



totally sold

THE
HOME
SELLER'S
GUIDE

*your essential guide
to home sale success
with less stress!*

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introduction


*celebrate where you've been,
but live where you are now
and for where you will be*





hello


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In my real estate practice, you come first. My goal is to exceed your expectations with technology, process excellence, creative marketing, communication and results. I am committed to a partnership with you where I provide the insight and knowledge to help you sell your home and guide you through the offer, negotiation and closing process. My focus is to earn your trust, confidence, and business and provide support to you well beyond the closing. I look forward to serving you and helping you achieve your real estate goals.

Making your next move your best move!



YOUR *Naples* REAL ESTATE EXPERT



Top award winner year-over-year | Certified Negotiation Expert | MBA

my promise to you

personal integrity

- I will always be truthful and trustworthy.
- I will be transparent about my experience, and services.
- I will always give you my honest assessment.

professional conduct

- I abide by the National Association of REALTORS® Code of Ethics.
- I will maintain complete confidentiality with all personal and sensitive information disclosed to me.
- I will openly disclose the commissions I may receive in any business transaction.
- I will disclose any conflict of interests or personal connections with parties involved in business dealings.

your best interests

- I am committed to working for your best interest.
- I will always give you my very best advice and I will be up-front.
- I will offer you my professional recommendations, but I will always respect your decisions on how to proceed.
- I will not pressure you to accept an offer you're not happy with.

promoting your property

- From day one, I promise to deliver a comprehensive marketing plan that provides great value and gives your property the maximum exposure to potential buyers.

communication is key

- You can expect regular, proactive communication with me throughout the process, from preparing your home for sale, right through to closing and vacating your home.
- I will ensure that you understand all stages of the property sale, what to expect, along with all the paperwork you need to sign.
- We will allow adequate time to read and understand everything so that you feel completely comfortable every step of the way.

agent advantage

Working with me gives you the peace-of-mind that I'm available to provide guidance and answers and provide oversight to ensure a smooth sale.

Other advantages include:

- Access to up-to-date comparative market analysis and assessment.
- Guidance to lead you to the most appropriate list price based on market knowledge, extensive experience and data.
- Expert suggestions on preparing and staging your home for maximum viewing impact.
- Local and International exposure to optimize buyer reach.
- Savvy marketing to gain maximum exposure to potential buyers.
- Access to industry knowledge, tools, marketing channels, plus company and personal networks.
- Professional negotiation skills for the optimum sale price.
- Awareness of legal aspects of contracts and possible property transaction pitfalls to avoid.
- Strong organization for on time-efficient closure, ensuring all the t's are crossed and the i's are dotted.
- Having an experienced professional by your side throughout all steps of the home selling process.

meet the team

Naples trusted real estate team

William Raveis Real Estate is at the forefront of the luxury Real Estate industry in Naples. Our team prides itself in maintaining an award-winning record for outstanding service. Through our expansive network of local, cross-state and international real estate professionals, we not only offer a full range of real estate services, but also provide recommendations for financing, mortgages, insurance, inspections, and contractors.



renée

RENÉE HAHN | LUXURY REAL ESTATE AGE

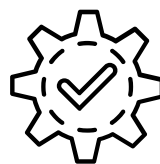
Renée's pursuit of excellence on behalf of those she serves has won her several awards and accolades starting in her 2nd year of real estate and repeating consistently year-over-year.

- Top Sales Award Winner Y-O-Y
- Chairman's Elite Club as a Top Producer across the entire company US wide
- Diamond Level (Highest Honor) Award Winner Y-O-Y across brokerages
- Member of America's Top 100 Real Estate Agents® (Limited to the Top 1% of Real Estate Professionals)
- Honored & recognized with Guild Award Level for Luxury Marketing
- Featured in SWFL Real Producers Magazine for Achievements
- Recognized consistently in the annual Real Trends "America's Best Real Estate Professionals" based on being in the top 1.5% in the US based on sales volume.

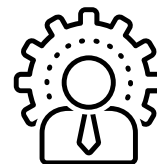
Powered by a team of experts behind the scenes



Local Marketing Specialist



Compliance Specialist



Administrative Manager



Local Marketing Specialist



Inspection Experts



Mortgage/Insurance Experts

what my clients say

You have radically changed our perception of working with real estate agents! Your high level of detail, professionalism and market knowledge quickly proved our choice of your firm and especially you to sell our home was the best decision. Many thanks Renee.

sean casey

Renee Hahn is the best realtor in Naples. We have met a few, believe me! She's genuine, has integrity, is proactive, always receptive, a completer, is willing to change things up if need be. We have chosen her to sell and buy a number of homes.

laura damon

I hardly ever do reviews, and can't remember the last time I did...until now. Renee Hahn is an exceptional realtor and worthy of all 5 stars. Not only is Renee trustworthy, she is smart, energetic and savvy. I spent many hours searching to find the right realtor, and was fortunate to find Renee Hahn.

beth riddle

Renee is The Best Realtor! It was Renee's negotiating skills that literally closed the deal on the sale of our home. She was so easy to work with and she handled all the details of our closings so the process was smooth and simple. My husband and I feel truly blessed that we found Renee to be our realtor to sell our home

gyl kasewurm

We were beyond impressed by Renee, in particular her passionate approach and level of commitment to selling our home. Her brilliant updates and styling will make your home blow away the competition, and her smart prospecting brings showing after showing. With Renee you absolutely know her priority is to get you to closing day.

lee cosentino

Renee Hahn more than exceeded our expectations as the Realtor selling my father's house and we would certainly recommend her to anyone looking for a realtor. With multiple stakeholders in multiple states, Renee's extremely personable and pleasant attitude made her a dream to work with.

ann marie brown

your roadmap

CONSULTATION



getting started

assessment & goals

preparing to sell your home

avoiding common mistakes

FINANCIALS



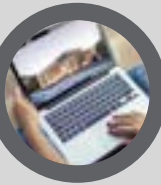
seller costs

pricing your home

CMA report

pricing strategy

MARKETING & ADVERTISING



overview & time frame

marketing strategy

advertising plan

agent network

LISTING & SHOWING



listing, showing, & open house

photography & video

presentation & staging

repairs and maintenance

THE DEAL



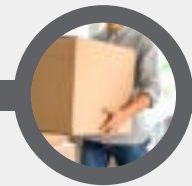
offers & negotiations

inspection & appraisal

complete all contingencies

closing the sale

FINAL STEPS



clear-out & clean

packing & stacking

closing/changing accounts

planning & paperwork

ON THE MOVE



moving checklist

final clean

moving



the home selling process

CONSULTATION

In this first stage, I seek to fully understand your sale requirements, and also your aspirations beyond the sale. I'll show you what needs to be done and what things we need to avoid. Following a thorough analysis of your home and property, we will establish goals and a timeline for putting your home on the market! Then it's time to prepare for financial matters.

