

# The Seller's Guide

Your Guide to Selling a home


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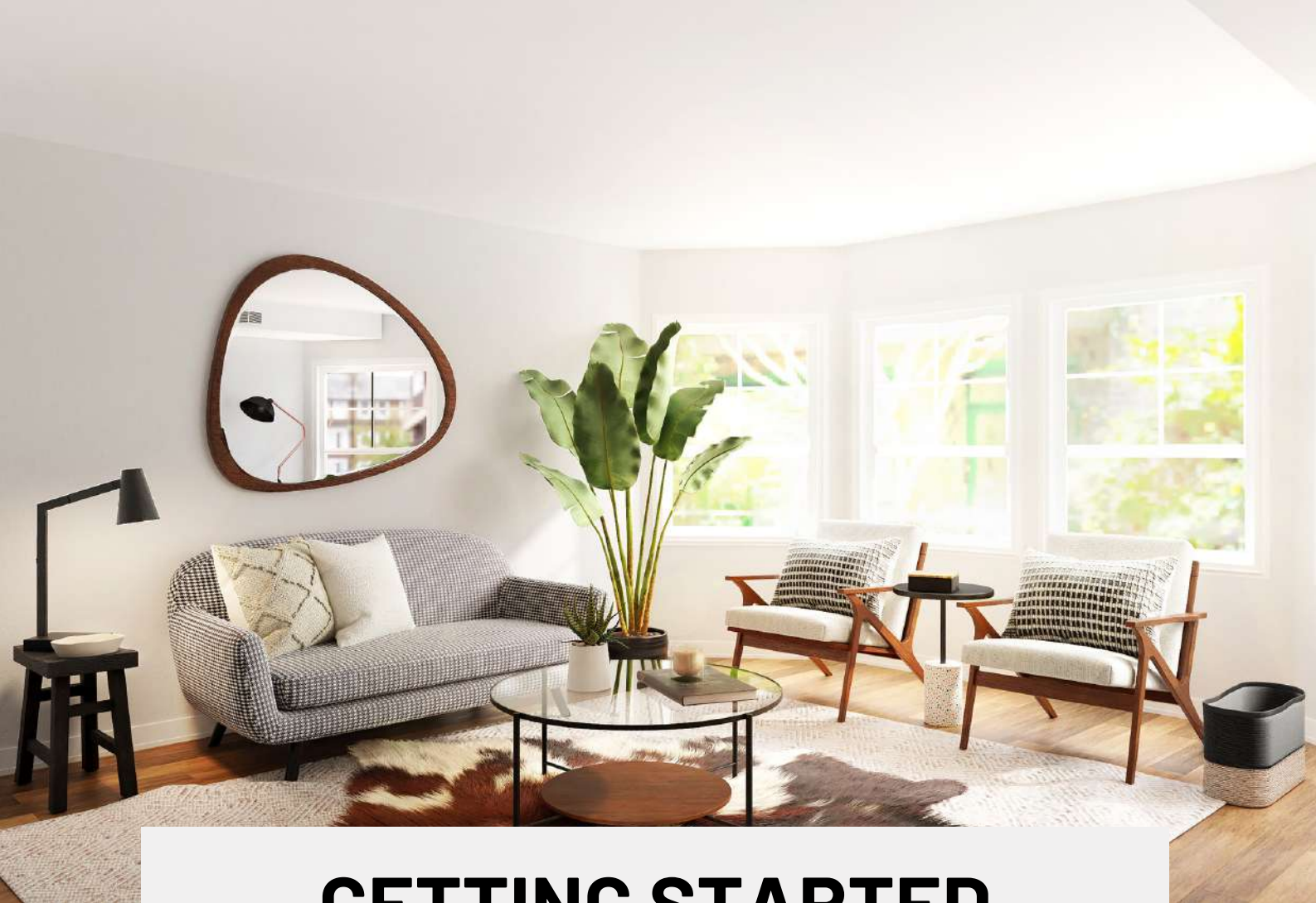
## GET IN TOUCH

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# GETTING STARTED

## Sellers Guide

You've decided to sell your home. Where do you start?.. It feels very overwhelming and stressful. It's not - this guide sets you up for success, explaining what to expect, what to look for in an agent, and how to get you to your ultimate goal and on to your next chapter.

