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**Seller
Handbook**

Your Guide to Selling Your Home



My Commitment To You

As your representative, I commit:

To Guide You From Start to Sold

- Research your area and provide an in-depth comparative market analysis that will determine the best listing price for your property
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need during the selling process
- Timely presentation and response to all offers
- Prioritize your needs when negotiating the best price and terms on your behalf
- Assist you in making informed decisions to achieve a satisfactory sale

To Offer Professional, Reliable Service

- All representation will be enacted in good faith
- Timely response to emails, texts, and phone calls
- Follow your directions and faithfully represent your concerns
- Adhere to all deadlines and important dates

To Be Accountable

- Record the receipt of earnest money deposit during acceptance of offer
- Obtain and deliver all documents promptly
- Review all settlement documents with you

To Prioritize You

- Ensure you are fully informed at all times
- Keep any and all information in the strictest of confidence
- Place your interests above all others



The Inner Workings of Home Selling

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An Easy Guide To Selling

Initial Tour & Listing Appointment | Pre-Launch | Launch Day | Buyer Prospecting | Closing

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Be Prepared

First Impressions Matter | Be Show Ready Every Day | Those “It” Factors | Handy Handbooks

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The Art Of Negotiation

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Closing Thoughts

Your Closing Checklist | The Final Closing Process | The Costs of Closing | Post-Closing Reminders

01

An Easy Guide to Selling

Initial Tour

Sometimes called research and discovery, I will tour your property and provide insights for how to best set your sale up for success. We may also discuss initial marketing strategies and I will walk you through the selling process.

Listing Appointment

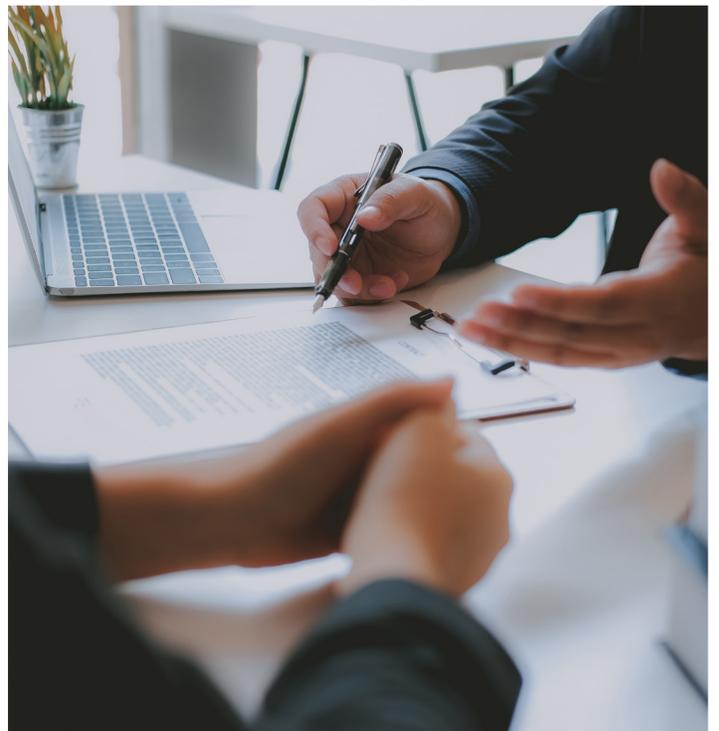
Once I've completed the comparative market analysis, we will meet again to determine the final list price, discuss your expectations, and sign the listing documents that enact the listing contract.

Pre-Launch

After our listing appointment, I will make the necessary arrangements to prepare your home for sale. Marketing photography, signage, and lock boxes will be collected and installed so we're ready to launch.

Launch Day

We're ready to go live! Your listing will become accessible to all prospective buyers, signage will be installed, and all agreed upon marketing will be distributed.





Buyer Prospecting

Your property will be marketed through all available channels and marketing events will be scheduled until an offer is accepted.

Negotiations & Agreement

When an offer is made, I will help you determine the best course of action and respond accordingly until an agreement is reached.

Inspections

Your home will likely undergo a series of inspections throughout the home selling process. I will guide you through any post-contract negotiations required by the inspector's findings.



Loan Commitments

Prior to the buyer receiving a full loan commitment from their respective lender, further documentation will need to be collected and verified in order to proceed with closing the sale. Additionally, most lenders typically require an appraisal be performed prior to providing a loan commitment.

Closing Preparations

We must ensure all lender and buyer requirements are met before the closing deadline. We will provide any remaining documents and schedule the official closing appointment. Both your lawyer and I will review the final figures before the appointment. There will likely be a final walkthrough by the buyer 24-hours before the closing.

Closing

During the appointment, the escrow officer will determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the buyer's title is recorded.

I'll Be With You Every Step

02

Be Prepared

First Impressions Matter

Tempt buyers to take a closer look by following this simple guide.

Curb appeal is crucial. Be sure to keep your lawn neat and tidy, weed-free, and water it regularly!

Clean the exterior of the home; pressure wash the siding and clean out the gutters.