AREAS WE WILL COVER

- Answering your initial questions
- Assessment and establishing goals
- How to prepare your home for sale
- Ways to avoid common mistakes
- Things to do and time frames

FINANCIALS

Here's where we'll cover all your financial considerations, including your equity and other assets, plus the costs you can expect in selling your home. Correctly pricing your home for the current market is critical to optimizing the final sale price. I'll provide a detailed analysis of recent local sales and comparative listings, prior to agreeing on a strategy for pricing your home.

AREAS WE WILL COVER

- Your current financial position
- What expenses you are likely to incur
- CMA Report findings and analysis
- Strategies for listing and sale price

MARKETING & ADVERTISING

Implementing a strong and strategic marketing program will ensure your home is seen by the most buyers in your target market segment. We'll discuss trends and the effectiveness of different marketing channels, from street signage to video clips. We'll establish the best strategy to promote your home, including photos, print, social media and maximizing online ads.

AREAS WE WILL COVER

- Market conditions, demand & supply
- Marketing channels and options
- Advertising strategy and schedule
- Networking tips and tricks
- Time frames and critical deadlines

LISTING & SHOWING

The success of your home sale is determined by 6 critical factors. We have no control over one, but how well the others perform is largely up to us! Together we'll ensure you gain the full potential achievable in every area. This includes necessary repairs, maintenance, and of course, show-worthy presentation. I'll work hard to convert any interest into a hot offer!

AREAS WE WILL COVER

- Prepping your home for sale
- Professional photography and video
- Listing – going live!!
- Open House and Showings

THE DEAL

Many home sellers breathe a sigh of relief when a good offer arrives... however, there are still important things to be done! Our preparatory work, along with some careful steering, will help us safely navigate the many complexities of closing the sale. This is also where my strong relationship and negotiation skills come to the fore! Trust me – I've got this!!

AREAS WE WILL COVER

- The 4 stages of a sale
- Negotiations and expectations
- Inspection & Appraisal
- Closing (the exciting bit!)
- Legal requirements and time frames

FINAL STEPS

Well done, the job of selling your home is complete. Now it's time to turn your attention to finishing off the last few tasks before packing and cleaning up. Even though my main duties are now concluded I can offer you some useful tips and tools for the next part of your journey. Take a look at the lists, info and resources in sections 7 & 8, or call me with your questions!

AREAS WE WILL COVER

- Important documentation
- Closing or changing utilities etc
- Planning your next steps
- Packing/moving: DIY or call in the pros?
- Clean up and the hand-over

ON THE MOVE!

So, you're ready to leave your old home for the final time. Knowing that you've done all you need to do will help you leave without nagging doubts, and gives you a sense of closure. I wish you the very best in your new home!

RECOMMENDATIONS INCLUDE

- Planning and prep for moving
- Getting the help you need
- Last bits and pieces (aka vacuuming)

consultation

don't walk with people who say
"it can't be done".

walk with people who say
"it shall be done, because I am taking action now"
your destiny is not written for you...
it is written by you.



preparing to sell your home

An important part of my role as your Listing Agent is to explain each aspect of the selling process and to ensure you understand it. This allows us to make the right decisions for your property sale and to ensure that you're totally happy with our agreed strategy.

where it all begins

One of our first priorities is to discuss the things that I will do for you and also the tasks you must do yourself. Areas that we'll address include:

- Reviewing your financial position, establishing budgets, and implementing a proven pricing strategy
- Deciding on the best marketing strategy to achieve maximum bang for your buck
- How to target potential home buyers by selective use of print, media, online, and networking channels
- Practical steps to prep your home for sale, such as repairs & maintenance, upgrades, or renovation
- Optimizing the presentation of your home, considering options like professional staging
- Navigating the do's and don'ts of Open House and showing your home

working together

My job as your Listing Agent is to not only sell your home but to represent your greatest asset to your greatest advantage. Below are some of the ways you can support this process. Together we'll achieve a great outcome.

my requests of you

Clarify goals: Being clear in your own mind about your goals and dreams will help us arrive at the perfect plan to market your home. I'd also be pleased to help you find a new home.

Clear communication: Our partnership will be most successful when you are as clear and open as possible with the information you provide me. I want you to feel comfortable to ask any questions and ask for clarification at any time. Please also inform me if your situation changes at any point.

Diligent preparation: I'll provide as much advice and support as possible in preparing your home for sale. But it's up to you to showcase your home in the best possible light. Your effort ahead of showings will pay off in securing a profitable sale.

Be flexible: Selling and buying can be a stressful business at times. My recommendations are based on years of experience and best industry practices. Please work with me and be willing to take the necessary steps to secure a sale, even if it's inconvenient at times.

Believe in the Process: A positive attitude goes a long way when the journey seems tough. Property transactions are my area of expertise and I am confident in handling all the details and advising you throughout each stage of the selling process. Great results are achieved by great teamwork.

documents you may need

Many legal, marketing, and sales documents are needed at different stages of the selling process. Gathering any of these that you have available will help us get off to a great start and minimize last minute requests as we progress through the selling and closing processes.

- Title insurance
- Land survey & elevation certificate
- Floor plan
- Professional appraisal from the purchase of your home
- Mortgage Statement (Payoff Amount)
- Records of home repairs and extensions or alterations
- Homeowners Insurance records
- Homeowners Associations (HOA) documents

other things to gather

- keys to showing access
- codes to garage, door, gate, alarm
- garage remotes
- home system & appliance manuals
- service records for ongoing maintenance
- service provider list

avoiding common mistakes

becoming overly emotional

We all invest time, money, and emotion in acquiring and improving a property. So it's no surprise that we develop a strong emotional connection to our home. We have memories and associations that may be hard to say goodbye to. Take time to acknowledge memories, talk about them with your family, and take some photos. Remember what attracted you to this house, what improvements you have made, and highlight these in your marketing strategy. Now, think like a business person. Seeing your property as an asset removes a lot of the emotion. Achieving a great sale price will help you secure the new home you're dreaming about.

not hiring a professional real estate agent

A good Real Estate Agent can guide you through the raft of issues associated with selling your home. They are skilled at setting a fair market price, providing expert marketing, interacting with buyers, and negotiating offers. They have access to resources and data not available to the public. They are also familiar with the legal aspects of contracts and the possible pitfalls of property transactions. You may be tempted to avoid a sales commission, however, you need to weigh this up against the stress and risks of navigating your biggest financial transaction with little or no experience.

not disclosing major problems

Do not hide or minimize any serious issues with your property. These will come to light during the buyer's inspection. To get ahead of the game, seriously consider having an inspection done in advance. This will alert you to areas that need to be repaired or other potential problems. You can then resolve these issues before listing, or disclose them and negotiate with buyers. Be aware that buyers who are looking for a turnkey property will not consider purchasing your home if there are unresolved issues. Some states have disclosure rules, so be aware of rules that apply to you.

