

Home Sale Guide



**Brave
Neighbor
Homes**

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Top 15 Things You Can Do To Get Your Home Ready For Sale

A good strategy for selling your home is to present a neutral palate to the buyer. That way, they can picture their own furniture, mementos and color schemes. Bright green walls may be cheery to you but they may turn off a potential buyer. Here are the top ways to get your home ready for a sale. *(included with 6% commission)*

1. Clean, Clean, Clean! Especially the kitchen & bathrooms.
2. Remove personal items: Family photos and nick-knacks for ex.
3. De-clutter: Consider putting seasonal clothes or extra furniture in storage.
4. Paint: Touch-up spots or, if needed, re-paint to a neutral color.
5. Curb Appeal: Paint your front door and repair cracks in the sidewalk or driveway.
6. Showcase the kitchen: Make it shine and move everything off the counters.
7. Deodorize: You may not smell your pet...but they buyer may.
8. Lock-away: Valuables and prescription medications
9. Clear the Aisles: Make sure hallways and traffic areas are passable.
10. Landscaping: Cut the grass, mulch and plant colorful flowers.

If your home needs it and you have the funds:

1. Update or Remodel Kitchen and Bathrooms
2. Replace Larger Utilities; HVAC, Hot Water Heater, etc.
3. Update Flooring
4. Update Lighting and Fixtures
5. Update Hardware; door knobs, hinges, etc..





Legal Forms Needed

One of the most important services we provide is preparing, explaining and processing the many legal forms needed during the sale of your home. It can be quite a lot of paper, so it is our job to keep you educated about every document you sign.

Listing Agreement

- Exclusive Right-to-Sell Agreement
- Affiliated Business Disclosure
- Understanding Your Rights (if required)
- Lead-Based Paint Disclosure Form (if required)
- Property Disclosure or Property Disclaimer Form
- Photographic Services Authorization & Waiver
- Disclosure of Brokerage Relationship
- Home Warranty Coverage Option Form
- Homeowners/Condo Association Document Order Forms

Sales Contract

- Regional Sales Contract
- Contingencies and Clauses Addendum
- Including Home Inspection, Radon, Financing, Appraisal, Etc.
- Residential Property Disclaimer
- Virginia Jurisdictional Addendum
- Lead-Based Paint Disclosure (if required)
- Loan Approval Letter
- Copy of Earnest Money Deposit Check
- Other Forms as Necessary

What to Expect & Your Next Steps



There is a lot of information to process. That is why it is crucial to choose a real estate professional with experience, knowledge and integrity.

You can count on us to:

- Counsel you on strategies to achieve a quick sale of your home for top dollar.
- Assist you in preparing your home for market.
- Effectively market your home to attract qualified buyers.
- Keep you up-to-date with open communication and reports on the status of your homes' sale.
- Represent your best interests during the negotiation process.
- Provide a team that is professional, accessible and caring to guide you through the process from start to finish including, but not limited to:
 - Home, Radon, Termite and Walk-through inspections
 - Monitor buyer financing and confirm and track buyer obligations
 - Schedule settlement, appraisal, survey, title search, etc.
 - Coordinate all pertinent documents and ensure their full execution
- Assist you with a relocation agent, if required.
- Arrange for a moving company.
- **And finally...**make selling your home a positive and successful experience!

What you need to do next:

- Determine the selling price for your home.
- Choose a date we will place your home on the market.
- Review and sign the Exclusive Right-to-Sell agreement which hires us as your agents.
- Based on this date, develop a time frame for completing any projects and improvements to get your home ready for sale.
- *Smile* as the "For Sale" sign is placed in your front yard.



Marketing Game Plan Summary

To assure you that your home will be marketed to its fullest potential and to obtain the highest possible market value, the following is some, but not all, of the targeted game plan that will be put into motion.