Inspect the exterior for damage. Complete any exterior repairs that detract from the appeal - cracked foundation, crooked gutters, uneven pathways, loose siding, missing shingles, chipped paint, peeling caulk, or crumbling steps. Remember to reseal the driveway, if needed. Refresh your front door with a new coat of paint!



Clean, organize, and declutter every room. Your space will appear bigger and it will help prospective buyers envision their belongings in the home. Disorganized closets and storage rooms will make it difficult for buyers to determine if the storage space will suit their needs.

Simplify and depersonalize. Stick to tasteful, neutral décor choices, and store personal items.

It should sparkle! Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period.

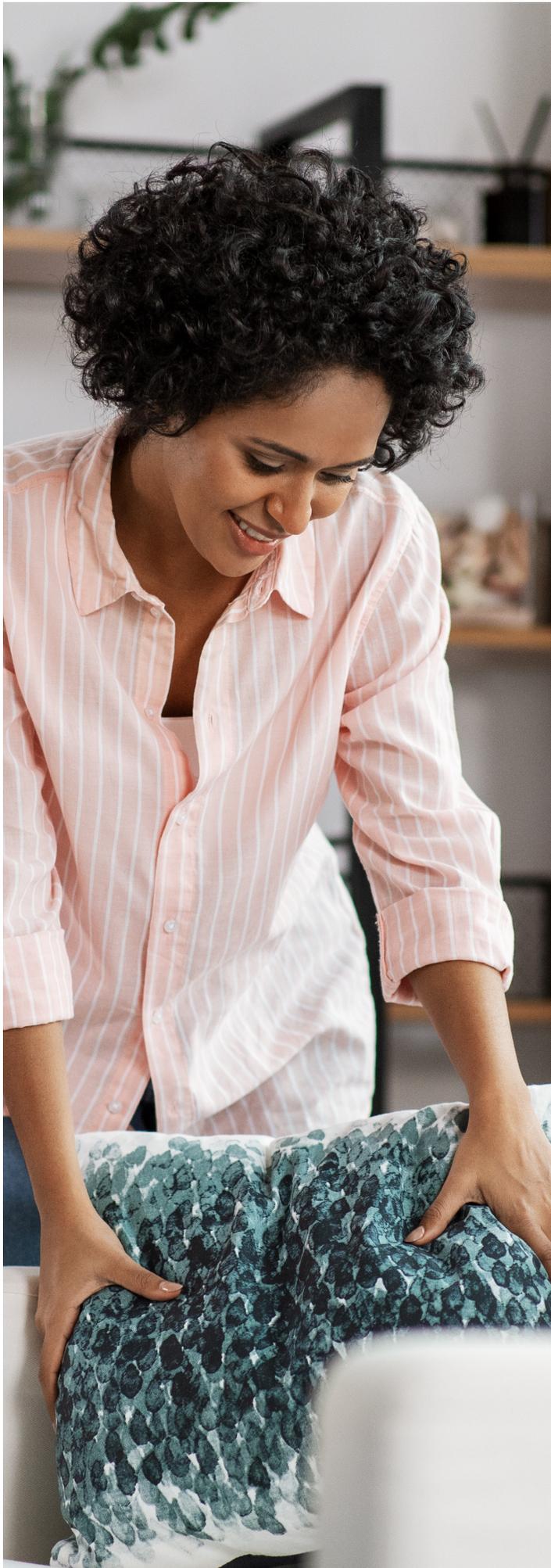
Inspect the interior for damage and complete repairs. Cracks, water damage, leaks, holes, damaged windows, peeling wallpaper, and stains should all be taken care of before buyers have access to view your home.

Refresh your paint! Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson as much as you do!

Neutralize any bad odors. You don't need to bake cookies before every showing, but your space shouldn't smell unwelcoming.