setting an unrealistic price

Setting the right asking price is a key step in marketing your home. A survey by HomeLight.com revealed that 70% of real estate agents named overpricing as the number one mistake made by sellers. Potential buyers are likely to access a comparative market analysis, so be just as smart and set a realistic asking price. Don't be concerned about setting a price on the low side, as this should stimulate interest, generate multiple offers, and increase bids up to, or even beyond, the home's actual value (at the end of the day the market value of our property will be determined by the highest bidder). And remember, as the seller you are always free to decline an offer that you believe is too low.



inadequate preparation for sale

Failing to prepare your home properly for sale can result in a reduced sale price or failing to get a sale at all. A home inspection will alert you to major issues that need your attention. Consider asking friends or family to point out areas of your home that could be improved. Potential buyers who notice small faults may become suspicious and wonder whether your home has more serious issues that may not have been addressed. You may not have the time or finances to undertake renovations, but do not underestimate the effect that even small changes can achieve. A new coat of paint, decluttering and thorough cleaning will help to create a powerful first impression on buyers.

skimping on listing photos

Over 95% of buyers are viewing homes online, so ensuring you have professional, top-notch photos is essential. A good range of photos is the first step in showcasing your home. Buyers will quickly dismiss a listing with a sparse selection, or poor-quality photos. Consider including a video tour to enhance your listing. This will give potential buyers a more comprehensive impression of your home and increase the likelihood of serious purchasers visiting an open house.

failing to accommodate buyers

While keeping your home show-ready may be tiring, you can't take your eye off the prize. When a potential buyer is available to view your property, you should do your best to accommodate them, even if it's inconvenient. Agents will do their best to work around your schedule, but sometimes buyers only have a slim window of opportunity to fit in a viewing. This might just be 'the one' you've been waiting for. It will not count that your house was tidy two days ago, it needs to be shown at its best whenever the opportunity arises.

accepting unqualified buyers

Unqualified buyers who wish to purchase your home with a contingency around financing or selling their own house could cause serious difficulties for you. Their financing may fall through or their home may not sell in time. Talk through these issues with your listing agent and carefully consider potential problems before signing any contract, especially if you need to close on your own new property by a fixed date. It's perfectly reasonable to ask a buyer to bring a pre-approval letter from their mortgage lender showing they have proof of adequate funding for the purchase.

money matters



*put your
money where
your house is*

home selling success

Marketing and selling a property is a bit like a jigsaw puzzle. If any one of the pieces is missing the picture cannot be completed. Below are the 6 critical factors that will ultimately determine the success of your home sale. Pricing is closely linked to every other factor and is a central component of our sales strategy.

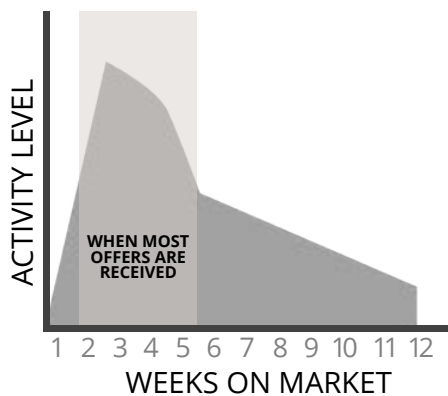
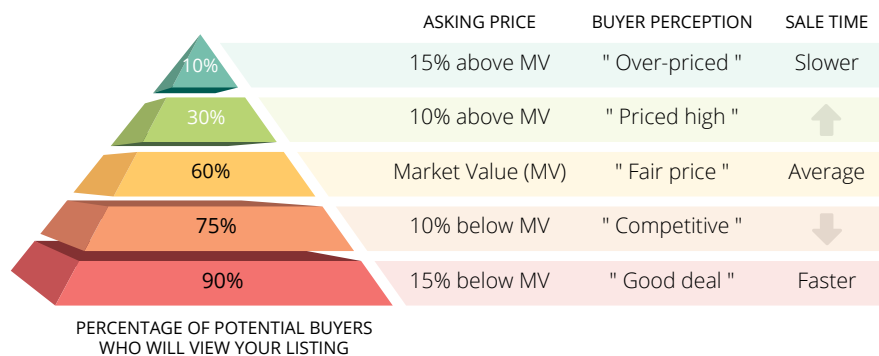


price your home

At the start of our strategy it's vital to set the listing price correctly. Our goal is to quickly attract a large number of potential buyers. This early interest will create competition, push the price up, and will help us secure your sale with the first few weeks of listing.

what's a fair price?

Pricing can be dangerous – an overpriced home may be slow to attract interest, while underpricing your home could result in a lower sale profit. Buyers typically view a wide range of homes and develop a feel for what is good value and a fair market price. Knowing what that price is allows us to establish the best pricing strategy.



what influences our pricing decision?

- The seller's financial & time frame objectives
- Current market conditions
- The 'desirableness' of your home
- Results and insights from CMA (see previous pages)
- Agent experience and knowledge of the local market

factor the cost

Costs associated with marketing your property are paid for on our side. This includes photography/videography, print marketing materials, advertising, etc. For your costs, It is wise to consider all the costs involved in selling your home. These may add up to 6-10% of your home's final sale price, depending on your circumstances. The costs home sellers may incur include the below.

preparation and presentation

- Repairs and upgrades - costs are dependant on the condition of your property and fixed chattels
- Staging Fee - professional staging is typically around 1% of the sale price

closing costs

Closing costs are a combination of taxes, fees, prepayments, and services, which may include:

- Real estate brokerage commission
- Transfer tax
- Title insurance
- Liens against your property
- Unpaid property assessments
- Escrow and closing fees
- Prorated property taxes
- Home Warranty fees
- Home Owners Association fees
- Attorney's fees
- Title insurance (in Lee County)
- Closing Cost Credits / Seller Concessions - this can come in a variety of ways through the negotiation process

other financial commitments

- Loan repayment and fees - when paying off a mortgage loan be aware of potential fees
- Moving costs - factor in packing and travel costs / moving services, and time off work, etc.
- Accommodation / Storage - if you are not able to move straight into your new home allow for the cost of temporary accommodation and storage.



marketing & advertising

*luck is not a strategy.
a strategy is a series of integrated
actions that produce a significant
advantage for you.*

going to market

The basis of our marketing and advertising is a strategy to reach the greatest number of people in your target market in the least amount of time. Among the myriad marketing channels available today are 4 categories that consistently deliver great results for real estate. The diagram below lists 20 of the very best channels to market your property.



photography

"You only get one bite at the apple, so it's important to have good photos. We're in a day and age when buyers are very visual and they look at things quickly, so you've got to catch their eye." – Kim Panozzo (top selling agent)

stand out from the crowd

Buyers love photos. 97% of house hunters utilize online sites to view properties and, for the majority, their first impression is their ONLY impression! A comprehensive range of professional, staged photos is essential to attract more views and build greater interest.

