

# Home Seller Guide

BY MICHELE CARVER

---

INTEGRITY - SERVICE - COMMITMENT

**SOUTHERN SKY**  
REALTY



# 10 STEPS TO SELLING YOUR HOME

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.





## FIND YOUR MOTIVATION

Selling your home is a big decision. You will most likely be leaving a place you made a home and it can be tough to let go.

Spend some time talking with your family about all the reasons you want to sell and make sure this is the right decision for you, as you do not want to get too far into the selling process and have a change of heart. It can get costly to change your mind.

Once you have made the decision to sell your home, you will want to first call your current lender provider and discuss your current finances about your home. Find out how much equity you have in your home, deduct selling expenses, and make sure to have some cash for making any necessary home improvements. Also make sure that you have enough equity to put in to your new home. Your agent will most likely be doing the majority of this work for you!

### Questions To Ask Yourself When Selling

What is your time-frame to move?

---

What is your budget for pre-listing home improvements?

---

What is the minimum sales price you will accept?

---

Do you have a plan a & b to where you will move next?

---

# HIRE A LICENSED AGENT

There is a lot that goes into selling a house, from marketing, to dealing with potential buyers, the tedious paperwork and closing on the home.

The process can be daunting unless you decide to hire a professional real estate agent. They have the training, resources and pull to make the home selling process significantly smoother. They may even help you get a great return on investment.

If you have decided to hire an agent to take care of all this for you, it is important to hire one that you feel will represent your home best and get it sold quickly and for top dollar.

## WHAT A LISTING AGENT DOES FOR SELLERS

Price Your Home  
Competitively

Market Your Home Across  
Multiple Mediums

Negotiate Offers & Terms

Schedule Showings

Guide You Through The  
Closing Process

Make Sure All Deadlines And  
Terms Of The Agreement Are  
Met

Plus so much more



# Why My Sellers Choose To Work With Me

Hey there, so nice to meet you finally! My name is Michele and I have been helping sellers sell their homes in most cases for more than they thought they would profit, and take the stress out of the transaction.



Having someone on your side that understands real estate is the best investment you can make to gain value, will definitely work hard to get you top dollar for your home. As your agent, I am on your side!



Knowledge and understanding about how the real estate world works carries a lot of weight when an unforeseen problem arises in the middle of a transaction. I pride myself in being a wealth of knowledge in all the areas surrounding a real estate transaction!



My work is not over once your transaction is closed! I continue to provide help and resources to my clients until they need me for their next real estate transaction!

# COMPLETE HOME IMPROVEMENTS



Preparing to sell your home typically takes some work. Whether that's your own sweat equity with some deep cleaning and home repairs, or some professional improvements, you will need to get your home in top shape if you expect top dollar.

You want buyers to fall in love with your home, like you did when you first bought it. So spend some time getting your home move-in ready, in a way that will appeal to the broadest range of potential buyers. Like painting that deep purple wall a more neutral color.

## HOME IMPROVEMENT CHECKLIST

- Get rid of any funky odors
- Paint walls neutral colors
- Switch out dated kitchen hardware to more modern ones
- Upgrade your appliances or replace with stainless steel
- Get floors and carpets professionally cleaned
- Power wash the driveway and porch
- Cut back over-grown trees
- Add some seasonal flowers in pots
- Get rid of popcorn ceilings
- Get your home professionally cleaned
- Organize your closets and clear out personal items
- Each home is different, and I can tell you what your specific home may benefit from

# PRICE YOUR HOME COMPETITIVELY

Finding the right listing price for your home can be a challenge, but it's one of the most important factors in a successful home sale.

Homes that are accurately priced are more likely to sell in a timely manner. According to Zillow research, 57 percent of homes nationwide sell at or above listing price when they accept an offer in the first week. In the second week on the market, that drops to 50 percent and trends downward as the weeks go on.

Your agent will have all the tools available to know exactly where to price your home.

## Strategies Used:

### Straight Price Method

I typically use this method when you are trying to sell your home quickly and for the most money in the current market. If we are trying to turn your home fast, we will use the last week of market values!

### List and Hope

Some sellers want to list a little higher than what the market says their home would sell for in the current market, and that is okay to do, you just have to know it may take a bit longer to get offers on your home.

