAPHY**



**PROFESSIONAL
VIDEOGRAPHY**



**LISTING DISPLAYED
ON MY WEBSITE**



**LISTING DISPLAYED ON
BROKERAGE WEBSITE**



**LISTING FEATURED IN MY
MONTHLY NEWSLETTER**



OPEN HOUSES



YARD SIGN



**POSTING ACROSS
SOCIAL MEDIA**



**POSTCARDS SENT TO
BUYER NETWORK**



**FLYERS DISTRIBUTED
IN NEIGHBORHOOD**

Step #3: SHOWING YOUR HOME

Getting people inside the door of your home is when inquiries turn into offers. The more people that come through the property, the better!

We will work together to determine the parameters for handling showings. We will decide on the days and times that showings are allowed to take place and how to notify you in advance. Here's what to expect as we prepare to show your home:

Homes make the best impression when the owner is not present. I'd suggest leaving the premises when possible for showings. If this is not possible, we will work together to create the best experience for both the buyer and yourself.

We will install a lockbox on the front door of your home, to make showings easy for potential buyers and their agents. All agents will have to request a showing online through our designated portal so we know exactly when the home is being shown and by whom.

If you have pets in the home, they will need to be tended to during showings. We will work out the best plan to handle them during these times.

As well, after each showing, I will request feedback from the buyers and relay this information to you.



Pre-Showing CHECKLIST

ENTRYWAY

- Hang coats
- Tidy shoes and boots
- Vacuum entryway rug
- Clean front door glass (inside and out)

KITCHEN

- Clean sink and faucet
- Wipe counters and stainless steel appliances
- Remove clutter from counters
- Clean stovetop (remove crumbs and drips)
- Take garbage out

LIVING & DINING

- Remove clutter
- Fluff and position pillows and throws
- Clean glass surfaces

BEDROOMS

- Make the bed
- Put away laundry
- Remove clutter from nightstands and desk
- Lock away valuables
- Tidy closet

BATHROOMS

- Empty garbage can
- Wipe down sink and toilet
- Clean shower glass
- Put away all personal items
- Fold and display towels nicely

Reviewing & NEGOTIATING OFFERS

Once showings and open houses have started, we will start obtaining feedback and offers from potential buyers. Once any offer comes in, I will notify you immediately and we will work together to review and negotiate the offers received based on your overarching goals (quick sale, maximizing profit, or perfect timing).



As sellers, you have the option to accept, counter or decline any offers received for the property.

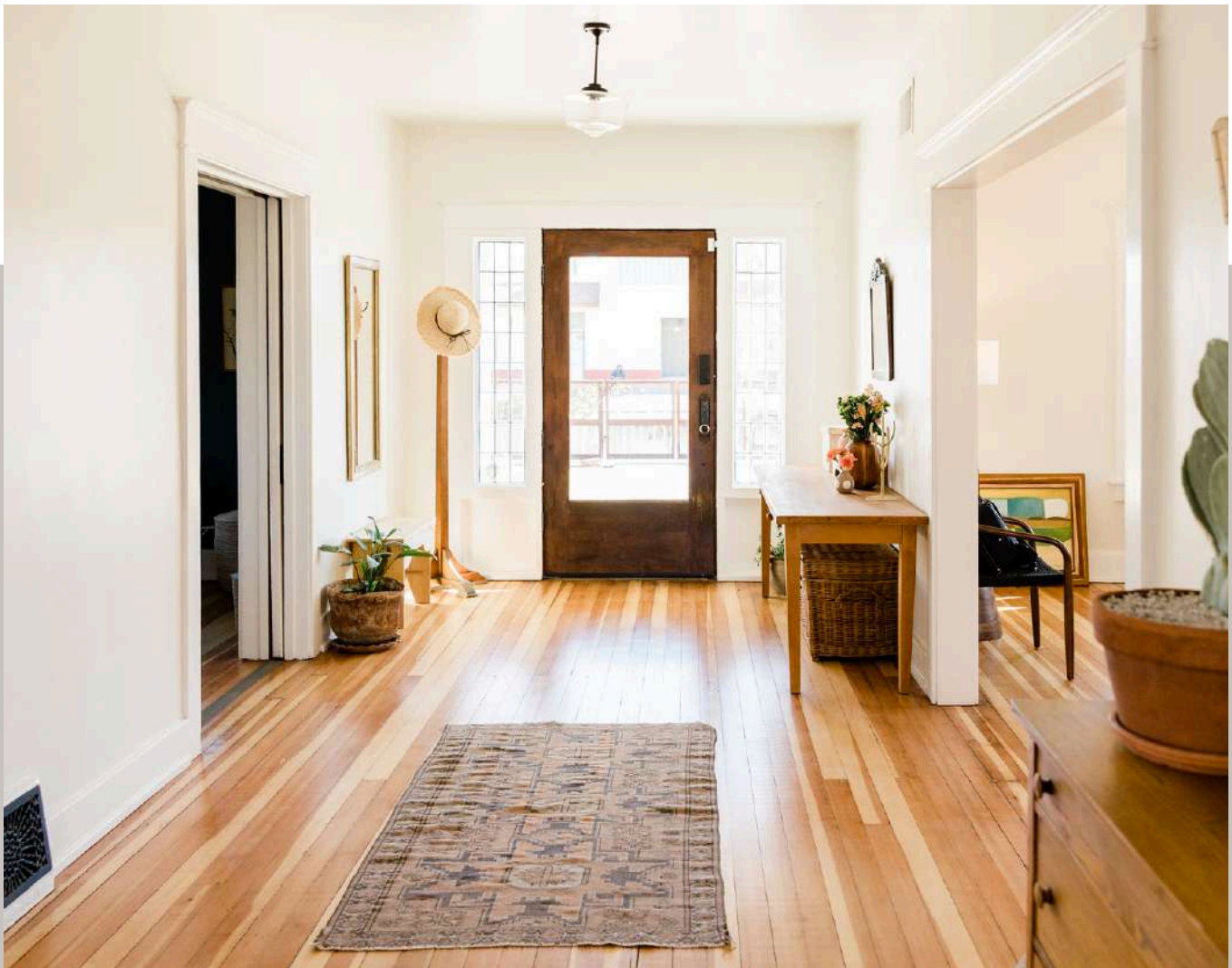
I will work to provide you with my thoughts on each offer, but you as the seller make the final decision based on your priorities.