Potential home buyers will form a positive opinion of your property from your photos online, long before they set foot in your home. As your listing agent, I'll make sure your photos have an outstanding impact on buyers.

pro photos
receive more than

twice

as many views
online

pro photos
help homes sell

30%

faster than
non-pro

pro photos
can help achieve a

6.4%

higher sale
price



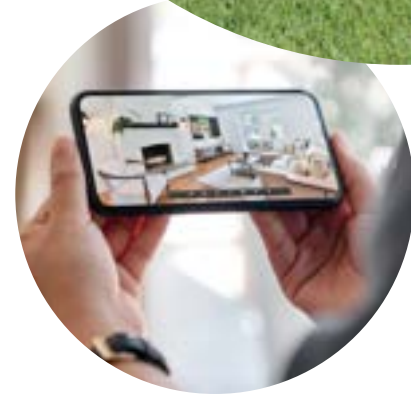
video & beyond

the sky's the limit!

Aerial photos/video can be a dynamic addition to our marketing. A bird's eye view allows buyers to see how your home sits amidst its garden features, plus it can indicate boundary lines. Aerial views provide a sense of the neighborhood and surrounding amenities such as schools or parks. The increased interest generated by aerial images can add thousands to the final sale price.

3D virtual tours

A virtual tour allows buyers to experience a 3D 'virtual' walk-through of your home. This means your property is showcased online 24/7, with zero disturbance to you. Viewers are able to experience the layout and flow of your home in a more interactive way than static photos. This results in increased online viewing times and a greater chance of qualified buyers visiting your property.



listings with video tours attract

7 out of 10

buyers searching online

the power of video

A well-crafted video is eye-catching, informative and allows viewers to make an emotional connection with your home. Multi-media communicates the unique selling points of your property in just seconds, through moving images, music, visual messaging and narration. Research shows that viewers retain 95% of a video's message compared to only 10% from written text (Forbes). It's no surprise then that video consistently ranks as the #1 online tool for buyer engagement!



videos drive around

300%

more traffic to your listing

listings with videos receive

400%

more inquiries from buyers

from ink



Although digitization has shifted the real estate marketing world to the on-line space, there is still a place for traditional print advertising.

publications

The best print ads feature arresting photos and headings that cause buyers to stop and find out more. Printed publications, which include newspapers, magazines, newsletters, and periodicals, target different markets.



brochures

High-impact, informative brochures are invaluable as take-aways at events, open houses, and showings. Brochures allow buyers to review all the features and specifications of your property in their own time, and also provide essential contact details.

flyers & postcards

These point-of-contact tools are excellent for highly targeted promotion of new listings, open house dates or just highlighting the features of your home. Pro-quality images grab attention and lead buyers to take action.

signage

Great-looking signs provide yet another touch-point for buyers. I'll install a 'For Sale' sign at the front of your property for maximum visibility. 'Open House' signage will be placed outside at appropriate times.

to pixels

Digital media has revolutionized the way we buy and sell things, including real estate. From websites to email and social media platforms, e-marketing is liked, shared and followed by millions of buyers!

dedicated property landing page

A dedicated, custom landing page to display information about your property that is not available on MLS such as floor plans. Making this site engaging and appealing will help present your property in the most favorable way possible.

top real estate sites

Our partnerships allow your listing to be syndicated and fed to leading real estate sites around the globe.

social media

The newest form of online advertising has become one of the best-performing marketing channels for property. Tapping into social media's viral power I can generate mass exposure and reach high-quality leads for you.



networking

get connected

Working with me automatically plugs you into my large database of home buyers plus our extensive industry network. Together we harness the synergy of purposeful teamwork to bring massive leverage to your listing via:

- 24/7 coverage: your listing is always ON!
- Multiple Listing Service (MLS)
- Reverse prospecting
- Greater marketing clout thru bulk purchasing
- Access to special advertising packages & offers
- Agent network: local, regional & national
- Leading industry partners & established contacts
- My personal reputation and influence

AGENT



where to from here?

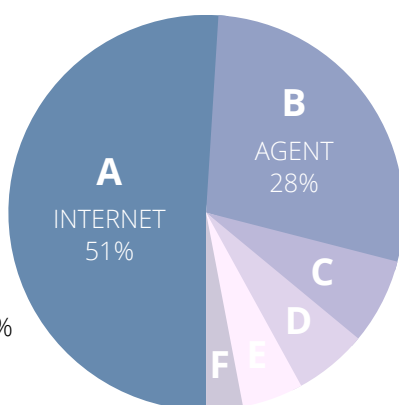
Once we establish the right marketing strategy for your home I will implement each part of our agreed plan. Your advertising and marketing material will be all ready to go when the time comes for your listing to go live.

*harness the
synergy of
purposeful
teamwork*

charting the way

where do buyers find their homes?

- A** Internet: 51%
- B** Real estate agent: 28%
- C** Yard sign / open house sign: 7%
- D** Friend, relative, or neighbor: 6%
- E** Homebuilder or their agent: 5%
- F** Directly from seller / Knew the seller: 3%



Source: 2020 National Association of REALTORS® Profile of Home Buyers and Sellers

what do buyers value most?

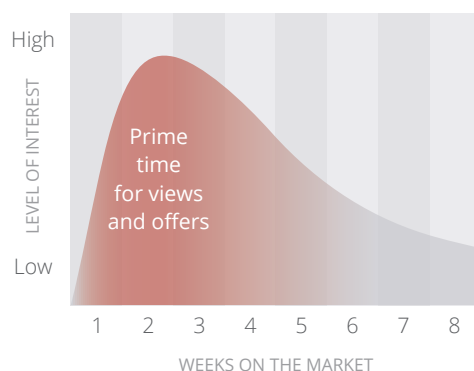
The top features that appeal to home buyers are shown opposite. These are also the areas where home owners can gain the most value when selling. Consider ways that you can make improvements to your home for a faster and more profitable sale.



Multiple sources, including: National Association of Home Builders 2019 Remodeling Impact Report

when are buyers most interested?

Statistics show that most buyers will view new properties within 2-3 weeks of listing. Therefore, it's vital to seriously consider early offers while interest in your property is high. The frequency (and price) of offers can drop significantly as weeks go by.



listing & showing

*you never get a second chance
to make a first impression.*

A bedroom with a bed, a lamp, and a chandelier. The room is bright and clean, with a white bedspread and a white lamp. A chandelier hangs from the ceiling. The text is overlaid on the right side of the image.

prepare to impress

This is the time to make your home really shine! Take every opportunity to make your home look bigger, brighter, cleaner, warmer, and more inviting. We want buyers to be impressed... to fall in love with your home... to take the next steps to make it their own.

getting ready for showtime!

