



GUIDE TO SELLING A HOME



Windermere
REAL ESTATE
—CITY GROUP—



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As Your Listing Agent,

here are some of the most important tasks I'll handle for you.

Conduct a
Comparative
Market
Analysis.

Competitively
price your
home to sell.

Create a
complete
home
marketing
plan.

Coordinate
**SHOWING
TIMES.**

Negotiate
all offers
per your
instructions.

Provide
complete
transaction
management.

Keep you
informed
every step
of the way.

Some of my other tasks...


- ✓ Research MLS sales activity.
- ✓ Research Days on Market for similar properties.
- ✓ Complete curb appeal assessment.
- ✓ Discuss how qualified buyers will be vetted.
- ✓ Explain brokerage's role in the transaction.
- ✓ Provide weekly progress reports and share feedback to determine if any changes are needed.
- ✓ Create a net sheet to evaluate offers.
- ✓ Explain each offer's pros and cons.
- ✓ Establish a timeline for loan approval and closing.
- ✓ Measure total square footage.
- ✓ Compile list of completed repairs and items to be maintained.
- ✓ Order your For Sale signs.
- ✓ Assess interior decor and suggest changes.
- ✓ Discuss print/online ads.
- ✓ If needed, order and supervise inspections including lead paint, asbestos, termite, mold/mould and sewer systems.
- ✓ Confirm verifications of deposit.
- ✓ Verify with buyer's agent that loan processing is on track.
- ✓ Design property marketing flyers.
- ✓ Create buyer feedback report.
- ✓ Review MLS regularly to ensure property remains competitive.
- ✓ Notify my referral network (including international relocation network) about listing.
- ✓ Help resolve any issues with buyer after the sale.
- ✓ Stay in touch with you after the sale with relevant information regarding real estate and other interesting topics.
- ✓ **...and many more!**

Seller PROCESS



Nick
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No	ACTIVITIES	
1	Listing Presentation	
2	CMA	
3	Paperwork	
4	Preparation	
5	Listing Day	
6	Marketing	
7	Offer Received	
8	Inspection	
9	Appraisal	
10	Final Walkthrough	
11	Signing Day	
12	Closing Day	

1. Listing Presentation



WHAT IS THE LISTING PRESENTATION?

- The listing appointment is our first point of contact.
- Takes place at sellers house.
- Seller gives a home tour for accurate pricing.
- Overview of the selling process and services will be provided.

WHAT TO EXPECT

Listing presentation covers:

- Forms and property information.
- Interview questions for the seller.
- Value provided by the agent.
- Marketing strategy.
- Detailed selling process and additional topics.



2. CMA



WHAT IS THE CMA?

- Comparative Market Analysis (CMA) determines home value by comparing similar homes.
- Conducted post-listing presentation to assess house and identify solid comparables.

HOW IS A CMA DONE?

- CMA involves identifying pending, active, and recently sold properties within 6 months.
- Ideal comps: similar in square footage, bedrooms, bathrooms, lot size, and within a mile of the property.

HOW IS MY METHOD BETTER?

My method for accurate market valuation:

- Select 3 active/pending comps.
- Select 3 sold comps (within last 6 months).
- Import property and comps data into a specific spreadsheet.
- Adjust comp values based on differences from the subject property (e.g., bedrooms, square footage).
- Consider factors like lot size, bedrooms, bathrooms, garage size, view, location, appeal, condition, and quality.
- Calculate the average of adjusted comp values for a much more accurate property valuation.



3. Paperwork



WHAT IS THE PAPERWORK STEP?

- Paperwork follows pricing strategy development.
- Once listing price is established, we will proceed with filling out necessary documents.

WHY IS IT IMPORTANT?

- The paperwork step is initiated after listing presentation and CMA.
- Ensures understanding of my commitment level before the sale process.
- Seller will learn how we use paperwork and will understand each document in depth.

WHAT PAPERWORK WILL WE SIGN?

- 1A-SWF (Exclusive Listing & Sale Agreement)
- MLS Data Form (Listing Info)
- Form 17 (Seller Disclosure)
- Exhibit A (Legal Description)
- Form 22J (Lead Based Paint)
- Form 22K (Utilities)
- Form 22E (FIRPTA)
- Wire Fraud
- Docs Recieved



4. Preparation



WHAT IS THE PREPARATION STEP?

