

Seller's Guide

COMPLETE GUIDE FOR THE HOME SELLING PROCESS



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Before you list



HAVE A PLAN

Make sure you're ready to sell and for the home selling process. Ask yourself "Am I ready to make the move?" and "Do I know where I plan to go next?" before you go further. Additionally, know that markets fluctuate and that your home could sell the day we list it, or it could take months. Are you prepared for either scenario? Look closely at your finances and make sure you are prepared to move and possibly cover the costs of repairs that come up on the inspection.



MAKE IT SPARKLE

Cleanliness implies a home has been well taken care of, so deep cleaning can win points with buyers. Buyers scrutinize homes, especially kitchens and bathrooms. Recaulk and repaint to give these grime-prone rooms a fresh and clean look. Clean rugs and carpets to eliminate unsightly stains or dinginess and eliminate odors. Tidy each room, including cabinets, closets and the garage, before showing. And if it seems daunting to do all that cleaning yourself, consider hiring a professional cleaning company to take care of all of it for you.



START PACKING

Cramped and cluttered rooms turn buyers off and make your house look smaller. A home packed with your personal belongings also makes it difficult for others to envision living there. Start by storing away excess furniture, toys and personal decorations, such as family photos. Pack up things you don't use on a daily basis, and put them in storage or ask a friend to hold onto them. Decluttering your house also gives you a head start on your move.

Statistics show that selling your home with the assistance of a professional real estate agent will garner you a higher profit, about 13% higher, enough to cover the commission as well as put more money in your pocket.



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Selling

STEP BY STEP

1 CONSULTATION

You hire a Realtor to advise you on the many important factors involved in selling a home, as well as negotiate on your behalf and deal with any issues that may arise along the way.

STEP
1

2 PRICING

Your agent can help you evaluate the real estate market and all relative factors about the property so you can be sure not to over or underprice your home.

STEP
2

3 HOUSE PREPARATION

Ensure your home remains clean, staged and landscaped throughout the process. You want your home to look its absolute best from the professional photo shoot through close of escrow.

STEP
3

4 MARKETING

We will market your home on many platforms to ensure it is seen by as many potential buyers as possible.

STEP
4

5 REVIEW, NEGOTIATE, AND ACCEPT OFFER

Your agent will help you negotiate buyer offers to purchase as well as any requests for repairs and/or credits during the inspection period.

STEP
5

6 HOME INSPECTION

Buyers review inspection results, decide if any repairs are needed and if they want to move forward. They could ask for repairs to be made and we will negotiate any requests.

STEP
6

7 APPRAISAL & TITLE SEARCH

The buyer's bank or lender orders the appraisal, title search and final financing is set for them.

STEP
7

8 CLOSING

The buyers will perform a final inspection to verify property condition. Once the closing documents are signed and the buyer's final funds are received, the deed is recorded with the County Recorder's Office and escrow is officially closed.

STEP
8

THE INTIAL PROCESS

1. CONSULTATION

Your home and home sale needs are one-of-a-kind. Understanding your goals is the best way an agent can help you. We will discuss those goals. Great communication is the key to our success. We will use questions below as a starting point.

- Why are you selling?
- When you sell, where are you going?
- How soon do you need to move?
- Have you already purchased another home?
- Will this sale determine the purchase of another home?
- Are you a first time seller?
- What are your goals in selling your home?
- Do you anticipate any major challenges with your home?
- What drew you to this home when you bought it?
- What is your favorite feature of this house? Least?
- What do you like about your neighborhood?
- What are some nearby attractions and amenities?
- What don't you like about this house?



2. PRICING

As your agent I will give you quality information to help you best decide how to price your home. By sharing current market data, trends and a comparative market analysis (CMA), I will help you make an informed decision about your home's market value and ideal asking price making your property competitive and generating excitement among buyers.

Information included in your CMA includes comparable properties in your area that recently sold, failed to sell, are under contract, or are for sale.