Our job is to make it super-easy for a buyer to visualize themselves moving into your home and making it their own – with as little effort as possible. A neat and tidy property and a sparkling clean home give a welcoming impression and communicates that your home has been cared for and well maintained. Whether you're hiring a professional staging company or DIY, make sure these areas of your property look amazing:

- Gardens and grounds, especially street frontage
- Outdoor features, such as a pool or spa
- House exterior, especially entrance ways & patios
- Interior: focus on kitchen, bathroom & living areas
- Home appliances and special features
- Basement, attic, garage, and storage areas

first impressions

EXTERIOR: A crisp, clean frontage, set off by carefully maintained grounds, will have instant appeal to any buyer. Use a checklist to note repairs or upgrades, then prioritize jobs and work through them one at a time. Major alterations may not be possible, but even small touches can make the difference between making a sale or looking stale!



curb appeal

- Keep lawns regularly mowed and edges tidy
- Trim back foliage and overhanging trees
- Ensure pathways are clear and clean
- Weed borders and freshly mulch garden beds
- Add flowering plants to borders or in pots
- Illuminate paths or gardens with outdoor lights
- Ensure house number is clearly visible
- Repair, clean, or stain wooden fences



exterior

- Power wash driveway, paths and roof
- Repair, clean, resurface porch and entrance
- Repaint the front door, add a clean welcome mat
- Repair or replace screen doors
- Ensure doorbell and outside lights function well
- Repaint trims and shutters, for instant WOW factor
- Repair roof damage, remove moss, debris, etc
- Clear, clean and repair or replace gutters



backyard & garage

- Repair, clean, stain/refinish patio area
- Clean BBQ, spa, and swimming pool
- Clean any garden features
- Declutter garage and sheds, ensure lights work
- Inspect and repair all gates and fences
- Remove old outdoor furniture and tidy play areas
- Apply fresh paint or stain to wooden fences
- Add interest with decorative pots or planters

final details

INTERIOR: When a buyer steps inside your home they should feel a sense of comfort and ease. Decluttering and thorough cleaning will maximize the appearance of space, versatility, and convenience. It's essential to showcase your home as a blank canvas to which a buyer can add their own personal style and create a place to belong.

interior

- Deep clean all rooms, replace/clean carpets & rugs
- Paint walls, trims, and ceilings with neutral colors
- Clean or replace outdated ceiling and light fixtures
- Check all lights and keep a supply of spare bulbs
- Clean interior windows, fans, vents, and drapes
- Remove old or excess furniture and artwork
- Remove personal items, political or religious items
- Tidy attic and basement, ensure appliances work



kitchen & bathroom

- Thoroughly clean all surfaces, floors, sinks, faucets
- Remove small appliances from benchtops
- Clean fridge and oven. Clean and tidy pantry.
- Remove garbage and hide bins. Clean pet areas.
- Minimize or remove noticeboards & fridge magnets
- Clean vanities, shower, bath, grouting, and mirrors
- Ensure faucets and shower are working well
- Accent with soaps, candles, matching towels, etc.



bedrooms

- Clean all surfaces, mirrors, lamps, drapes, and blinds
- Make-up all beds with fresh linens in neutral tones
- Declutter, and minimize items in closet spaces
- Clear surfaces to give the appearance of space
- Pack away personal items, toys, memorabilia, etc.
- Fix squeaking or sticking doors or windows
- Ensure latches and knobs are clean and functional
- Turn a 'junk' room into a usable study or guest room





dress to impress

Staging your home shows off its best features and helps create greater appeal to a wider range of buyers. You'll also clear the major hurdle in getting buyers to view your property, by making your listing photos look fabulous!

staging for success: the advantages

- Staging helps to sell your home faster and for a higher price!
- Accentuates your home's best features - while disguising any flaws
- Converts underutilized areas into purposeful, defined spaces
- Creates a WOW factor that helps turn interest into a firm offer
- Makes your home look amazing in photos, videos, and virtual tours
- Professional stagers help achieve top dollar by exceeding industry standards, plus understanding design trends & buyer motivations
- Stager's network with a range of professional services and trades, so they can provide efficient service and good value
- With the increasing numbers of staged properties, your home will compete much more effectively with other staged properties
- Buyers perceive staged homes to be well maintained

Source: Real Estate Staging Association 2020 Survey of 13,000 staged homes.

90%
less time
on the market

85%
sold 5-23%
over list price

75%
gain 5-15%
ROI on 1% spend

things to consider before staging

- You may need to vacate your home prior to professional staging
- Staging fees (typically around 1% of the expected sale price) need to be factored into your budget
- Also budget for accommodation and storage costs
- Weigh up the benefits of a full staging service versus an initial consultation for advice and direction only

your home on show

Making the most of showing your home takes planning and effort. I'll manage every detail, from booking and advertising the best viewing days, to maintaining security and providing feedback. Use the tips below to help you prepare.

tips for showing success

Updates: I will clearly communicate days and times for all viewings. Please inform all your family members.

Accommodate: Be as flexible as possible around showing dates/times. We don't want to miss any opportunity to find the right buyer.

Vacate: To give buyers the chance to view your home without pressure or distractions, it's best to leave the property well ahead (15mins) of viewing times.

Pets: Please secure or remove pets from the property. Tidy away food bowls, litter box, beds & toys.

Cleaning: You've decluttered and cleaned all areas of your home. On the day of viewings make sure all kitchen & bathroom surfaces are sparkling clean! Make beds.

Cooking: Avoid strong-smelling foods and lingering smells on viewing days. Some people are very sensitive to odors and may be put-off by unusual smells.

Trash: Remove all trash and food scraps each day, especially anything that might cause odors.

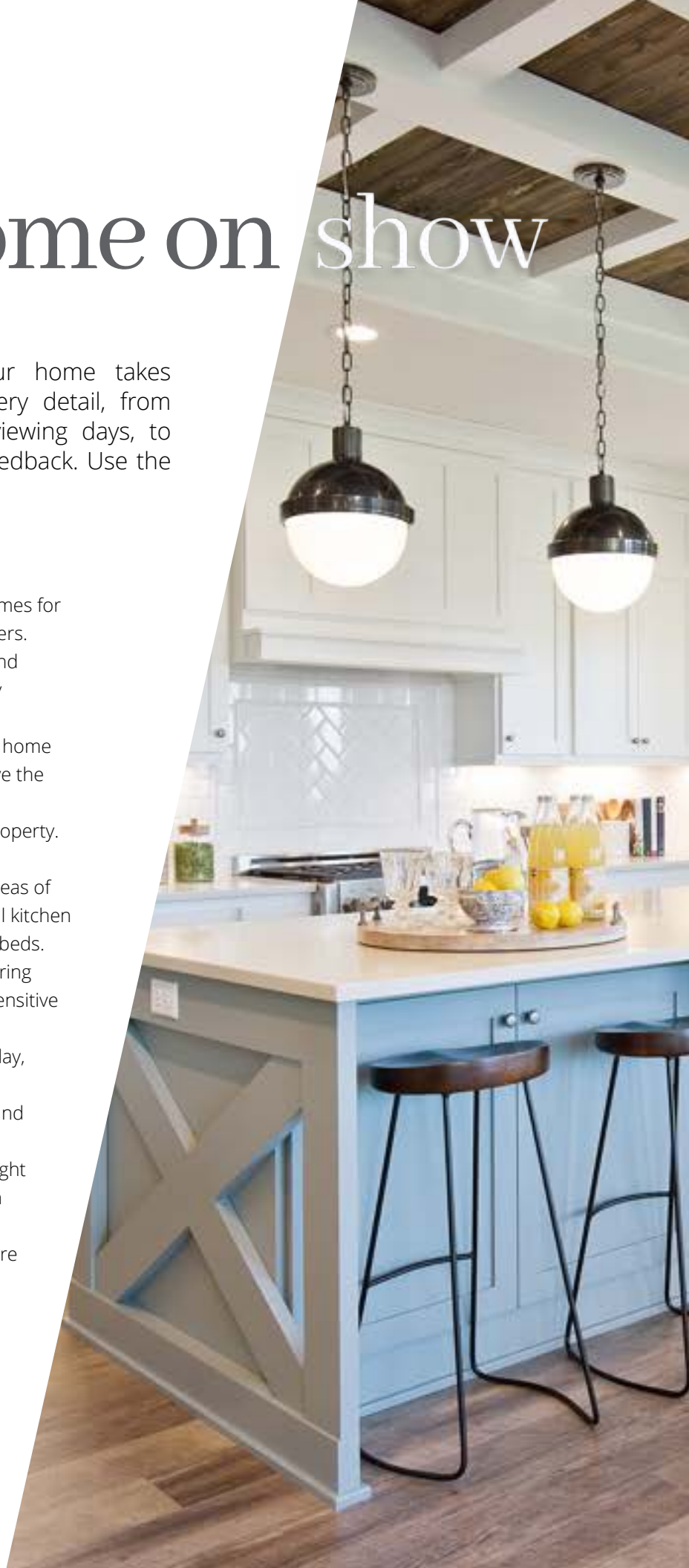
Plants: Ensure indoor plants are well watered and looking tidy. Cut flowers should be fresh.