- Prepare and Present Customized Market Analysis (CMA) to establish fair market value
 - Analyze “Active”, “Under Contract” and “Sold” homes in vicinity
 - Take into account special features and upgrades to your home
 - Determine current market conditions
 - Recommend sales price range
- Execute Listing Agreement and all related legal documents
- Provide advice on preparing home for showings and assist in staging, if necessary.
- Activate listing in Multiple Listing Service (MLS) and upload professional photos & virtual tours
- Place “For Sale” sign on property and directional signs key intersections (if allowed)
- Design high-impact, color in-house brochures, and outside sign-post flyers for showings and drive-bys.
- Initiate advertising campaign via print, direct mail and internet
- Hold “Open House” as needed during listing period
- Follow-up with agents who have showed property for feedback using our custom feedback system
- Analyze feedback and showing data and make adjustments as necessary

Goal: Quick Sale for Top Dollar



A PICTURES WORTH A 1000 WORDS!

One of our pet peeves is when agents don't take the time to get good photographs to showcase the homes they are listing.

This is CRUCIAL! Multiple photos, virtual tours, maps, and community information really help a buyer to see what you have to offer. Research shows that if your listing doesn't have multiple photos, buyers are inclined to pass you by for those that do.

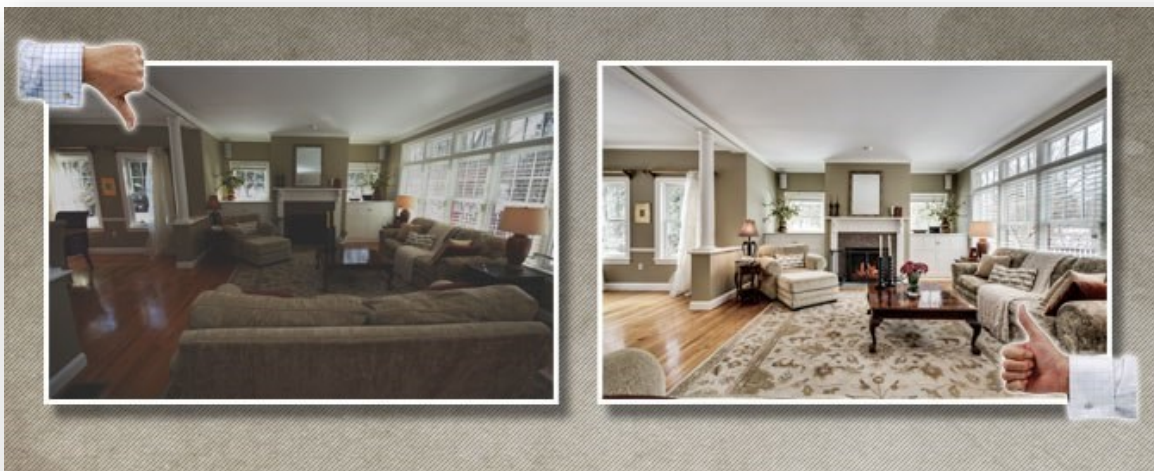
You've got to see it to consider it:

PHOTOS

- ◆ We use professional photographers! This ensures that your home is photographed in the best possible light and manner.
- ◆ We use multiple photos in MLS and other websites
- ◆ We also use multiple photos in my brochures so that your home will be remembered from the others a buyer may have seen that day.

VIRTUAL TOURS

- ◆ Another great way to showcase your home online is with the use of Virtual tours.
- ◆ We have a top-notch virtual tour provider that offers 360 degree panoramic virtual images, music and top-of-the-line graphics. The virtual tours are featured on the local MLS and are linked to various websites including Realtor.com
- ◆ Buyers appreciate and expect it, so I provide it!



Showings:

Successful Strategies



Although it can be an inconvenience, a personal showing is the best way to sell your home. To make the process as smooth as possible, here are some strategies I recommend when buyers and their agents are coming to see your home.

1. Turn on ALL the lights in the house and make sure all light bulbs work properly
2. Open the blinds and shades to let in as much natural light as possible
3. **It's best to show your home without you in it...take a walk or drive**
4. Put your pets away or take them with you
5. Set the mood-put on some jazz music, light a candle or have the aroma of fresh baked bread or cookies

*Let the Agent do the negotiating-don't talk
financials with the buyer.*