Step #4:

SELLING IT!

Congratulations! You've accepted an offer and you're on your way to selling your home. Between now and closing day, there are several things that you need to understand as sellers in order for you to uphold your responsibilities during this time. Flip through the next few pages to prepare yourself for being under contract and for closing day.



Going UNDER CONTRACT

01 **Accepting An Offer:**

Once we have completed negotiations and come to an agreement with a buyer, we will sign all of the necessary paperwork to accept the offer.

02 **In Escrow:**

Once the purchase agreement is signed by all parties, the buyers will make their deposit into the escrow account. If either party does not fulfill their obligations as specified in the agreement, the funds will be released to the appropriate party.



Going UNDER CONTRACT

03 Contingencies:

Once we are under contract, we will need to clear any contingencies that were outlined in the contract before closing day. A contingency is when the buyer or seller is responsible for an action in order for the transaction to move forward. These may include securing a mortgage, a title search, a home inspection or homeowners insurance, etc.

04 Closing Day:

Once all parties have cleared their contingencies, we will schedule a closing date with the title company. Right before closing day, the buyer will do their final walkthrough of the property to ensure that any agreed-upon repairs were completed and that the property is in good condition. On closing day, the final paperwork will be signed, the keys will be handed over to the buyers, and the funds will be distributed to you.



How to prepare for CLOSING DAY



- ✓ **Paperwork:** Ensure you've provided any additional paperwork that your agent has requested prior to closing.
- ✓ **Closing Documents:** Gather all closing documents based on the instructions provided by your agent.
- ✓ **Address Change:** Now that you are officially leaving your home in the hands of new owners, you'll need to officially change your address and notify the necessary parties of such (see details on moving checklist on the next page).
- ✓ **Cancel Home Insurance and Utilities:** Ensure that you have contacted your insurance and utility providers and have cancelled all services for this address.
- ✓ **Gather Keys and Remotes:** Make sure to bring all copies of your keys and remotes for the property to give to the new owners at closing.
- ✓ **Collect Manuals:** Bring any manuals, warranties and receipts that you have for appliances with you to closing to give to the buyers.
- ✓ **Last Clean:** Before the buyer's final walkthrough before closing, make sure to have the home cleaned thoroughly.

Step #5: MOVING OUT

4-6 Weeks Before Moving

- ☐ Declutter, donate and discard unneeded items
- ☐ Compile list of moving companies with quotes
- ☐ Secure off-site storage for belongings if needed
- ☐ Locate healthcare providers and schools in your new area
- ☐ Choose a moving company from your list
- ☐ Contact homeowner's insurance agent about coverage for moving
- ☐ Contact insurance companies to arrange for your new home coverage

3-4 Weeks Before Moving

Notify the following parties about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Family + Friends
- ☐ Insurance Companies
- ☐ Schools + Doctors

Notify utility companies of the date to discontinue or transfer services:

- ☐ Electric
- ☐ Gas
- ☐ Water
- ☐ Internet
- ☐ Garbage
- ☐ Cable

2-3 Weeks Before Moving

- ☐ Notify DMV of new address
- ☐ Discontinue additional home services (gardener, security company, etc.)
- ☐ Arrange for child and pet care on moving day
- ☐ Close/open bank accounts
- ☐ Notify HOA about upcoming move reserve elevator usage
- ☐ Reserve elevators in your building for moving day

1 Week Before Moving

- ☐ Confirm final moving arrangements
- ☐ Arrange transportation for your pets and large items
- ☐ Review your moving-day plan with moving company
- ☐ Take a last picture in or of your home
- ☐ Pack an essentials box and overnight bag for quick access at your new home
- ☐ Label moving boxes with the contents inside for easy organization



Thank you!

Thank you for taking the time to read through my home seller guide. I hope you found the information helpful as you start the next chapter of your real estate journey.

If you have any questions or would like to schedule a consultation to discuss anything involved with selling your home, please don't hesitate to reach out. I'm here to help with any and all your real estate needs.

Best regards, *Julie*



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