Light & Bright: Take full advantage of natural light by opening blinds, drapes and shutters. Turn on all house lights and lamps prior to viewings.

Temperature: Create a comfortable atmosphere

Valuables: Secure valuables, medicines, and personal items in a safe place, out of sight.

Vacuum: Plan for a last-minute vacuum to ensure floors are looking their best.



keeping safe

✓ a secure lockbox will be installed

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

✓ stow away valuables

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

✓ be vigilant about locking doors

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

✓ remove medication

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

✓ stash bills & mails

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

✓ don't allow direct access

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.



the deal



the 4 components of 'the deal'

1. **Offer** presented by the buyer
2. **Negotiation** to finalize a purchase agreement
3. **Under Contract** which includes Inspection & Appraisal
4. **Closing** the sale

Special care must be taken to ensure that we meet all the requirements of each component to complete the sale of your home successfully.

offers

This is an exciting but sometimes tense stage of the selling process. While receiving an offer is great news, the buyer may also have requests or include conditions. Our hope is that we will receive several good offers, giving us the luxury of accepting the best of the bunch!

what happens when an offer is made?

All offers will be presented to you for consideration. We will assess the strength of each offer, including price, contingencies, conditions, and time frames. Based on your decisions, we can accept the offer as it is, or we can negotiate with the buyer to improve the offer.

things to consider

Cash Offer / Pre-Approval: The appeal of these is greater security of the sale and a shorter closing time frame.

Buyer's Letter: A buyer may give you a written letter confirming sale details and their intentions as a new owner. If you respond to a buyer's letter you must ensure that you do not violate fair housing laws.

Contingency Clauses: These list conditions that must be met prior to closing. Contingencies typically relate to buyer financing, appraisal, inspections, and time frames, but may include other conditions.

Closing Costs: A buyer may request that you pay a portion or percentage of the buyer closing costs.

Unresolved Repairs: If repairs will not be completed by the closing date you could negotiate payment if the buyer agrees to complete the repairs themselves. If time is short, this might be a good option for you.

Time Frame: We will review the time frames involved for each offer.

If you have a time constraint on the sale of your property it may affect the viability of an offer. If you need to change a proposed closing date, I can help negotiate a date that works for both you and the buyer.

Bottom Line: You are likely to receive offers below your asking price, so decide ahead of time what you are willing to accept as the minimum amount. Remember to budget for your closing costs and other expenses (see Seller Costs - 3.5).



negotiation

The art of negotiation includes preparation and exchange of information, followed by bargaining, agreement, and conclusion. This is where my strong people skills come into play to achieve a win for you AND a win for your buyer too!

accept, reject or counter?

After thoroughly analyzing and discussing an offer we can take one of 3 options available to us:

1. **Accept** the offer as it is, without any changes
2. **Decline** the offer, if you do not wish to negotiate
3. **Counter-offer** with newly negotiated terms

A counter-offer should be considered when:

- the offered sale price is not high enough
- we want to negotiate contingencies, requested payment of buyer closing costs or repairs, etc.
- you have other required conditions

It's often advisable for the seller's agent and the buyer's agent to work through any issues and to gain a clearer understanding of each party's true position. Be careful not to lose a sale over relatively small concessions. Even a great offer may not mean that you secure every single detail as you would like, so it's worth being flexible!

The buyer can either accept, decline, or make a counter-offer themselves. We can follow this same process, negotiating back and forth, until a final offer is declined or accepted and agreement is reached!

agreement

Once an offer is accepted you will sign a Purchase and Sale Agreement. Your home is now 'Under Contract'. This stage, also known as the contingency period, is where inspections, appraisals, and all conditions listed in the Purchase and Sale Agreement are completed.

under contract

Now is the time for each party to take action and deliver on the conditions detailed in the Contingency clauses. If any of the conditions are NOT met the Purchase and Sale Agreement may become null and void.

home inspection

The buyer may order an inspection, and be present during the inspection, to become more familiar with the current condition of your home.

What's inspected?: Every part of your home is inspected, from all interior spaces and fixtures to roofing, foundations, exterior and all outdoor spaces. Inspectors are especially looking for water leaks, mold, evidence of any insect, water, fire damage, or areas that do not meet building codes.

Time frame: Inspections are typically booked within 5-14 days of signing the purchasing agreement. Allow a minimum of 2-3 hours for the inspection.

Cost: There is usually no cost to the seller.

Buyer's response to a Home Inspection Report: The type of contract accepted on the home will determine how the inspections will work. Regardless of the contract, buyers typically expect the seller to remedy defective items that are of concern.

home appraisal

If the buyer requires a loan to purchase your home the buyer's lender will have a licensed appraiser value your property. At this point, their loan agreement is put on hold until any possible issues around health and safety are investigated. We want your property to be appraised for the same amount as the sale price or preferably higher. If the appraisal comes in at or above the sale price, it's good news and you do not need to take further action. If the appraisal comes in below the sale price it may be necessary to re-negotiate the sale price, negotiate with the buyer to cover the difference, consider a different all-cash offer, or even cancel and relist the property.

what happens during the contingency period?