When you begin to look for an agent, know that I'm here to guide and educate you through the entire process. Cultivating a collaborative relationship is the key to success - through transparent communication, accountability, and ultimately delivering results trust is built. Combining market expertise with industry leading technology we are able to create a unique data driven story to attract potential buyers and agents to your property. As a full service agent I'm at your side every step of the way, listening to your goals, adapting swiftly and effortlessly to your needs, my success is your success.



## Know why you're selling your home.

Knowing your "Why" helps determine the strategy for selling your home. This will also help guide you as you receive offers and move throughout the process.





## You're moving

If your moving timing is everything. Are you moving to another home, buying contingently? Another country, are you taking your furniture, will the home be empty?. These are all questions that will impact the timing and strategy of selling your home. An experienced agent will be able to assist you in every scenario.

Demand is high, buyers are flocking to every open house and you want to take advantage of it. If this is the case you need to know your numbers specifically how much you intend to make. An experienced agent will be able to run comps for you, value of your home, and educate you on the market.

**It's a seller's market.**

## Cash Out & travel the world

Time to have some fun.  
Let's get this sold!

# 01 Looking for an agent.

Not every seller uses an agent to sell their home. But most do, having a professional sell one of your biggest assets is highly beneficial to you and the process. Every agent is different, it's important to interview a few and determine what feels right and will be the best working relationship moving forward throughout the process.

## Questions to ask yourself.

What am I looking for in an agent? What do I value most as I move forward? How much education or hand holding do I need? What type of personality do I vibe with? What's most important for me as I sell my home?

## Questions to ask an agent.

What does the process look like with you as our agent? How will you market the property? How will showings work? How many properties are you currently working on?

## Reviewing a Listing Agreement

Once you've chose an agent you will go through the listing agreement. This is the agreement between you and the agent that will determine the commission structure, length of agreement, details on how the property will be marketed, and more. This is standard language that you agent should take you through and make sure you have a full understanding before you move forward.



