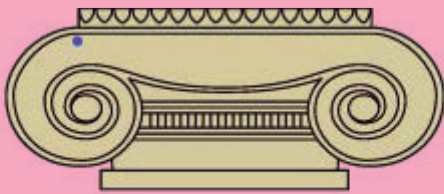




**YES 2 THIS**  
ADDRESS

# THE HOME SELLER'S GUIDE



**CHAPMAN  
HALL**

**PROFESSIONALS**

## INTRODUCTION

When it's time to pull up roots and replant yourself in new surroundings, you must first consider the sale of your current home. The task can feel daunting for first-time sellers, but with a savvy approach and the right real estate professional to help, there can be a 'SOLD' sign on your front lawn before you know it.

This guide provides an overview of the home-selling process in 7 informative steps. Coupled with us to guide you, this approach can help to sell your home at the best price, with the least hassle.

We can assess the current local market conditions and inform you about the fair market value and best time to list your house to receive the highest price for your home.

### **Is Yes 2 This Address the right real estate partner for me?**

Stephanie is passionate about helping her clients realize their dreams and feels blessed to be part of such an amazing journey with them! She was raised in the Atlanta Metro Area so she has an intimate knowledge of the metro area and has watched it grow into one of the top places to live in the country. Prior to becoming a real estate agent, Stephanie worked in Media Sales for over 20 years, which helped her learn and become more familiar with all of Metro Atlanta and the surrounding cities. She's a mother of two as well as a grandmother of two. She currently resides in Gwinnett County, where most of her family still lives as well.

Shelley has a love of remodeling and decorating/staging and educating her sellers on how to get top dollar for their houses with small little changes, if necessary, and helping her buyers envision what their dream home could be. She was raised in the Atlanta Metro Area before moving to San Francisco, Florida and then Colorado. While in Colorado, Shelley began flipping houses and continued upon her return to Georgia. Shelley is a mother of one and a bonus mother of two.

With Stephanie's expertise in sales and Shelley's eye for remodeling and decorating, they offer the full package when it comes to real estate. They know the Metro Atlanta Area very well, including well established neighborhoods and up and coming neighborhoods alike. Clients become family to them and they work together to make sure their clients are well taken care of from start to finish.

## 7 STEPS TO SELLING YOUR HOME

1. Repair home wear and tear
2. Play the Price is Right – Pricing your current home
3. List your Home - Getting your home out to the masses
4. Go to Market – Marketing your home
5. Set the Stage – Prepare your home for showings
6. Negotiating – How to handle offers
7. Closing – Closing the deal

### **STEP 1 - REPAIR HOME WEAR AND TEAR**

Before trying to sell your home, make it a home people will want to buy.

Unless your prospective buyers are looking for a “fixer-upper” (which translates to a lower selling price), you’ll want to assess the wear and tear on your property and address flaws that can lower your home’s appeal and sales value.

Take a good look around to determine where your current home needs improvement. Some fixes are mainly cosmetic and you may be able to them handle on your own; fresh paint, sprucing up the lawn, updating lighting, replacing doorknobs and the like.

Other problems are more significant and may require item replacement and/or hiring home maintenance professionals. Issues concerning heating, plumbing, ventilation and air-conditioning (HVAC system), mold, water damage, wood rot, the water heater, gutters, foundation, or roof can all be deal-breakers if left unaddressed.

Once you’ve taken stock of it all, tackle what matters most. Be smart. This initial investment of time and money can help generate a faster sale at a higher price.

## **STEP 2 - PLAY THE PRICE IS RIGHT**

Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

We will do a comparative market analysis (CMA) to make sure that we list your house at the right price point for maximum exposure and generate the most interest in your home to give you the most lucrative outcome. A Comparative Market Analysis (CMA) is a document, drawn from a local Multiple Listings Service (MLS) database, that presents pricing information, property details and photos of homes similar to yours (termed "comps") that recently sold, failed to sell, or are currently on the market in your area.

### **Allow room to negotiate**

Adding a bit of a cushion to your asking price is a wise move. Most buyers will want to engage in some wheeling and dealing, so set your sale price to allow for this. We can help you determine the amount of wiggle room. Another way to help seal the deal is offering to cover closing costs and a home warranty, while sticking to a higher asking price.

## **STEP 3 - LIST YOUR HOME**

Upon listing your house, our professional photographer will come out & take photos, we'll place a lockbox on your home & a 'coming soon' sign in your yard. We will pre-market your home as a 'coming soon' listing to our social media forums & through our buyer database that fits your criteria. We will prepare a one page "information brochure" that we will leave on your counter for potential buyer's to take with them.

We will send you your listing that we've added to the MLS before going live so you can verify all information.

## **STEP 4 - GO TO MARKET**

How buyers find out about homes for sale

As detailed above, strategically preparing and pricing your home are fundamentals to attract serious, financially qualified buyers. Equally important is reaching the maximum number of potential buyers with your home listing.

Today, the Internet, mobile apps, and direct contact with a real estate professional are the main sources of home information for searching buyers. Other sources are yard signs, open houses, professional real estate groups on social media

Included in the information sheet that we generate and place on your counter, we will also include info about your community as well as your home.

Real estate industry surveys have repeatedly found that neighborhood quality is the most important reason why homebuyer's choose where to live. In fact, experience shows that buyers usually "buy" an area first, and are often willing to pay a premium for homes there.

Therefore, it's crucial to highlight your community's amenities – like proximity to quality schools, restaurants and shopping, local parks and attractions, as well as other benefits that impact lifestyle. s

### **STEP 5 - SET THE STAGE**

Putting your home on the market is a lot like putting up a profile on an online dating service. You want to put your best face forward, minimize flaws, and set the stage for an appealing and harmonious match.