- Listing your house involves many tasks.
- Assistance is provided to prioritize pre-listing actions and handle certain tasks.
- Seller will understand what helps homes sell and how to implement those strategies in their sale.

WHAT SHOULD BE DONE?

- Professional photography and videography will be provided.
- Tips to enhance home presentation for maximum sale value will be given.
- Sellers can expect full transparency and honesty.

WHAT ALL NEEDS TO BE DONE?

- Open Title
- Make Repairs
- Cleaning
- Staging
- Remove Personal Items
- Photography/Videography
- Install For Sale Sign
- Install Lockbox



5. Listing Day



WHAT IS LISTING DAY?

- Listing Day: the day your house goes live on the market.
- Follows process explanation, pricing establishment, paperwork completion, and house preparation steps.

WHEN IS THE BEST DAY TO LIST?

- Preferred listing time: Thursday morning.
- Strategy: Aligns with house hunters planning to view homes Friday-Sunday, keeping the listing fresh in their minds.

SHOWING TIPS

- Be flexible for showings, be prepared to leave when people are showing
- Leave the lights on with comforting music playing
- De-clutter and clean before showings
- Remove all personal items
- Use a warm cookie scented air freshener



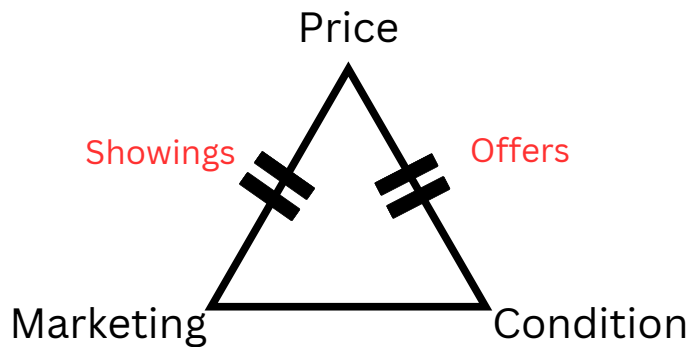
6. Marketing



WHAT IS THE MARKETING STEP?

- Marketing: Promoting your property to maximize visibility.
- Goal: Increase showings through effective marketing to secure offers.

THE MARKET SPEAKS



HOW WILL NICK MARKET?

- Post just listed on my social media accounts.
- Post listing on Facebook Marketplace.
- Send Just Listed Postcards.
- Custom property blog post with SEO optimization.
- Custom walkthrough videos for social media.
- Run Facebook/Instagram Ads.
- Put flyers in sign box.
- Host open houses each weekend.



7. Offer Received



WHAT IS THE OFFER RECEIVED STEP?

- Offer Review: Assess and discuss buyer's offer terms.
- If acceptable, guide through acceptance process.

WORK W/ ESCROW

- Work closely with escrow; they bridge between both parties.
- Be prepared to provide required information and answer questions.



8. Inspection



WHAT IS THE INSPECTION?

- Inspection: Comprehensive examination of the house for potential issues.
- Buyers will send an inspection response after understanding the property's condition.

WHAT CAN THE BUYERS DO AFTER THE INSPECTION?

- Post-inspection buyer options: request repairs, alter contract terms, or withdraw.
- Seller can then counter or accept buyer's response.
- Buyer then can accept the counter, offer a new counter, or terminate the agreement.



9. Appraisal



WHAT IS THE APPRAISAL?

- Appraisal: Evaluation of home's value post-inspection for lender verification against loan amount.

WHY DOES A HOME NEED AN APPRAISAL?

- Appraisals ensure the bank's investment is secure by verifying the home's value matches the loan amount.

ARE THERE ANY ISSUES?

- FHA and VA loans may face appraisal issues; proactive measures taken to identify potential problems.
- Decision on allowing FHA/VA financing based on issue severity.
- Small issues recommended to be addressed pre-appraisal to prevent complications.



10. Final Walkthrough



WHAT IS THE FINAL WALKTHROUGH?

- Final walkthrough: Buyers and their agent check that requested repairs are completed and the home remains in the agreed condition.

WHY DO A WALKTHROUGH?