WHAT AFFECTS PRICE?

✓ LOCATION

Homes in more desirable neighborhoods, homes closer to shopping and entertainment, or homes that come with additional community amenities command higher prices.

✓ CONDITION

Homes in the best condition with the most up to date amenities bring a higher price than a dated home or one with standard amenities.

✓ MARKET

The performance of the market has an impact on pricing - such as current home inventory and interest rates.

✓ TERMS

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

WHAT DOES NOT AFFECT PRICE?

✗ COST

What you paid for your home makes no difference.

✗ PROCEEDS

How much you need to net from the sale makes no difference.

✗ COLLATERAL

How much you owe on your property makes no difference.

✗ OPINION

What you or anyone else thinks it's worth makes no difference.



BENEFITS FOR PROPER PRICING

FASTER SALE

When your home is priced correctly, you will succeed in targeting the correct buyer.

LESS INCONVENIENCE

Properly priced homes are on the market for less time, meaning fewer showing disruptions.

INCREASED AGENT EXPOSURE

Agents are excited to show properly priced homes.

INCREASED PROSPECT EXPOSURE

Your home will see more buyers in the correct price range.

HIGHER OFFERS

More interest creates more offers and bidding wars.



DRAWBACK OF OVERPRICING

REDUCES ACTIVITY

Fewer buyers will want to see an overpriced home.

REDUCES BUYERS

Overpriced homes represent an additional hurdle to buyers.

AFFECTS PERCEIVED VALUE

Buyers will expect more from your home than it offers.

HELPS COMPETITION

Overpriced homes make other homes look like better deals.

PRESENTS APPRAISAL HURDLES

Overpriced homes may exceed appraised value and could ruin a deal.

3. HOUSE PREPERATION

A home that looks its best is more likely to sell quickly and for a better price. Preparing your home to be seen by the public can be an overwhelming task. We will sit down together and make a plan. You want buyers to be able to picture themselves living in your house and making it home. The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. Consider renting storage space to keep your things out of your home during showings. (You'll be ahead of the game when it comes time to pack!)

EYE CANDY - STAGING YOUR HOME TO SELL

Every seller is competing for the right buyer. Staging is a strategic marketing tool designed to show a property in its best possible light. Often it just takes an outsider's look to rearrange the items you have to make the space pop!



ADVANTAGES TO PROPER STAGING

- ✓ Increases the likelihood of a higher sales price
- ✓ Gives the impression of a well maintained home
- ✓ Gives a favorable first impression
- ✓ Helps justify the asking price
- ✓ Makes the home seem larger
- ✓ Gives every room a purpose
- ✓ Helps buyers see themselves in the home
- ✓ Puts your home above the competition
- ✓ Creates a "must-see" home through photography
- ✓ Gives you a head start on packing

ON THE MARKET

4. MARKETING

My home seller program is designed to be proactive and also provides customized service to my clients. My goal is to help sellers sell their homes for top dollar in the shortest amount of time. I tailor the marketing plan to attract the right buyers and strategically phase each marketing tool.

Coldwell Banker has the most advanced real estate marketing platform available. I use cutting edge technology alongside traditional marketing. This means more exposure for your home so that you can get the most money on your sale.

YOUR HOME HAS ITS OWN UNIQUE STORY

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see. They have already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves.

ONLINE APPEAL IS THE NEW CURB APPEAL

We use beautiful photography, lifestyle video and high quality print collateral to tell the story of your home. Professional photos, videos, 3D tours, social media, and professional staging all make a huge difference in achieving top dollar.

PROFESSIONAL PHOTOGRAPHY AND VIDEO

Today, 95% of homebuyers begin their search online. That means you only have one chance to make a great first impression, and the photographs in your listing will matter.

The quality of the photographs people see online may be the most important factor in how well you promote your home.

Professional photos will attract more buyers helping sell your home quicker and for more.

