

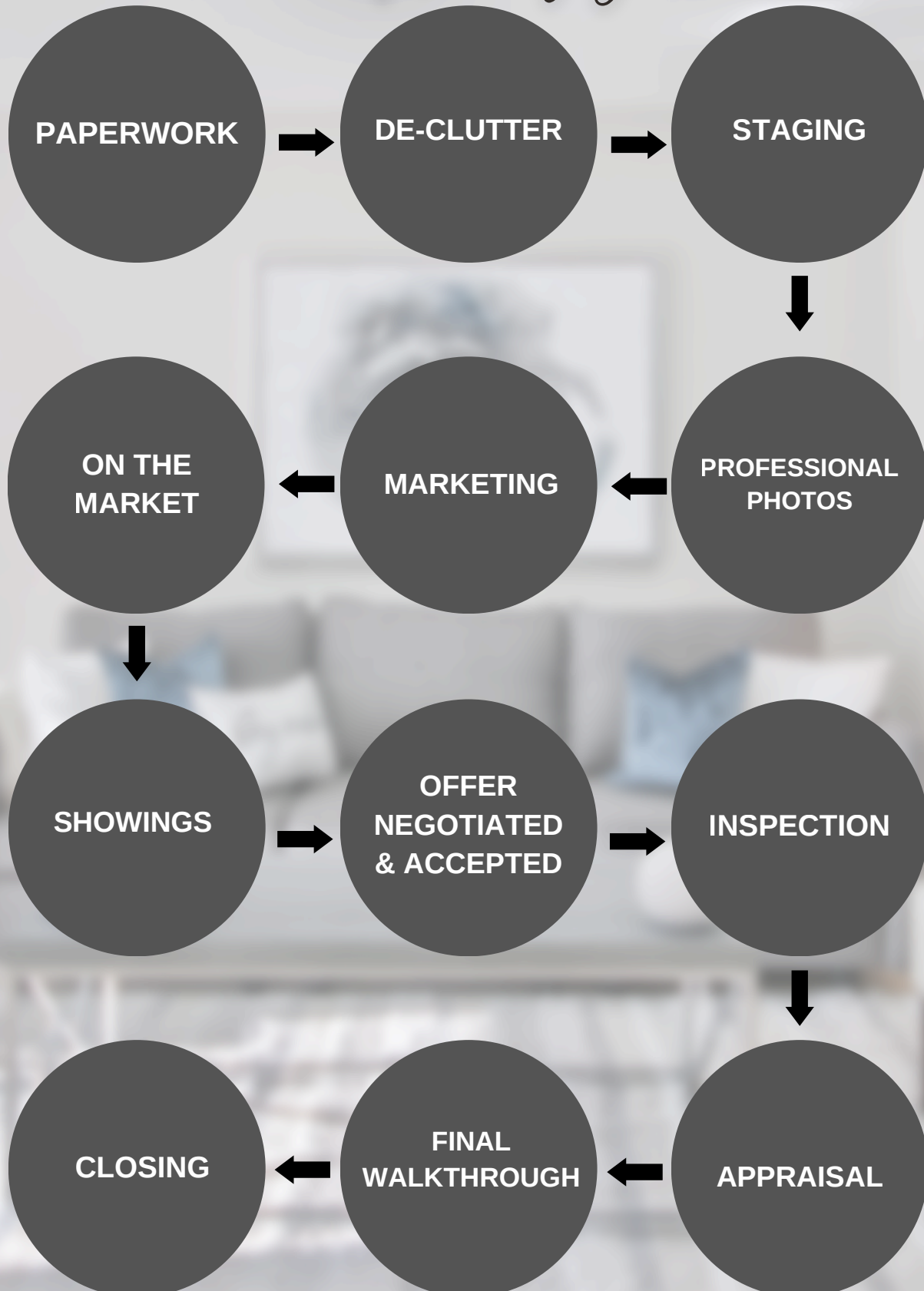
SELLING

your home



THE PROCESS

of selling your home



WHY USE A

Realtor

- Market Knowledge
- First to get information on upcoming listings
- Market your property
- Connections to great partners (title, inspectors, movers etc.)
- Negotiate on your behalf
- Your advocate throughout the entire process

QUESTIONS TO ASK

your agent

- Do they work full time as a Realtor?
- What kind of marketing do they do?
- Do they have references you can connect with?
- How many homes have they sold in your area?
- What is the average days on the market in your area?
- How will choosing them help sell your property?