- Walkthroughs allow buyers to verify that inspection issues were addressed and the home is in the agreed-upon condition.
- If the home is not in the condition agreed upon or repairs were not done, the buyer may terminate the agreement.

WHEN IS THE FINAL WALKTHROUGH?

- The final walkthrough typically occurs within a week of closing or after completing any requested repairs.



II. Signing Day



WHAT IS SIGNING DAY?

- Signing Day: Occurs a few days before closing, where both parties sign to transfer property ownership.

WHY DO SIGNING DAY?

- Signing day essential for transferring ownership from seller to buyer.
- A notary will clarify and explain each document before signing.

WHEN DOES THE BUYER SIGN?

- Buyer typically signs documents the day before closing.
- After buyer signs, all parties have completed signing; wait for escrow notification of county-recorded ownership change.



12. Closing Day



WHAT IS CLOSING DAY?

- Closing day: Specified in the contract as the day the county records the change of ownership.

WHEN IS CLOSING DAY?

- Typically occurs the day after Signing Day.

WHEN CAN THE BUYER MOVE IN?

- Buyer can move in after county records the ownership change.
- Agent will inform the buyer once escrow confirms the update.



The 7 Vital Stats

MARKET:

Total Active Residential Listings		
Average List Price		
Average Sales Price		
List vs. Sales Price Ratio		
Days on Market		
Number of Expired Listings		
Overall Appreciation or Depreciation		

Property Enhancement Checklist

You can rely on my network of the most reliable and dependable home improvement professionals in the marketplace.

LIVING AREAS

TIDY UP!

- ☐ Remove piles of papers and magazines from tables.
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces.
- ☐ Straighten bookshelves.

CLEAN UP!

- ☐ Clean and deodorize all carpets, spot cleaning where necessary; wash all floors.
- ☐ Polish all furniture.
- ☐ Wipe down lighting fixtures, making sure all bulbs are working.
- ☐ Wash window treatments.
- ☐ Clean fireplace, if applicable.

PATCH UP!

- ☐ Patch and paint walls and ceilings, if necessary.

THE FINISHING TOUCH!

- ☐ Display linens on table.
- ☐ Add fresh flowers, potpourri or a scented candle.
- ☐ Rearrange pictures to highlight specific areas.
- ☐ Add lamps if room is dark.

BEDROOMS

TIDY UP!

- ☐ Straighten children's play area and store extra toys.
- ☐ Remove extra furniture and rearrange to define areas.
- ☐ Make closets more appealing by storing seasonal clothes elsewhere.
- ☐ Be sure all clothes are hanging up and not lying around the room.

CLEAN UP!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary.
- ☐ Wash window treatments.
- ☐ Wipe down lighting fixtures, making sure all bulbs are working.

PATCH UP!

- ☐ Patch and paint walls and ceilings, if necessary.

THE FINISHING TOUCH!

- ☐ Add decorative pillows to beds.
- ☐ Add a plant.

OTHER ROOMS

TIDY UP!

- ☐ Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- ☐ Box up and store (or dispose) of any unnecessary items.

CLEAN UP!

- ☐ Sweep and clean floors.
- ☐ Remove cobwebs from walls, window sills and ceilings.
- ☐ Wash windows, inside and out.

PATCH UP!

- ☐ Make sure furnace, air conditioning and hot water heater are in working order.

HERE COMES A BUYER

Before each showing, be sure to complete these last-minute touches to make your home stand out and look great!

EXTERIOR

- ☐ Pick up after pets.
- ☐ Pick up lawn tools, toys, etc. lying around the yard.
- ☐ Clear driveways and walk areas.

INTERIOR

- ☐ Open curtains for daytime showings and close curtains for nighttime showings.
- ☐ Open windows to "freshen up" your home.
- ☐ Do a quick tidy up.
- ☐ Play instrumental music.

ADDITIONAL OBSERVATIONS:

AS YOUR LISTING AGENT,

there are 100+ tasks I'll handle for you.
Here are just a few:



Conduct a
Comparative
Market Analysis.

Keep you
informed every
step of the way.

Competitively
price your home
TO SELL.

Provide complete
transaction
management.

Create
a complete home
marketing plan.

Negotiate all
offers per your
instructions.