- **Earnest Money** is paid by the buyer to your escrow company
- **Seller's Disclosure**, outlining any known problems with the property, must be provided to the buyer. As the home seller, you must complete this form and you are also ultimately responsible for any known defects or malfunctions on the property that are NOT included on the disclosure form.
- **Home Inspection** will be arranged by the buyer. Poor inspection outcomes and unexpected repairs are two of the top reasons potential sales fall through.
- **Home Appraisal** will be arranged by the buyer's Lender if an appraisal is required
- **Repairs** agreed upon between buyer and seller must be completed prior to final walk through. Keep any receipts that relate to each repair. Taking before and after photos is a good way to document that the repairs are completed.



closing

Multiple legal procedures make closing a significant event. As your Listing Agent, it's my job to make closing easy for you. I'll work closely with all parties to help complete the final actions required to transfer ownership of your property to the buyer. Being informed and well prepared will help closing go smoothly.

coming to terms with closing

Escrow Account: The closing company for the buyer holds all money.

Title Search and Insurance: A Title Search examines public records to confirm the property's legal owner. Title insurance is indemnity insurance that protects both owners and lenders from loss or damage coming from liens, encumbrances, or title defects.

Hiring an Attorney: While engaging an attorney is not mandatory in Florida, there are times when utilizing an attorney vs. a title company may make sense for sellers.

Seller's Property Disclosures: You are required to disclose in writing any known defects or issues that affect the value or safety of your home and property.

Contingencies: All agreed repairs, inspections, and any other agreed contingencies must be completed and documented before closing. Consider taking before and after photos of repairs to avoid disputes. Keep receipts.

Review Documentation: Shortly before the closing date you will receive a Closing Disclosure outlining closing costs. Check all figures carefully.

Buyer's Final Walk-Through: Your buyer will schedule a final visit to your home, usually 24 hours before closing, to confirm:

- that the house is in the same condition as when the offer was accepted
- that all necessary repairs have been completed
- that everything that was included as part of the sale is still in the home / on the property

Closing Appointment: This is the time when all legal documents are signed, final costs are reviewed and agreed upon. The closing attorney or escrow company will record the new house deed with the county, pay all closing costs and expenses and arrange payment of profit to you. Keys, alarm codes etc. are handed over to be given to the buyer as arranged in the contract.



congratulations

the closing process includes:

A. Payment of Funds

- Mortgage repayment and fees to seller's lender, and any lien holders
- Property taxes, if due, to local govt.
- Payment to other service providers
- Sales commission to Listing Agent
- Profit from the sale of the home is paid to the seller

B. Documentation and Signing

- Most recent tax statement
- Settlement Statement (aka Closing Statement / HUD-1)
- Closing Instructions
- Deed to the property
- Bill of Sale
- 1099-S Tax Form
- A Post-Closing Agreement, if the seller intends to rent the home for an agreed time after closing

C. Transfer of Property Ownership

- Handover of keys, garage door opener, security devices and codes, appliance manuals/warranties, etc.
- Recording of the signed deed at the local county courthouse. Once this is completed legal ownership of the property is transferred to the buyer.

what to bring to closing

- Your copy of the sale contract
- Receipts for negotiated repairs
- Government-issued photo ID
- House keys, and all property keys
- Garage door openers etc.
- Alarm codes and security devices

seller closing costs

Your costs at closing may include:

- Mortgage repayment and fees
- Real Estate Agent's commission
- Transfer tax
- Title insurance
- Escrow and closing fees
- Prorated property taxes
- Claims against your property
- Unpaid property assessments
- Closing Cost Credits (also called Seller Concessions or Seller Assist)
- Home Warranty costs
- Attorney fee



resources

*there is more happiness in giving
in receiving." Acts 20:35*





on the move

Preparing for and managing your move can be a lot of work and stress. Prior to closing, I will provide a moving guide to help you plan for the key elements. If you need it sooner than I send it, please just let me know.

As you plan the timeline, keep in mind that the house needs to be empty and clean for the final walk-through, which typically happens the day before closing.

video resources

getting started with your home sale



Administrative to-dos to get us started with listing your home

The investment in the up-front time to prepare for your listing can make a significant difference in the success of the sale.



Documents I need to collect in preparation for listing your home

This video discusses the things I will need to obtain from you.



Preparing the property

This video covers key things that are needed to get your property ready for photographs and listing

property is live on MLS, now what?



Marketing your home

Once your property is ready for prime time, we start working on effectively marketing your property to get it the widest exposure.



Managing appointments for your home

Let's go through how we will manage and communicate appointments at your property.



Evaluating offers

It is always helpful to be familiar with the offer process and decisions to be made in advance of the offer(s) coming in.

managing the close



Starting closing activities

Accepting an offer is a big step, but there is still some important steps left to ensure a smooth and executed closing.



During the closing process

Learn what happens during the closing process to understand each persons role in the closing process.



What happens after the home sale closing?

There are a few key items to be aware of even after we are closed and the sale is complete.



FAQ

when is the best time to sell?

Traditionally, early in the year is the best season to sell in SW Florida, but it can vary based on things like community and type of home.. Listing numbers rise in early January and continue into the Easter holiday, however, the more properties on the market, the more competition! Homes do sell all year round, so consider what is the best time for you. When will you have time to prepare your property? Do you have a time constraint, such as moving to start a new job? Do you need to work around school terms? Sometimes the best time to sell is when you're ready!

how long will it take to sell my house?

The answer will vary depending on market conditions, time of year and other key factors. We can take a look at the market at the time of listing and try to get a general idea of average time to sell. Influencing factors include economic conditions such as interest rates, supply and demand, the time of the year, the size, type, condition, and location of your property. Correct pricing and a great marketing strategy will help give you the best chance of selling quickly.

should we sell before buying another home?

If you want to buy a new home before selling your current home, first consider whether you are financially able to carry two mortgages. Check with your lender if this is an option. Also consider the feasibility (and stress) of physically maintaining two homes, even for a brief time.

what is the market like right now?

There are many indicators that show what the real estate market is doing at a given time. One of the most important indicators is the average number of days that homes remain on the market. This gives you an idea of how quickly homes are selling when listed. Other stats to consider are the average sale price of homes similar to your own, and the ratio between average list price and sale price.

what should I disclose to potential buyers?

It's always best to be honest and upfront about the condition of your home. Consider what you would expect as a buyer. Where possible, fix any faults before listing. As a home inspection is likely to be requested by the buyer, it's to your advantage to prevent or reduce potential problems. Avoid nasty surprises by repairing or disclosing significant defects. Undisclosed defects could lose you the sale.

why is the assessed value of my home different from what I'm told its sale price could be?

The assessed value of a property is used by your local municipality for tax purposes. The assessed value is often not the same as the current market value of your home or its potential sale price.

should I sell my home when it's vacant?

This is a case-by-case basis. We can discuss the best showing options for your specific home. Generally speaking, furnished homes, if furnishings are appealing, tend to do better than vacant homes.

should I provide a home warranty?

While not required, a warranty may be worth considering if your home is more than ten years old. Expect to pay, on average, \$600+. A warranty can be an incentive that gives potential buyers more confidence to purchase.

how long do I have to respond to an offer?

Some buyers will specify a timeframe in their written offer. However, it is customary to respond within 24-48 hours of receiving an offer.

what should remain in the house after it's sold?