“

When getting help with money, whether it's insurance, real estate or investments, you should always look for someone with the heart of a teacher, not the heart of a salesman.

- Dave Ramsey

”



CONDUCTING

a cma

A CMA, or Comparative Market Analysis, uses information through the Multiple Listing Service (MLS) to estimate the market value of a property based on the recent market:

- Properties sold
- Pending sales
- Competing listings
- Cancelled listings



WHAT EFFECTS

market value



Physical Aspects of the Property

- Location, age, size of house and lot, condition, floor plan, updates to home & it's architectural style.

Current Market Conditions

- Interest rates
- Buyer demand
- Recently sold properties

Competition

- The similar properties for sale in the area

DECLUTTER

& staging

- The majority of buyers are seeking out properties that are "move-in" ready. De-cluttering & staging helps them visualize themselves living in your space
- Staged homes on average sell 3X faster
- Staged homes help to increase perceived value
- Photos are really buyers first "showing" it's important to have photos that are professional and make a great first impression



ATTRACTING

buyers

Kitchen

- Remove items from counters to create more space
- Declutter
- Clear off the refrigerator of any magnets or items
- Add fresh flowers and plants
- Clean the garbage disposal
- Paint
- Deep clean

Bathrooms

- Repair dripping faucets
- Add fresh towels
- Remove stains from toilets
- Remove stains from bathtubs
- Clean sink
- Clean mirrors
- Replace old caulking

Outdoors

- Place flowers outside of entry
- Cut back overgrown trees or greenery
- Keep lawn mowed
- Shovel snow
- Repaint exterior if needed
- Replace outdoor lights if needed

Living Areas

- Repaint with neutral colors
- Replace light bulbs
- Clean windows
- Keep window coverings open
- Deep clean
- Add plants
- Remove personal photos

Basement, Attic, Garage

- Clean out the clutter
- Be sure lights work
- New paint to brighten
- Ventilate or dehumidify
- Repair cracked floors and walls

**HAVING YOUR
LISTING MAKE A
GOOD FIRST
IMPRESSION FOR
PROSPECTIVE BUYERS
IS CRUCIAL**



OFFER

& negotiation

Once you receive an offer or perhaps multiples, we will determine at the time to review. In multiple offers we may set a deadline for other buyers to submit their highest and best offer by a certain date and time.

- When reviewing we will go over all terms in the Purchase Agreement
- Some offers may be more advantageous than others with fewer contingencies, stronger financing etc.
- As your advocate I will help you determine which offer is best for you

HOME

inspection

- The Purchase Agreement may be contingent on the buyer conducting a home inspection of the property.
- Timeline for this will be determined in the Purchase Agreement (typically 5-7 days)
- Requests for repairs or further negotiations following the inspection may arise

APPRAISAL

Report

If the buyer is financing, their lender will send an appraiser out to do a valuation on the home.

- Results are given usually within 7-10 days.
- If the appraisal comes in lower than the sale price additional negotiations will take place
- Once this process is complete most of what occurs takes place behind the scenes
- Onward to closing!



FINAL

walkthrough

Prior to closing the buyer may choose to do a final walkthrough. This time is for the buyers to check that the home is move-in ready, and any requests or personal property that were negotiated have been addressed or are present. Typically done the day before closing.



CLOSING

Sold



Your title company will let you know what you will need to bring to closing. In some cases you may have already pre-signed your documents.