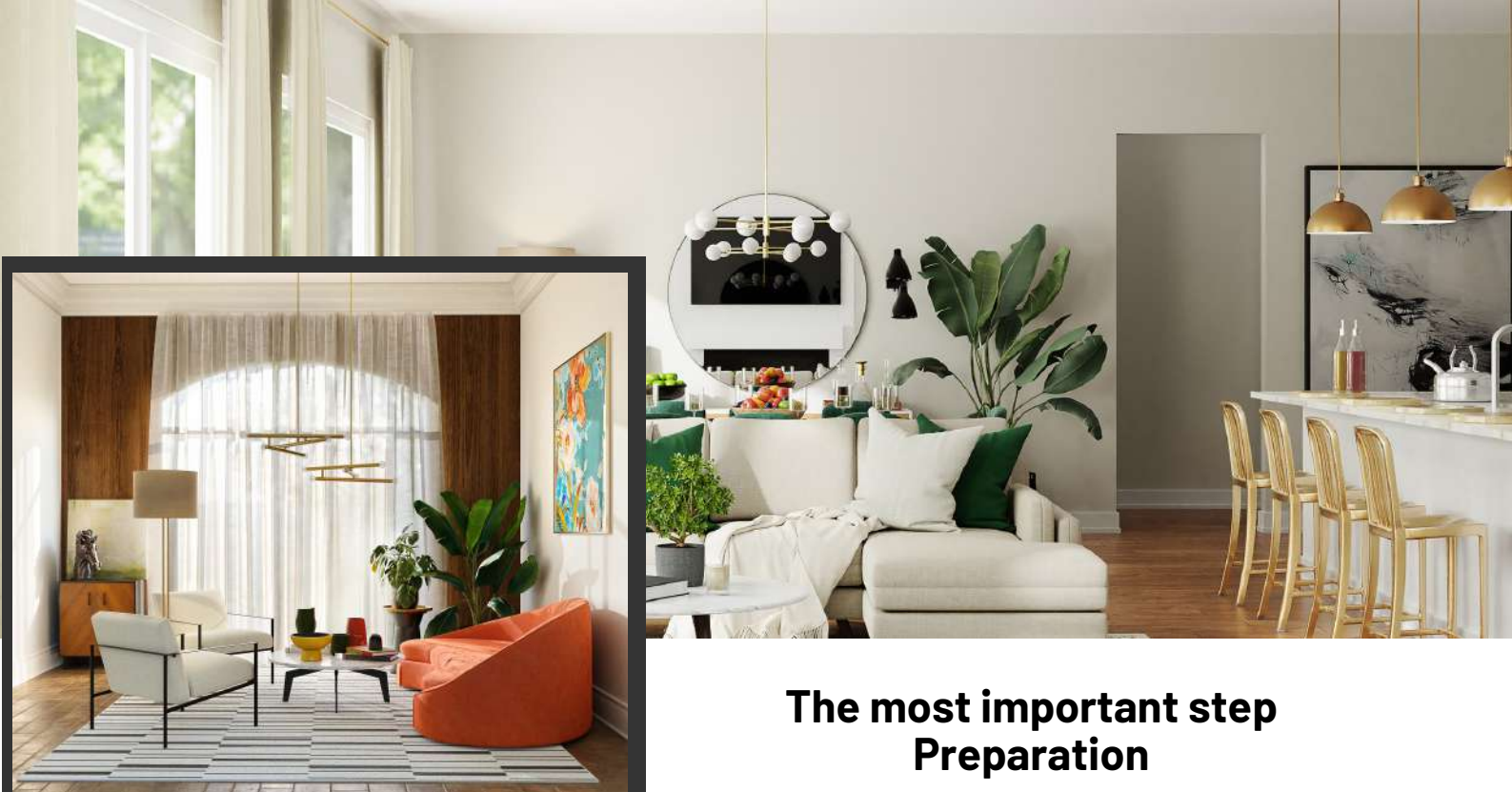


## 02 Pricing

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Based off of your motivation behind selling your home you will sit down and collaborate with your agent to determine the best strategy for you based off of your goals. Here you'll discuss the positives and negatives of the property's characteristics, an in depth market analysis, compare like homes in the area, determine the pricing strategy, and how to strategically launch the listing.





## The most important step Preparation

Preparing your home to list is the most crucial step of the process. A good first impression can cause a buyer to fall in love at the doorstep, but you never get a chance a second chance at a first impression. So taking the time to fully prepare your home will make all the difference.

### Minimize and Repair

Pretty much everything must go, no personal items around the house, no photos, you don't want to distract the buyer from anything other than picturing themselves in the home. Next you'll do a deep clean, remove all the pet stains, kids coloring on the walls, anything that may just through the buyer off, clean it up, carpets freshly washed. Lastly you'll have any appliance, faucet, closet door knob, screen door, repaired and operating smoothly. Last thing you want is a buyer to have the patio screen door jammed and them not be able to take in the view and fresh air.