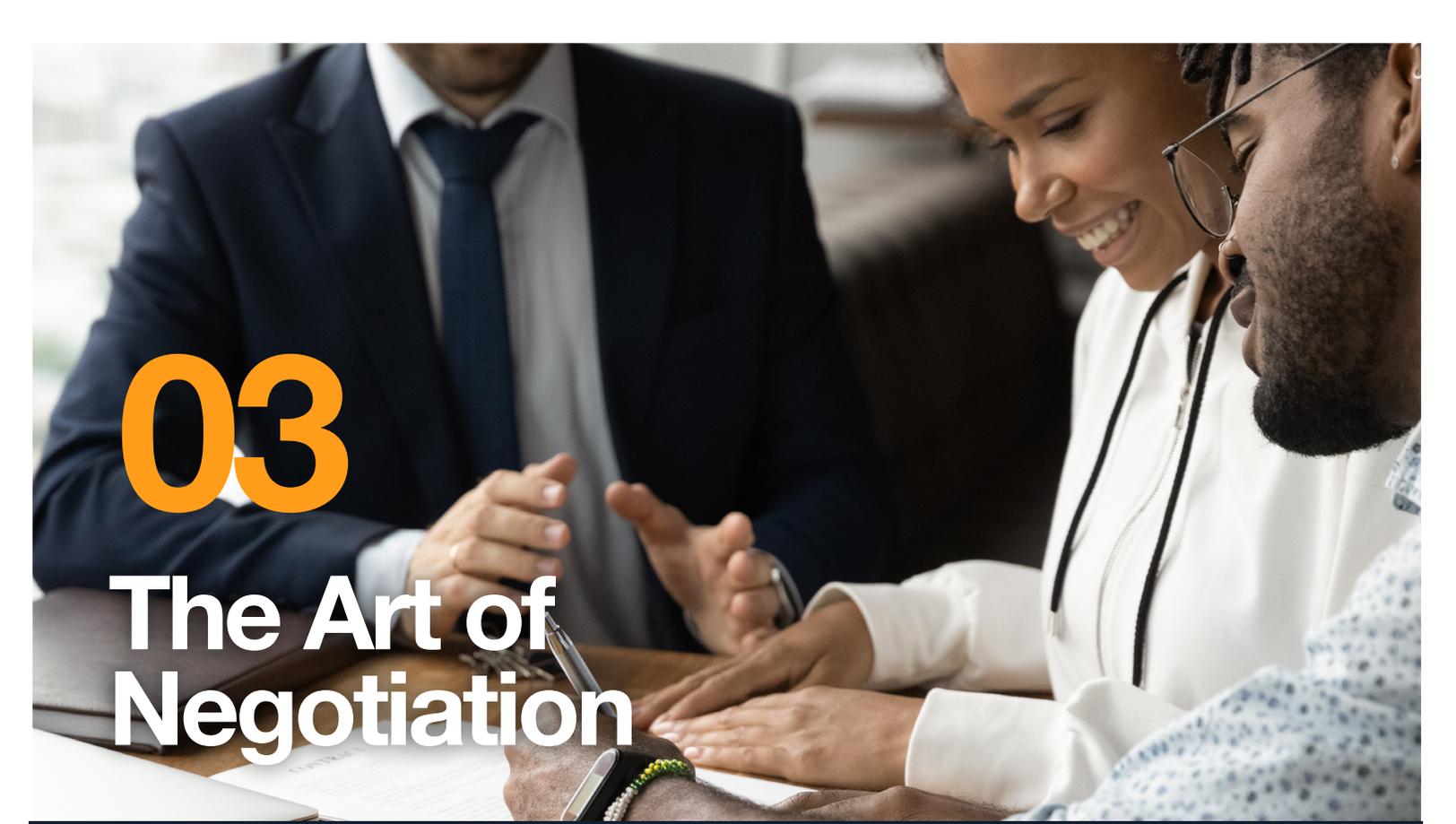


**It Should
Sparkle!**



Be Show Ready Every Day

- Wipe down all surfaces in your bathroom and kitchen daily. All towels should match, and be clean and tidy.
- Make sure all beds are made before you leave.
- Leave all blinds and curtains open.
- Vacuum, sweep, and dust.
- Ensure there are no lingering odors — including cleaners and air fresheners.
- Leave the thermostat at a comfortable temperature.
- Leave all dining chairs pushed in, throws and pillows should be aesthetically positioned.



03

The Art of Negotiation

As buyers begin to take notice of your property, it's important to keep a few things in mind:

Disclose, Disclose, Disclose

Disclose everything. Share all known defects about your home. Being open and proactive with your prospective buyer might feel awkward at first, but it can save you costly legal troubles down the road.

Respect Your Priorities and Theirs

You have to look out for yourself, but it's important to understand that your buyer may be nervous! They are considering their future in your property, and may ask a lot of questions to try and avoid as many unknowns as possible.

Ask Your Own Questions

Question any terminology you don't understand. Your attorney and I are here to represent your best interests, so if you have any questions about your contract, from dollars to verbiage, do not hesitate to ask.

Avoid Delayed Responses

If you don't reply promptly to requests, bids, or counter offers, you could risk losing your buyer.

Split Costs

Don't get hung up about trivial costs and expenses. It's better to compromise and keep moving.

Breathe

Negotiations can be difficult. Don't let a tense situation get the better of you.

Closing Thoughts

04

You're almost there! This is the final leg of the home selling journey! It's time to finalize the sale and make it real. Once the buyer receives your title and you receive payment, it will all be official!

Your Closing Checklist:

- Bring your valid, government-issued photo ID.
- House keys, mailbox keys, and any other keys that go with the house.
- Garage door openers.

The Final Closing Process

By reviewing your contract of sale, the escrow officer will be able to determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the buyer's title is recorded.

The Costs of Closing

Both the buyer and seller will incur various fees over the course of the sale. For the seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Real estate commissions
- Attorney fees

Post-Close Reminder

Keep all your closing documents.



Congratulations!

Selling your home is a major undertaking. Great work on completing the sale successfully!

As your real estate agent, your best interest is at the heart of what I do. You can trust in me to represent you and guide you through this process so you can have the best possible experience.