### Market Talk

I use this method when a seller wants to price very competitive in today's market, we let the market tell us where comparable homes are selling and price accordingly!

## Understanding the Market!

Before we come up with a listing price, I will provide you with a low medium and high range for your particular house. You are in control of what you list your home at! But you will also get my professional opinion about the market and where you set the price for your house. We will also have a 2-week market plan in place for your home before it hits the market!

# STAGE YOUR HOME

Staging your home to sell is an important part of the sales process. According to Forbes, for every \$100 you put in to staging, you should see a return of \$400. So if you are wanting to sell for top dollar, you might want to consider this important step.

Buyers expect to walk into a home and envision what it would be like for their family to live there. Therefore, you should do your best to make the home inviting and as neutral as possible. Highlight your home's strengths and downplay its weaknesses to appeal to the largest pool of prospective buyers.

Start with a few things that you can easily do yourself. Declutter, clean and depersonalize: Too much stuff in a room can make your home feel small, crowded and lacking in storage. And having too many personal items, like family photos, can make it hard for buyers to picture themselves living in the home.

But, home staging is more than just cleaning and getting rid of clutter. You may want to opt hiring a professional stager if you are really looking to sell your home for top dollar. I happen to be an agent with an eye for staging and can generally get the job accomplished without hiring a professional stager, saving you money! In some cases, we may need to hire a professional stager to get the feel we want; we should know pretty soon after I visit your home.

Staging your home is about creating an inviting space that attracts a majority of potential homebuyers, which provides you with an amazing opportunity to sell your house at the best price.

## Action Plan

STEPS TO ORGANIZE AND STAGE

DEADLINE:



\_\_\_\_\_

.....



\_\_\_\_\_

.....



\_\_\_\_\_

.....



\_\_\_\_\_

.....



\_\_\_\_\_

.....



# MARKET YOUR HOME EFFECTIVELY

---

Once your home is ready for buyers, the next step is getting your listing in front of as many buyers as possible.

To do so, we will hire a photographer to get professional photos, set up your home on the MLS, and begin to advertise your home.

All agents have different ways of marketing your home. It is important to ask your agent what their marketing plan is.

## How I Effectively Market My Sellers Homes For Top Dollar

- The most important step to advertising a home for sale is understanding the target market that may be looking for a home like your listing.
- Our firm has our listing automatically feed to several online web browsers like Zillow, Truilla, Redfin, Realtor, etc. This allows your home to be seen to public that is not working with a real estate agent.
- Signage is another important part of the advertising process. We will place signs where the local travelers know that your house is for sale.
- Marketing e-mail blasts will be sent out to every agent in surrounding areas, more than 5,000 agents will get the blast, to pass along to their clients.
- We have a big preference on social media. Your home will be advertised in these locations as well.



# RECEIVE OFFERS & NEGOTIATE

At this stage, your home is now on the market and potential buyers are making appointments for showings and they are ready to make an offer.

If you priced your house competitively, you should soon receive an offer, if not multiple offers. If offers are lower than your asking price, don't hesitate to make a counteroffer or ask for full price. You can also change any of the terms in the offer that better suits you. Buyers like to "test the waters" to see how you might respond, while still making room for negotiation.

Once an offer is accepted, it is signed and legally binding. It is important that your offer contain all requirements as there will be no going back to make changes.