Send clutter packing

Systematically address each room and living area, and pare down with vigor. Rid your home of clutter, extraneous objects, and mess. Aim for an attractive, well-organized environment free from untidiness and confusion.

Allow homebuyers to picture themselves living in the space by getting rid of personal items such as framed photos, your kids' drawings on the fridge, or your collection of ceramic frogs.

#### **But don't just stuff those things in the closet.**

Potential buyers will definitely be checking out the closet space, and you don't want it crammed with ceramic frogs. Instead, find a place for it all and store neatly in the attic, basement, a friend's place, or a storage facility.

#### **Boost your curb appeal**

Finally, it is time to take a hard look at the outside of your house. After all, that's the first thing buyers will see when they pull up, so you've got to work that curb appeal hard.

Check the condition of exterior paint, your lawn and landscaping, your front door (check the hardware and doorknob), the driveway, a pool if you have one, and even the mailbox. If any of it appears neglected, damaged, dingy, or in disarray, do something about it or you'll drive would-be buyers away before they even park their car.

## Tips for Showing Your Home

If you've painted in neutral tones, add touches of color with accessories

Place fresh flowers where they'll stand out

Open all doors and windows beforehand to circulate fresh air

Pick up toys, remove all clutter, ensure beds are made, put clothes away

Floors should be clean, carpets and rugs vacuumed

Trash and recycling bins should be tidy and odor-free

The kitchen and bathrooms should sparkle

If possible, bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma

Ideally, pets should be unseen. Pet areas should be clean and odor-free. Not everyone may share your love of animals, and some may be allergic to them

Remove all cash, jewelry and small valuables from view

## STEP 6 - NEGOTIATING

The reality is that most negotiations proceed without much difficulty. In the event that there are obstacles, we will be your strongest ally and best resource for solutions.

### The basic process

When a buyer makes an offer on your home they'll do so using a contract developed by their real estate agent in conjunction with legal counsel. These contracts enable the buyer to set a sale price, and also include any clauses for specifying various terms of purchase, such as the closing and possession dates, the deposit amount, and a variety of other conditions.

The buyer's agent will then deliver the offer us and we will in turn present it to you. We will closely review the details of the offer together. You may then accept the offer, reject it, or counter it. Countering the offer begins negotiation.

Successive counter offers, with deadlines for responding and for meeting various contingencies and special conditions (e.g. a home inspection, the buyer securing financing) will be exchanged between you and the buyer until either a mutually satisfactory pending agreement is reached or the negotiations collapse.

## **Basic principles for successful negotiation**

- Disclose everything. Smart sellers proactively go above and beyond legal necessity to disclose all known defects to their buyers. In the state of Georgia, it is mandatory that all seller's complete the Seller's Property Disclosure Form, which is part of the listing form package we will give you and have you complete.
- Ask questions. Offers may contain complicated terminology and some addendum's that you may not be familiar with. Ask us and we will discuss them all in detail.
- Respond quickly. When buyers make an offer, they are in the mood to buy. But moods change, and buyers are known to get buyers' remorse. Don't delay if you want the sale.
- Stay calm and be patient. At all times keep communication civil and agreeable.
- Be open to meet halfway. If there are disagreements about relatively small expenses, consider splitting the difference and smile.
- Be cautious with contingencies. When you've landed your buyer, your signed acceptance of a written offer becomes a sales contract. Except for removing any contingencies, this document is the binding basis for the sale.
- Rely on us. It's your our responsibility to represent your best interests every step of the way. Your success is our success.

## **STEP 7 - CLOSING**

If you and the buyer have both efficiently taken care of your respective contractual obligations associated with finalizing the sale, the process of completing the transaction will go smoothly with no surprises.

A pending sales agreement generally includes contingencies and special conditions that must be fulfilled by the buyer and seller by the closing date, which usually falls 30 to 60 days after both have signed the agreement.

We will make sure that we adhere to all the contingency and special condition deadlines to make sure we make it to the closing table as flawlessly as possible.

### **Common contingencies and conditions:**

- The buyer's securing of financing
- A Title Search – a historical review of all legal documents relating to ownership of the property to ensure that there are no claims against the title of the property

- The purchasing of Title Insurance in case the records contain errors or there are mistakes in the review process
- A professional appraisal of the home, requested by the lender to ensure that the home's actual value justifies the loan amount
- Any additional contractual promises you have made in connection with buyer incentives, home improvements, etc.
- An independent inspection of the home's structural and functional condition (foundation, roof, electrical, heating, plumbing, etc.)
- An independent termite inspection
- Financing contingency that the buyer is able to secure a loan on the property
- A final walk-through by the buyer to verify that the home is in the same condition as when the sale agreement was signed

### **Completing the transaction**

The closing attorney reviews the sales agreement and does the following:

- Determines the total amount due from the buyer and collects the check
- Determines all the adjustments (e.g. seller prepayment of taxes, utilities, etc.) and ensures that they're factored into the transaction
- Assures that the transaction costs (closing, legal fees, etc.) are paid
- Determines the seller's payments, credits and adjusted net proceeds
- Witnesses the seller's signing of the property title and all other documentation associated with the transaction
- Collects the keys and any other necessary items from the seller
- Provides the seller with the net proceeds as well as copies of the documentation pertaining to the sale
- Ensures that buyer's title is properly recorded in the local records office along with any mortgage liens

**In most cases, the buyer's possession date will fall within a couple days of the closing date, at which point your former home will have a new occupant and your home selling journey will be complete. You did it! Congratulations!**