As a general rule, all 'fixtures' are included in the sale. Fixtures are defined as things that are affixed, fastened to, or an integral part of, the home or landscaping. Examples include lights and light shades, built-in dishwashers, blinds, and curtain rods, and often curtains, built-in bookcases, trees, shrubs, and permanent landscaping features. You should specify any item you intend to take with you and consider removing or replacing it before showing.

when will I meet my prospective home buyers?

Your listing agent usually represents you during showings and open houses, and also during negotiations with the buyer and their agent. It is recommended that you are not present during these stages. Even closings are done separately, so you may not actually meet the buyer. After closing, however, you may arrange to meet with the buyer if you both wish. This can be a nice gesture, and a chance to show them appliances, alarms, aspects of the garden, etc.



glossary

Agent Commission

This agreed-upon commission is usually a percentage of the final sale price and is documented on the listing agreement.

Appraisal

A buyer's mortgage lender sends an appraiser to assess a property and give a professional opinion on its current market value. The location and condition of the house is considered along with recent sale prices of comparable homes in the same area. Their appraisal is used to assess whether the home is worth the amount of money the buyer is seeking to borrow against the property.

Attorney's/Title Company Closing Fee

The fee for closing services provided by an attorney/title company is paid at closing from the proceeds of the sale.

Backup Offer

A buyer may submit a "backup" offer on a property that is already under contract. The backup must still be negotiated and earnest money submitted to be considered as the next offer in line, should the first offer fall through. Only one backup offer can legally be submitted.

Blind Offer

A buyer who has not viewed a property may make an offer known as a blind offer. This is most commonly done in a highly competitive market in an attempt to be the first offer and to secure a quick agreement.

Closing Costs

These are costs over and above the final sale price of a home. Typically they can be between two to five percent of the purchase price, not including the down payment. Closing costs may include loan processing fees, title insurance, real estate agent fees, legal fees, and excise tax.

Closing Costs Credits

The seller's contribution to the buyer's closing costs. The negotiated credit appears as a line in the closing costs. Also called a Seller Assist or Seller Concession.

Closing Instructions

Document to engage the closing company and detail the settlement services in connection with a transaction for the sale and purchase of a property.

Comparative Market Analysis (CMA)

CMA is a report that compares similar homes in the same area. Active listings, recent sales, and other data are used to determine an accurate current market value and potential sale price for a particular property.

Contingencies

This refers to conditions that must be met for the purchase of a home to be finalized. Examples of contingencies are: a stipulation that a required loan must be approved by the lender; the appraised value must be near the final sale price; obtaining a building inspection concerning a particular issue; setting a specific time stipulation.

Earnest Payment

A deposit made by the buyer and paid to the seller's escrow account as a sign of good faith and ability to complete the property transaction. Typically 1-2 % of the total sale price.

Escrow

Escrow is a legal arrangement where a third party temporarily holds a sum of money, or an asset, until a particular condition has been met, such as the fulfillment of a purchase agreement. Escrow helps to reduce risk for both parties in a property transaction.

Escrow and Closing Fees

These are the costs for managing the closing of the transaction including signing, recording of documents, deed, and holding of purchase funds. Escrow fees are usually split 50/50 between seller and buyer.

Home Inspection

Once an offer is made, a buyer will order a home inspection. The inspection report details the condition of foundations, roof, structure, plumbing, insulation, electrical, fixtures, appliances, finishes, and grounds. Inspections also assess whether features are up to code. Issues identified in the inspection may affect the final sale price. You may order an inspection of your own house prior to listing to help you avoid issues that could delay closing.

Housing Owners Association Fees

The proportion of fees owing to a Homeowner's Association, if applicable, up to the closing date. Some HOAs charge an additional transfer fee to transfer property to a new owner.

Multiple Listing Service (MLS)

A Multiple Listing Service is a database of properties for sale established by cooperating Real Estate Brokers. An MLS allows Brokers to share information on available properties with the aim of connecting homebuyers with sellers.

Natural hazards disclosure (NHD) report

A report that discloses if a property is in an area with a high risk of natural hazards. Concerns covered in an NHD include special flood hazard areas, very high fire hazard zones, and earthquake fault zones. The report is typically paid for by the seller and given to the buyer during escrow.

Pre-approval & Pre-approval Letter

Pre-approval refers to a buyer who already has loan finance approved by their lender. A potential buyer will apply for a home loan and the lender will conduct a thorough assessment of the borrower's income, assets, and other data to determine the amount that they are approved to borrow. A real estate agent may request a pre-approval letter to ensure a buyer is able to finance a purchase before showing them a property. This reduces the chance of wasted time and effort if a buyer actually cannot afford to purchase a property.

Prorated Property Tax

The proportion of property tax due up to the closing date, before ownership of the home is transferred to the buyer. If Prorated Property Tax is owed, the seller pays it at closing. It can be paid out of an escrow account associated with the seller's mortgage.

Purchase and sale agreement (PSA)

A purchase and sale agreement is commonly referred to as a written contract between the buyer and seller. It outlines all the terms agreed to by the buyer and the seller and is signed by both parties.

REALTOR®

A REALTOR® is a member of the National Association of REALTORS®. As such a REALTOR® is bound by the Ethics of the Association. While the terms REALTOR® and real estate agent are often used interchangeably, not every real estate agent is a REALTOR®. An active real estate agent is a licensed professional who represents home buyers or sellers seeking or listing a home and in property transactions.

Seller Disclosure

Sellers are required by law to disclose any information about their property that could affect a buyer's decision to purchase. This includes defects with the house, but also issues that may affect the property such as pest problems, property line disputes, unusual odors or significant noise issues in the area, or knowledge of major construction projects nearby.

Selling Agent (Buyer's) / Listing Agent (Seller's)

A buyer's agent is also known as the Selling Agent. They work on behalf of a buyer to find their next property and to negotiate the best deal for the buyer. A seller's agent is also known as the Listing Agent. They work for a home seller, marketing their property and negotiating the best sale on the seller's behalf.

Title Insurance

Title Insurance protects the new owner from issues related to the title of the property, such as ownership claims or liens from contractors or creditors.

Title Search

A title search will access public records to verify the record owner of a property. This may include the history of a home, sales, purchases, tax records, and any other types of liens (claims) or encumbrances. A clean title is required before a property transaction can proceed. A title search is carried out by a Title Company or an attorney who presents a Preliminary Report to the buyer and seller prior to closing escrow.

Transfer Tax

A government transfer tax, or title fee, is paid by the seller at closing when the property title is transferred.

Under Contract / Contingency Period

A home is 'under contract' when the buyer and seller have formalized their commitment to sell and purchase the property. Also called a contingency period, this is the stage where all specified conditions must be completed prior to closing.


Zoning


Local government regulates the use of land by designating areas (zones) for particular purposes. Zone classifications include residential, commercial, industrial, and agricultural. Factors that affect zoning include traffic flow, housing, schools, health & safety, economic development, and resource protection.


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