Our real estate photographers know how to capture your house in the best lighting and take the photo from just the right angle to show off the best features.



INNOVATIVE DIGITAL MARKETING

We have the resources to create high-traffic ads. We post more often, and perform the extra steps that ensure your listing comes up fast and to the right demographic. To reach the 98% of buyers who search online, we market every property in four key places:

1. Brokerage Websites

Our technology allows us to showcase your property on all major brokerage websites. The Coldwell Banker website is the #1 most visited real estate brand

2. Search Engine Optimization

Google. Bing. Yahoo. Nobody knows search engines better! Most international buyers and high-priced sales come through local keyword search. We are experts in both organic and paid results.

3. Listing Portals

Your home will be shown on multiple websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.

4. Social Media

Facebook, Twitter, Instagram, YouTube, and Pinterest. We market your property through the most popular social networks, through paid posts, and our already existing large audience. We will also provide you with great marketing tools to share your property with your own social media world.



BENEFITS OF AN OPEN HOUSE

An Open House is a great way to show off your home to a wide pool of potential buyers. Here are top reasons why an Open House is an important marketing vehicle when selling your home.



SET YOUR HOUSE APART

While a picture is worth a thousand words, nothing beats seeing a home in person. Open houses give you the opportunity to show your home at its best.



REDUCE MARKETING COSTS AND TIME

More eyes on your home in a short duration of time will often mean a faster sale. An open house allows you to skip weeks of individual showings and enjoy the benefits of a one-day affair that optimizes the audience.



SHARE ADDED EXTRAS

Buyers are usually interested in learning about neighborhood amenities as much as the house itself. The look and feel of your home's community often clinches the deal for many a buyer.



SOCIAL SITUATIONS EASE TENSION

With multiple prospective buyers in your home at one time, lookers feel less self-conscious. Your agent can casually chat with visitors and their agents, offering casual tours in a low-key environment.



IMMEDIATE MARKET FEEDBACK

Provides real estate professionals a chance to collect important data and contact information so they can stay in touch with prospective buyers. It's also a great way to gather feedback on your home. What do people like about it? What potentially quick fixes can be made to problem areas?



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5. REVIEW / ACCEPT OFFER

Now this is the exciting time! When we receive our first offer / offers, I will walk you through the contract. It is important to understand every detail of the offer, contingencies, timelines and pricing. The best offer for you might not be the highest offer. Here are some of the key steps I manage when you accept an offer.

- ✓ Review Purchase and Sale Agreement, including verification of the buyer's financial ability to close on the property.
- ✓ Review every detail of the agreement with you, making recommendations and strategizing any needed modifications.
- ✓ Formulate and prepare a counter proposal and present it to buyer's agent.
- ✓ Negotiate on your behalf, until an agreement is reached.
- ✓ Circulate final Purchase and Sale Agreement for signatures and distribute copies to all parties.
- ✓ Deposit buyer's earnest money into escrow account.
- ✓ Ensure that both parties to the Purchase and Sale Agreement have executed all of the required legal disclosures.
- ✓ Manage contingencies removals.



CONTINGENCY REMOVALS

6. HOME INSPECTIONS

The immediate step after we accept an offer is usually the home inspection. The buyer will then schedule a home inspection. They will have a certain number of days to complete this inspection after the offer was accepted (Ratified). The buyer's home inspection report will note the items considered defective or problems relating to the safety of the home. The buyer may request that material defects are repaired prior to closing. The contract will note the time frame allowed to negotiate the requested repairs.



7. APPRAISAL, TITLE SEARCH & FINAL LENDER LETTER

The title is the right to own, possess, use and control a property. When purchasing a home you are buying a seller's title to the home. Before closing, a title search is done to ensure there are no liens, or problems that might prevent a clean title for you to close on the home.