### Fresh and Clean

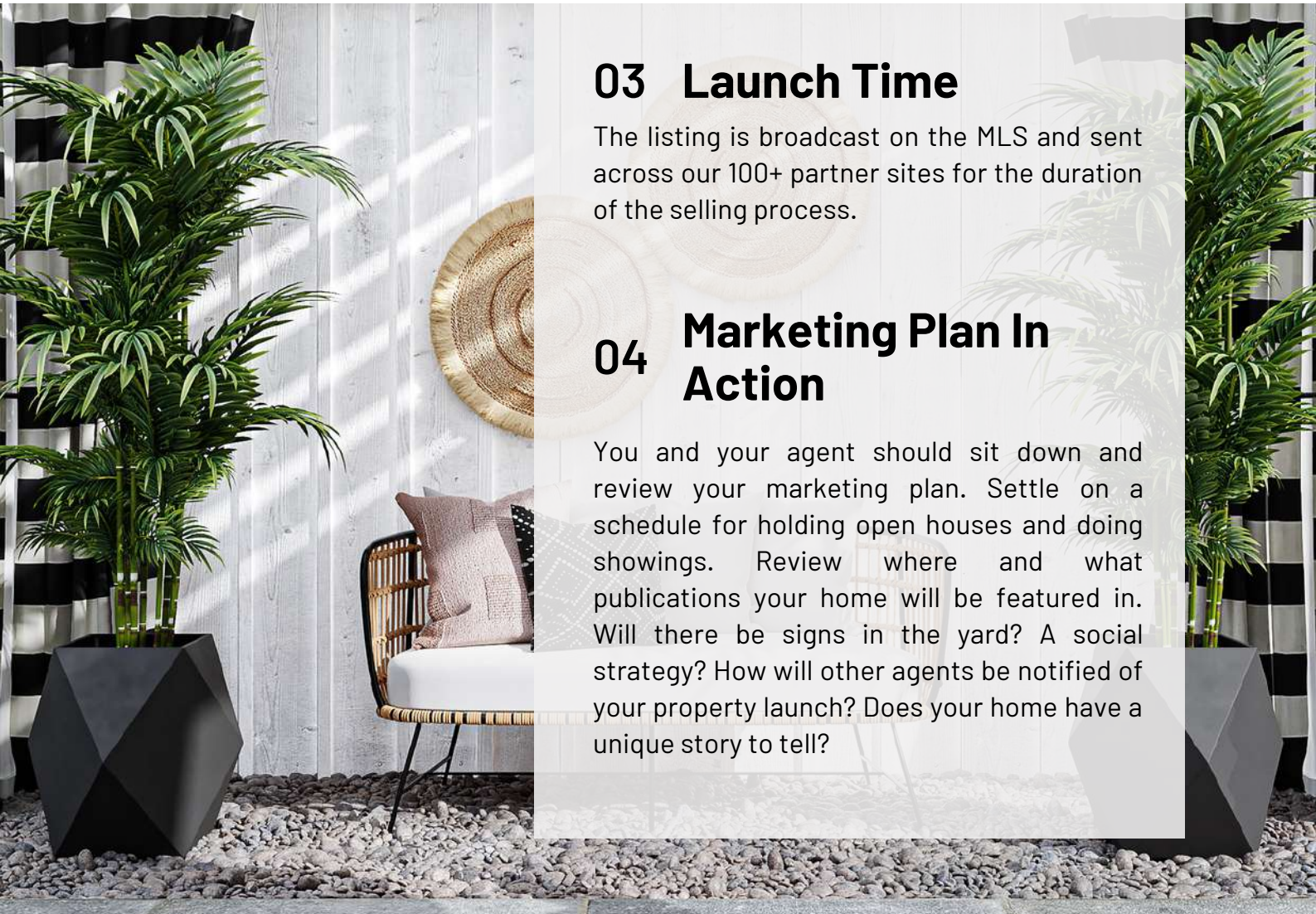
Buyers like walking into almost- blank-slates. A fresh coat of paint can transform the look and feel of a home, and having just enough furniture to give buyers a sense of space goes a long way. Professional stagers can transform each room of your home into magazine-ready portraits. If you don't want to spend as much, virtual staging is also an option. Your agent should be able to handle all your staging questions and will likely have several stagers they can refer you to.

## Stagers

Stagers can help transform the look and feel of your home in preparation for sale. They have access to a diverse range of furniture, art, and lighting options and have invaluable interior design experience.

## Pre- First Impression

Your agent will bring in a professional photographer who will highlight all the right angle's, optimize the natural light, and create a great pre-first impression for online photos. A video or floor plan here can also be a great selling point to get buyers in the door. Your agent will help determine which are best for you.