- Closing typically takes an hour
- Title officially passes to the buyer

PRICING

your home to sell

- A listing generates the most interest for buyers when it first goes on the market. Correct pricing is key!
- Starting too high and dropping the price can hurt your listing
- Buyers are often hesitant to buy homes that have been sitting on the market
- Competitive pricing generates the most showings and offers



PRICING

Strategy PLAN

Market value _____ Agreed Starting Listing Price _____

<i>Time Frame</i>	Indicator of price Improvements	Price Improvement
<i>0-14 Days</i>	Minimum Showings	
<i>15-30 Days</i>	No Increase in Showings, Negative Feedback	
<i>Every 2 weeks</i>	No Increase in Showings, Negative Feedback, Other homes are going under contract	

Additional information regarding the value of your home could enter the market at any time.
This information will be presented to decide if we need to discuss an alternative pricing strategy to
keep us on course for the sale of your home.

MARKETING

your listing

- Staging
- Professional photography & Drone
- Pre- Marketing online & in Office
- List on 4 Different MLS & Listing Websites
- Install For Sale Sign
- Just Listed postcards
- Print Marketing Materials
- Open Houses
- Targeted Online Ads
- Advertise to Agents Network
- Reverse Prospecting
- Search engine optimization
- Social media marketing
- Property website
- Ongoing targeted marketing campaign



I have connections to several trusted vendors, professional stagers, cleaners, and photographers to ensure that your home shows well both virtually and when prospective buyers walk through the door!



moving checklist

4-8 WEEKS UNTIL THE MOVE

- ☐ Purge/donate unwanted items
- ☐ Gather moving supplies (boxes, tape, bubble wrap, labels)
- ☐ Research moving companies

3-4 WEEKS UNTIL THE MOVE

- ☐ Start packing
- ☐ Gather important documents

2 WEEKS UNTIL THE MOVE

- ☐ Transfer or cancel internet, TV & utilities
- ☐ Submit change of address form with post office
- ☐ Change your address with the IRS and creditors
- ☐ Exchange your new address with family and friends
- ☐ Update insurance policies (home, auto, etc.)
- ☐ Change addresses for online shopping and services

1 WEEK UNTIL THE MOVE

- ☐ Create an essentials bag/box
- ☐ Confirm moving company
- ☐ Gather supplies for moving day
- ☐ Update drivers license

WEEK OF THE MOVE

- ☐ Deep clean!

MOVING DAY

- ☐ Supervise movers
- ☐ Start unpacking
- ☐ Relax
- ☐ Pop some champagne & celebrate!

CONGRATULATIONS!



CHANGE OF ADDRESS

checklist

Use this checklist to help your plan ahead of you move to be sure your address is updated.

Government Offices & Docs

- ☐ Post Office
- ☐ Drivers License (DMV)
- ☐ Vehicle Registration (DVM)
- ☐ Voter Registration
- ☐ Social Security
- ☐ Department of Revenue

Employment & Education

- ☐ Employer/Employees
- ☐ Clients/Business Connections
- ☐ Insurance (health, life dental, etc.)
- ☐ Child Care Providers
- ☐ School/College
- ☐ School Activities

Utility Providers

- ☐ Electricity Provider
- ☐ Gas
- ☐ Water
- ☐ Trash
- ☐ Recycling
- ☐ Internet Provider

Misc.

- ☐ Health Care Providers
- ☐ Pharmacies
- ☐ Veterinarians
- ☐ Pet Tags
- ☐ Subscriptions/Memberships
- ☐ Friends & Family

address change notes

TESTIMONIALS

"Karina was amazing to work with and she was always available whenever we needed her. I would recommend her to anyone who is looking to buy a home. She's patient and caring. She listens to her clients and does everything in her power to make things happen. We were glad to have her on our side."

-Amy

"I had a great experience working with Karina! She was patient, kind, and answered all my questions. Highly recommend her for all your real estate needs."

-April



LET'S GET YOUR

home *SOLD*



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LOCATION

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