An appraisal is an estimate of the property value. The appraisal is not only to justify the lender's investment, but to help keep the buyer from overpaying on a property. Their lender typically hires an appraiser and charges the buyer the fee at closing. As long as we're priced appropriately, this shouldn't affect us in any way.

The lender's final commitment letter approves a home loan! Your buyer will receive a letter and loan term for their mortgage agreement. While they are wrapping up financing, it's time for you to finish up any packing!

8. THE CLOSING

Closing is the final step—before that house is finally yours! Your closing date is the day you become the legal owner of your new home.

CLOSING COSTS - WHO PAYS WHAT?

Closing costs are various fees charged by the lender, the title company, real estate agents, and other service providers in order to complete a real estate transaction and are paid through escrow. Which party pays for specific closing costs can be negotiable between the buyer and seller.

THE BUYER CUSTOMARILY PAYS:

- Title insurance premiums
- Escrow fee
- Document preparation (if applicable)
- Notary fees
- Recording charges for all documents in buyers' names
- Tax proration (from date of acquisition)
- All new loan charges (except those required by lender for seller to pay)
- Appraisal fee
- Interest on new loan from date of finding to 30 days prior to first payment date
- Assumption/change of record fees for takeover of existing loan
- Beneficiary statement fee for assumption of existing loan
- Prorated HOA dues, if applicable
- Inspection fees (roof, pool, property inspection, pest, geological, etc.)
- Home warranty (according to contract)
- City transfer tax (according to contract)
- Fire insurance premium for first year

THE SELLER CUSTOMARILY PAYS:

- Real estate commission
- Document preparation for deed
- Document transfer tax
- Payoff of all loans against property
- Interest accrued on loans being paid off, reconveyance fees, and repayment penalties
- Home warranty (if specified in contract)
- Any judgment or tax liens against seller
- Property tax proration
- Prorated HOA dues, if applicable
- HOA fee for providing all updated homeowner's documents, if applicable
- Bonds or assessments
- Delinquent taxes
- Notary and recording fees
- Third party Natural Hazard Disclosure Statement and California Tax Disclosure Report
- Pre-sale inspection fees
- Negotiated credits to buyer, if any
- Negotiated repairs, if any

Seller Mistakes

AVOID THESE MISTAKES WHEN SELLING YOUR HOME

GETTING EMOTIONAL

Think it's impossible? It's actually not. Once you decide to sell your home, start thinking of yourself as a businessperson rather than just the homeowner. In fact, forget that you're the homeowner altogether. By looking at the transaction from a purely business perspective, you'll distance yourself from the emotional aspects of selling the property.

SETTING AN UNREALISTIC PRICE

Whether you're working with an agent or going it alone, setting the right asking price is key.

Remember the comparable market analysis done when you bought your home to determine a fair offering price? Buyers will do this for your home, too, so as a seller, you should be one step ahead of them. You may think your home is worth more, but remember to set a realistic price based on comparable homes in the area. Overpriced homes generally don't sell.

NOT PREPARING FOR THE SALE

Sellers who do not clean and stage their homes throw money down the drain. Don't worry if you can't afford to hire a professional. There are many things you can do on your own. Failing to do these things will reduce your sale price and may also prevent you from getting a sale at all. For example, if you haven't attended to minor issues like a broken doorknob, a potential buyer may wonder whether the house has larger, costlier issues that haven't been addressed either. Have a friend or agent, someone with a fresh pair of eyes, point out areas of your home that need work. Because of your familiarity with the home, you may be immune to its trouble spots. My staging guide will assist you in your preparations.

HIDING MAJOR PROBLEMS

The buyer's home inspection will uncover a problem you try to hide. You can fix the problem ahead of time or price the property below market value to account for it. Alternatively, you can list the property at a normal price and offer the buyer a credit to fix the problem. Remember: If you don't fix the problem in advance, you may eliminate a fair number of buyers who want a turnkey home. Having your home inspected before listing is a good idea if you want to avoid costly surprises once the home is under contract.