Coordinate
showing
times.

The New Rules of Real Estate **FOR SELLERS**

1

I'll work on all
the details with
the buyer's

agent to negotiate
the best price and
terms of the sale for
you, including any
concessions.

2

Buyer's agents
bring a stronger
pool of vetted,

motivated buyers to your
home. These agents
will ensure a smooth
process throughout the
whole transaction.

3

Compensation
can no longer
be listed on the

MLS, on a state-by-state
basis, but can be (as has
always been the case)
negotiated in other ways.

Oh, by the way...if you or someone you know is considering a move, feel free to contact me with any questions. I'm here to offer clear, concise information you can trust.



CFSP

Certified
Full-Service
Professional™

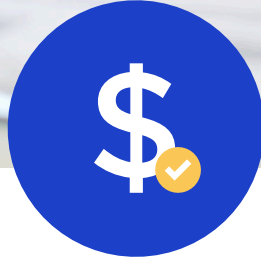
What a Buyer's Agent Does



Brings a bigger pool of stronger buyers.



Reduces the number of those "just looking."



Encourages the buyer to make a fair and strong offer.



Helps expedite the entire process ensuring the deal doesn't fall through and closes on time.



Recommends professionals (mortgage lenders, title, insurance, etc.) to ensure a smooth closing.

CLOSING COSTS

DISCLAIMER: THESE ARE EXAMPLES AND THE CLOSING COSTS CAN VARY WIDELY

SELLER CLOSING COSTS: 6% - 10% OF SALE PRICE

- AGENTS COMMISSION:
(BOTH SIDES, ~3% EACH SIDE)
- SELLER CONCESSION
(3% - 9% OF SALE PRICE)
- ESCROW FEE
(VARIES)
- HOME WARRANTY
(\$400 - \$600/YEAR)
- PRORATED PROPERTY TAX
(VARIES)
- TRANSFER TAX
(VARIES)
- OUTSTANDING LIENS
(IF ANY)

BUYER CLOSING COSTS: 2% - 6% OF LOAN

- APPRAISAL FEE
(\$400 - \$600)
- ESCROW ACCOUNT FUND
(~2 MONTHS OF EXPENSES)
- HOME INSPECTION
(\$300 - \$450)
- HOME INSURANCE
(\$50/MONTH PER EACH \$100K IN HOME VALUE)
- HOME WARRANTY
(\$400 - \$600)
- LOAN ORIGATION FEE
(~1% OF LOAN)
- LENDER'S TITLE INSURANCE
(0.5% - 1% OF LOAN)
- OWNER'S TITLE INSURANCE
(~1% OF PURCHASE PRICE)
- MORTGAGE INSURANCE FOR FHA, USDA, OR VA
- PREPAID DAILY INTEREST RATES
(VARIES)
- PRORATED PROPERTY TAX
(VARIES)
- RECORDING FEE
(VARIES)
- AGENT COMMISSION (IF APPLICABLE)



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Recommendations

Buyers

Lenders:

- Skip Leasure (Generations Home Loans)
 - Phone: (858) 208-7055
 - Email: skip.leasure@genhl.com
- Wayne Sherrill (American Pacific Mortgage)
 - Phone: (509) 893-1594
 - Email: wayne.sherrill@apmortgage.com
- Luke Baker (Guardian Mortgage)
 - Phone: (509) 710-4631
 - Email: lukebaker@gmc-inc.com

Inspectors:

- Mark Wilkins (Pillar to Post Inspectors)
 - Phone: (800) 294-5591
 - Website: pillartopost.com
- Dan Brower (Castle Home Inspection)
 - Phone: (509) 769-8125
 - Website: castlehomeinspector.com
- Liberty Inspection Services
 - Phone: (509) 960-3000
 - Website: liberty-inspection.com

Sellers

Title/Escrow Companies:

- CW Title & Escrow
 - Phone: (509) 558-2800
 - Website: cwttitle.com
- WFG National Title
 - Phone: (509) 532-5000
 - Website: wfgtitle.com
- TICOR Title
 - Phone: (509) 327-2381
 - Website: ticorspokane.com

MISC:

- I have great contacts for most contractors/jobs. Feel free to reach out if you need any particular recommendations