



# SELLER'S GUIDE

COMPLETE GUIDE FOR THE HOME SELLING PROCESS



# Before you sell: understanding the home selling process.

Homeowners sell their properties for a variety of reasons, whether it be a new job, a growing household, downsizing, or any other major life changes. There are dozens of tiny, intricate steps involved in the home selling process. In this guide, I've broken it down into just the ones you need to focus on:

- get to know your agent
- seller questionnaire
- before we sell
- selling step by step
- Initial process
- on the market
- inspection and more
- closing time
- seller mistakes
- real estate terms
- seller resources



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more information.



*Leana Holcomb*

## GET TO KNOW YOUR REAL ESTATE AGENT

My name is Leana Holcomb and I am honored to be working with you!

Selling a home is one of the biggest decisions you will make and I'm going to be here with you every step of the way to make sure that you are comfortable, taken care of, and that your home selling experience is as easy and fun as it can be!

Through years of experience, I have learned that the most important part of any successful business is people. If you focus on people, you will learn to solve problems and not just sell houses. That is the attitude and focus that I bring to each and every transaction.

Having seven years of combined experience in Real Estate Industry, has allowed me to learn what works best in different markets and how to achieve the best results possible for my clients. I listen to my clients and use various negotiation skills to achieve the best results possible. Whether you are a first-time home buyer, investor, or someone looking for change, my team will work tirelessly for you every step of the way!

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# *Seller* QUESTIONNAIRE

## WHERE ARE YOU GOING?

*Have you begun looking for or already found where you are moving to?*

## PRICING

*What did you have in mind regarding price? Are you open minded to a list price?*

## TIMEFRAME

*Do you need to close on a new home? Will you be leasing? Ideal move in time?*

## INTERIOR

*Do you know of anything inside the house that could deter potential Buyers?*

## EXTERIOR

*Is there anything outside that could potentially deter Buyers? Neighbors? Schools? Noise?*

*Did you know? 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.*



## *Before we 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.

# Selling

## STEP BY STEP

01

### **CONSULTATION**

Meet with your Real Estate Agent! Discuss what your home is worth and sign a listing agreement.

02

### **HOUSE PREP**

Make sure the house / yard is cleaned and de-cluttered before we officially hit the market.

03

### **MARKETING**

I will have photos taken of the home, and prepare all marketing materials, put my sign in your yard and go live online; it's show time!

04

### **REVIEW / ACCEPT OFFER**

Negotiate the offer and get it accepted!  
The Buyer will then typically schedule their inspection right away.

05

### **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.

06

### **APPRAISAL & TITLE SEARCH**

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

07

### **CLOSING**

That wasn't too bad!  
Sign papers and pop the bubbly! Congratulations, you've just sold your home!





# THE INITIAL PROCESS

## 1. CONSULTATION

I would love to chat with you about your needs, wishes and wants for selling your home or property!

- How long have you been thinking about selling?
- What areas and neighborhoods are you looking at moving to?
- What is your Plan B, if we don't sell as quickly as you have in mind?
- What first attracted you to this home?
- What are you thinking in regards to price?



## 2. HOUSE PREPARATION

This is a necessary process the helps get your home ready to hit the market and ready to look its best for potential Buyers!

Focus on the area around the front door. Pressure wash your roof to remove unsightly dirt and mold. Depersonalize the exterior and interior of your house. Check your driveway and sidewalk in front of your house for bumps and cracks. Open up curtains and blinds. Neutralize foul odors and make sure the house smells fresh for showings. Gather warranties for appliances. We offer staging consultations and help with scheduling pre-inspections if necessary.

*Did you know? The #1 reason homes don't sell quickly is incorrect pricing.*

# ON THE MARKET

## 3. MARKETING

I carefully tailor marketing to attract the right Buyers for your home and personally do the following:

- 1) Create with strong MLS listing descriptions
- 2) Optimize our listing campaigns
- 3) Get quality listing photos
- 4) Use email to get the listing in leads' inboxes
- 5) Create social media flyers, posts and manage all social media marketing
- 6) Host open houses
- 7) Amplify the listing's marketing with advertising
- 8) Send mailers to our local community
- 9) Share listing information with other agents

## 4. REVIEW / ACCEPT OFFER

Now 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.

- Review the Offer
- Negotiate the Offer
- Satisfy Conditions





# INSPECTIONS AND MORE

## 5. HOME INSPECTIONS

The immediate step after we accept an offer is that 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 (per contract). This also includes termite inspection if you are in an area where you would be effected.

The Buyer's home inspection letter will verify that all items considered defective or problems relating to the safety of the home corrected prior to closing.



## 6. APPRAISAL, TITLE SEARCH & FINAL LENDER LETTER

The title is right to own, possess, use and control of 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 charge the Buyer the fee at closing. As long as we're priced appropriately, this shouldn't affect us in any way.

Final commitment lender's 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!

# CLOSING TIME

## 7. THE CLOSING

The closing process finalizes the sale of your home.

### A FEW THINGS TO BRING

- A valid government issued photo ID
- Keys to the front door, back door, garage, porch, and backyard.
- Punch codes for gates, fences, door locks, and garage doors.
- Access information for smart locks, thermostats, doorbells, or appliances.
- Any other remotes or devices that control systems of the house.

### CLOSING COSTS

Closing costs are an assortment of fees—separate from agent commissions—that are paid by both buyers and sellers at the close of a real estate transaction. In total, the costs range from around 1% to 7% of the sale price, but sellers typically pay anywhere from 1% to 3%, according to Realtor.com.



# 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 and salesperson rather than just the homeowner. In fact, forget that you're the homeowner altogether. By looking at the transaction from a purely financial 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 you or your agent did 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. Absent a housing bubble, 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. Decluttering, cleaning thoroughly, putting a fresh coat of paint on the walls, and getting rid of any odors will also help you make a good impression on buyers.

## HIDING MAJOR PROBLEMS

Any problem will be uncovered during the buyer's inspection. 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

## 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.

# RESOURCES



QUICK GUIDE TO LOCAL SERVICE PROVIDERS IN YOUR AREA

## MOVING COMPANIES

Company Name.... 800.123.1212  
Company Name.... 800.123.1212  
Company Name.... 800.123.1212

## CLEANING COMPANIES

Company Name.... 800.123.1212  
Company Name.... 800.123.1212  
Company Name.... 800.123.1212

## HANDYMAN / PAINTERS

Company Name.... 800.123.1212  
Company Name.... 800.123.1212  
Company Name.... 800.123.1212

## TERMITE & LANDSCAPERS

Company Name.... 800.123.1212  
Company Name.... 800.123.1212  
Company Name.... 800.123.1212