REAL ESTATE TERMS

Sellers Need to Know

APPRAISAL

A DETERMINATION OF THE VALUE OF SOMETHING, IN THIS CASE, THE HOUSE YOU PLAN TO BUY. A PROFESSIONAL APPRAISER MAKES AN ESTIMATE BY EXAMINING THE PROPERTY, LOOKING AT THE INITIAL PURCHASE PRICE, AND COMPARING IT WITH RECENT SALES OF SIMILAR PROPERTY.

CLOSING COSTS

ALL SETTLEMENT OR TRANSACTION CHARGES THAT HOME BUYERS NEED TO PAY AT THE CLOSE OF ESCROW WHEN THE PROPERTY IS TRANSFERRED. THESE TYPICALLY INCLUDE LENDER'S FEES AND POINTS OR PREPAID INTEREST, A PRORATED SHARE OF THE PROPERTY TAXES, TRANSFER TAXES, CREDIT CHECK FEES, HOMEOWNERS' AND TITLE INSURANCE PREMIUMS, DEED FILING FEES, REAL ESTATE AGENT COMMISSIONS, INSPECTION AND APPRAISAL FEES, AND ATTORNEYS' FEES.

APPRECIATION

INCREASE IN THE VALUE OR WORTH OF AN ASSET OR PIECE OF PROPERTY THAT'S CAUSED BY EXTERNAL ECONOMIC FACTORS OCCURRING OVER TIME, RATHER THAN BY THE OWNER HAVING MADE IMPROVEMENTS OR ADDITIONS.

MLS

A COMPUTER-BASED SERVICE, COMMONLY REFERRED TO AS MLS, THAT PROVIDES REAL ESTATE PROFESSIONALS WITH DETAILED LISTINGS OF MOST HOMES CURRENTLY ON THE MARKET. THE PUBLIC CAN NOW ACCESS MUCH OF THIS KIND OF INFORMATION THROUGH WEBSITES LIKE

ZONING

THE LOCAL LAWS DIVIDING CITIES OR COUNTIES INTO DIFFERENT ZONES ACCORDING TO ALLOWED USES, FROM SINGLE-FAMILY RESIDENTIAL TO COMMERCIAL TO INDUSTRIAL. MIXED-USE ZONES ARE ALSO USED. ZONING ORDINANCES CONTROL SIZE, LOCATION, AND USE OF BUILDINGS WITHIN THESE DIFFERENT AREAS AND HAVE AN EFFECT ON TRAFFIC, HEALTH, AND LIVABILITY.

CONTINGENCY

A PROVISION IN A CONTRACT STATING THAT SOME OR ALL OF THE TERMS OF THE CONTRACT WILL BE ALTERED OR VOIDED BY THE OCCURRENCE OF A SPECIFIC EVENT, USUALLY BY SPECIFIC DATES LEADING UP TO THE CLOSING.

ESCROW

THE HOLDING OF FUNDS OR DOCUMENTS BY A NEUTRAL THIRD PARTY PRIOR TO CLOSING YOUR HOME SALE. THIS IS TYPICALLY DONE BY A TITLE COMPANY.

HOME INSPECTION

AN EXAMINATION OF THE CONDITION OF A REAL ESTATE PROPERTY. A HOME INSPECTOR ASSESSES THE CONDITION OF A PROPERTY, INCLUDING ITS HEATING / COOLING SYSTEMS, PLUMBING, ELECTRICAL WORK, WATER AND SEWAGE, AS WELL AS SOME FIRE AND SAFETY ISSUES.

TITLE

OWNERSHIP OF REAL ESTATE OR PERSONAL PROPERTY. WITH REAL ESTATE, TITLE IS EVIDENCED BY A DEED (OR OTHER DOCUMENT) RECORDED IN THE COUNTY LAND RECORDS OFFICE.