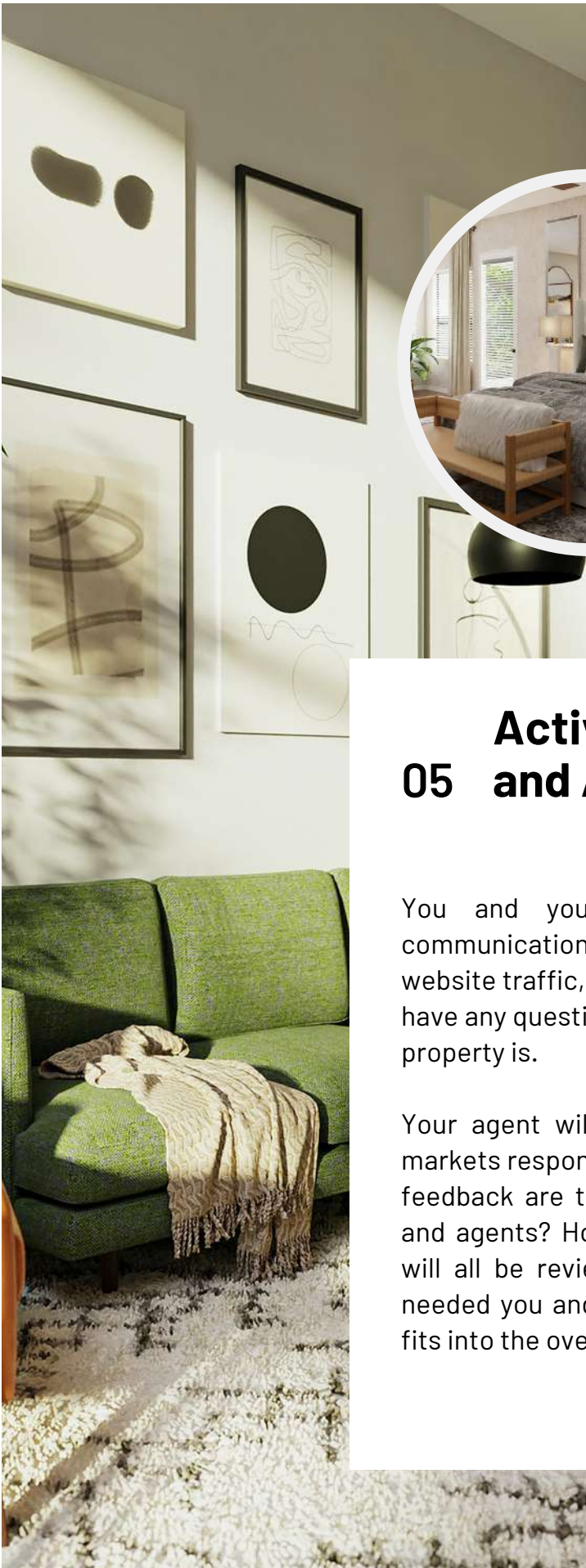
### 03 Launch Time

The listing is broadcast on the MLS and sent across our 100+ partner sites for the duration of the selling process.

### 04 Marketing Plan In Action

You and your agent should sit down and review your marketing plan. Settle on a schedule for holding open houses and doing showings. Review where and what publications your home will be featured in. Will there be signs in the yard? A social strategy? How will other agents be notified of your property launch? Does your home have a unique story to tell?





## 05 Active Communication and Adapting

You and your agent will be in constant communication, supplying feedback of showings, website traffic, and ad performance. You shouldn't have any questions about what the "status" of your property is.

Your agent will conduct an assessment of the markets response within the first 14-21 days. What feedback are they getting from potential buyers and agents? Hows the open house activity? This will all be reviewed and should a correction be needed you and your agent will discuss how that fits into the overarching strategy for your goals.



## 06 Negotiations

You received your first offer, very exciting, but important to remain cool. This is where your agent's experience comes into play, he will present you with the offer and you'll review the pro's and con's, how does it fit into your overarching strategy and goal. This will determine how you respond: by accepting the offer, rejecting the offer, or making a counter offer.

### Under-asking

Don't be surprised if it's under asking, sit in the buyer's shoes and remember back to when you purchased your home – buyers always want to get a deal. Communication between your agent and the buyer's agent is important to understand if they are serious buyers and a negotiation can begin.

### At- and Over-asking

This can mean many things and isn't necessarily a time to get greedy or expect more offers to roll in above listing price. You must fall back to your original motivation for selling the home and how this impacted the pricing strategy. Where does this offer compare to your ultimate goal and timeline? Are buyers flocking over your property - revert to your agent's experience and market knowledge to determine if you can get more than you initially thought for your property.

### All-cash vs. financing

An all cash offer removes the worry of "if the buyer can get a mortgage". All cash offers will have less contingency's and potentially a shorter escrow period. There's nothing wrong with a financing offer, most are, your agent will do their due diligence to ensure the buyers are strong and have. Pre-approval.



## 07 Escrow

Once a contract has been agreed to and signed by all parties, an escrow will be opened and the buyer's contingency period will begin. Timelines for the completion of buyer and seller responsibilities will be listed in the purchase contract and adhered to in the escrow. Contract, closing, and celebration.

### Appraisal

A crucial step during the contractual process is when a licensed appraiser assesses your home on behalf of the buyer or lender. An appraiser will inspect your home and determine its actual value. An appraisal can change the negotiation dynamics and even lead to a buyer backing out of an offer.

### Closing

With contracts signed and everything in order, closing is the final step in the selling process. It is when you will transfer legal ownership of your home to the buyer and when you will receive your funds from escrow. Your agent can walk you through the specifics of what will happen, but most often, you will need to be prepared to sign closing documents and pay closing costs. Buyers are allowed final walkthroughs of the property to ensure that negotiated items like repairs and furniture have been honored.



## 08 Closing

Your Compass agent will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed their inspections, removed their contingencies, and the loan (if any) is ready to fund, your agent will arrange the final walk-through. At or near this time the escrow will close, payment will be made, and the keys will be handed over to the buyer once the title is transferred.

**Wondering why work with Me or what that might look like?**




**DJ AKISANYA - REAL ESTATE EXPERT**

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