REAL ESTATE COMMISSION EXPLAINED

Whether you're buying or selling a home, you are likely to work with a real estate agent. It's important to understand the fees associated with real estate services and who pays what.



Who you hire to represent and market your home is the most important decision you can make with the financial future as it relates to your home sale. The experience of your listing agent will directly affect the ability for your home to successfully close. The more experienced the listing agent, the better chance you have of selling your home for more - so the commission amount is actually paid for with the higher sales price. And, the good news is that the real estate commission is only paid when your home is fully sold and closed.

It may seem like taking a real estate agent out of the equation may cut your costs and save you money, but the real estate agent is vital to the process to facilitate the negotiations, manage the paperwork, and maximize chances for sale of the house through staging, professional photography, virtual tours, and other marketing activities.

When a real estate agent represents a buyer, that buyer has the best possible chance of finding a house the buyer will absolutely love based on their needs. It increases the chance of a successful sale. Likewise, when a real estate agent represents a seller, that ensures the seller's best interests are met, top dollar received for the home, and all requirements are upheld under real estate law without a hitch. You need a representative that can ensure the process is fast, smooth, and easy.

To understand commission further, as your listing agent, I pay for all of your advertising and marketing expenses. We offer a competitive commission to the buyer agents. The amount is split between your listing agent and the buyer's agent. The listing agent and the buyer's agent then pay a portion of their received commission to each of their respective real estate companies to pay for company expenses.



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TRADITIONS

OUR HISTORY

Established over a century ago as Brooks Real Estate, our company was based on the principals of Client Service and Community Commitment. The tradition continues! True Quality Service is what we deliver to every client every day. We understand the complexities of today's real estate transactions, but we make it easy -- we lead our clients through the entire process of buying or selling a home. Our commitment to the community is reflected in our participation in local and state Realtor organizations. We believe it's important for us to be active in serving the community as well as our clients. To maximize our client service capabilities, in January of 1997 we became a member of the Coldwell Banker Residential Affiliates, the premier real estate franchise organization in North America. Founded in 1906 and dedicated to customer support, Coldwell Banker was the obvious choice for us because we believe it was the best choice for our clients!

We are committed to work with you to market your home. Having already helped hundreds of clients successfully sell their homes for top dollar through our proven marketing and expert personal service, we are confident we can sell your home for the best possible price in today's market. Your right is to evaluate how well we live up to this standard and end the listing agreement at any point with no penalties or obligation if we do not deliver the services we promise.

OUR VALUES

We cultivate a spirit of collaboration, innovation, and integrity by offering a complete suite of today's best marketing and real estate services. We deliver a successful and proven way to professionally transact business with the highest transparency. Creativity, locality, quality, and passion are fundamental to our success and growth.

PROFESSIONALISM & INTEGRITY

We pay attention to our client's needs and we know every listing and neighborhood inside and out. Our clients know we do our homework. We work hard to get our clients the best possible outcome. We skillfully guide you through every step of your real estate transaction.



GARRISON GROUP

DEFINED BY SERVICE & EXPERTISE

We are a mother and son team that brings the power of business experience and real estate skills to our clients. We provide an exceptional experience with our commitment to providing you the critical information and expert advice you need in making the best decisions.

We love helping sellers list and market their homes. We will guide you every step of the way—making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.

Each transaction is unique, and every seller is different. We represent you focusing on your interests with the utmost care, honesty, integrity and discretion. We are committed to help you reach your goals.

Using the unmatched resources of the Coldwell Banker network, we develop a custom plan providing you with results driven service that enables you to obtain the best possible sales price and terms for your home. Closing the sale in a smooth, timely manner and your complete satisfaction is our goal.

We would love to discuss your needs, wishes and desires in selling your home!

Let's chat!



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4071 Ironbound Road, Williamsburg, VA 23188

Mobile 757-784-7875. Office 757-229-9595

www.garrisongroupva.com