---

## Negotiable Contract Terms

SALES PRICE

CLOSING DATE

WHO PAYS FOR TERMITE INSPECTION

TRANSFER FEES

HOME REPAIRS

AMOUNT OF DAYS FOR INSPECTIONS

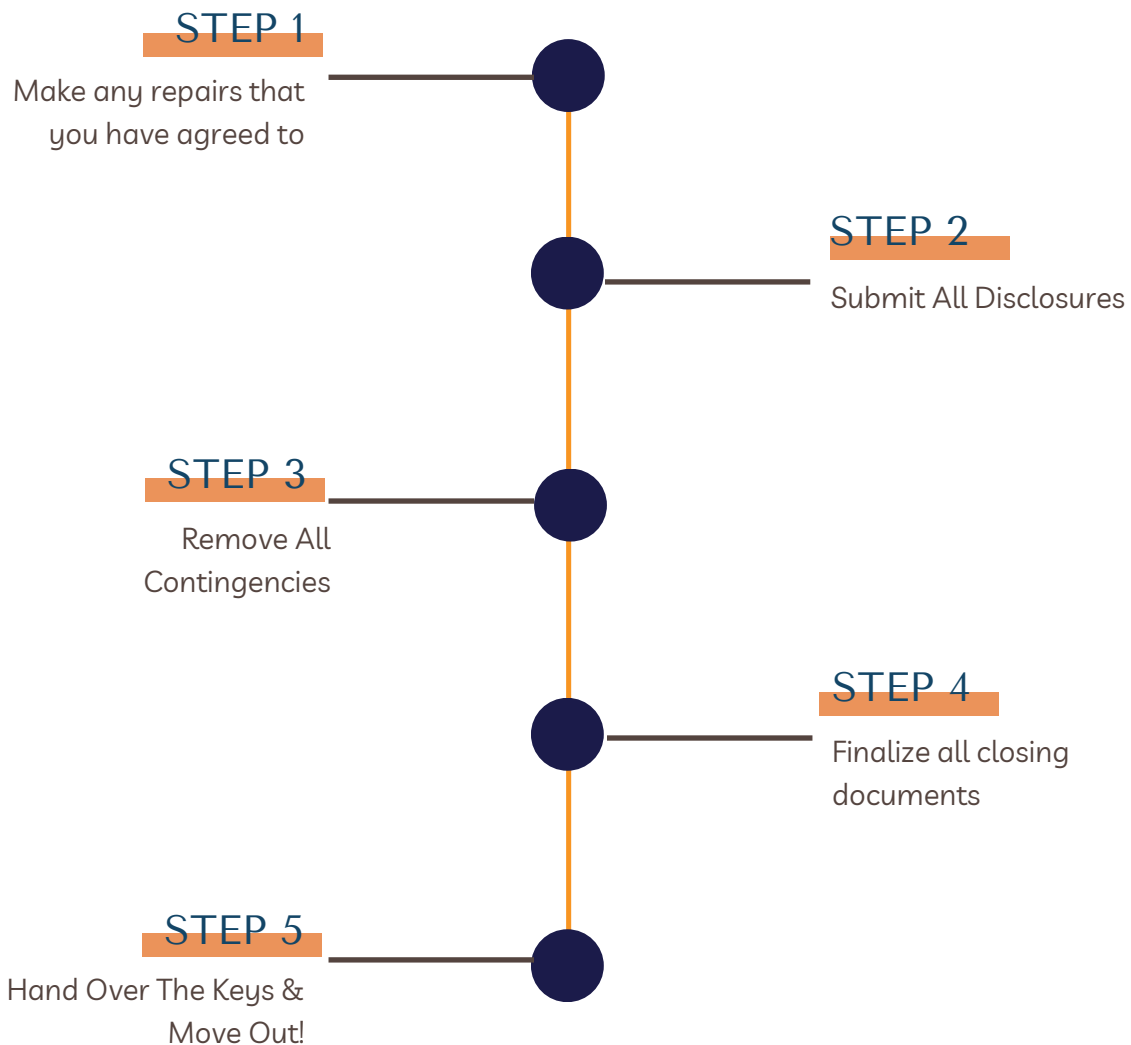
# Final Steps To Close

After an offer is accepted, it's time to prepare for closing. In this step, the buyer will have the opportunity to do a home inspection, finalize their financing, and your home will be appraised if the buyer is using a lender.

Be prepared that each of these steps can come with some setbacks. The buyer might back out of the deal if something major is found during the home inspection. The buyer could also lose their financing and lastly, your home could come under value or over value during the appraisal and cause some issues.

This is why it is so important to have a knowledgeable agent by your side to help you avoid these hurdles and get your home sold quickly and with ease. Most importantly have the knowledge to know what to do should a situation arise.

Below are the final steps you will need to take to close on your home:



# LET'S DO THIS!



Congratulations! You have just sold your home.

Still have some questions? Ready to sell your home? Want to know what your current home is worth? Great! Let's discuss. Message me, call me, email me. You have my contact information below.

With me as your agent, you will never have to go down the long road of selling your home with doubts or confusions. I will continuously be right by your side every step of the way. Let's Do This!

*"Don't wait  
for the right  
opportunity.  
Create it."*

*Michele Carver*

Broker/Realtor®

828-713-1231

Michele@SouthernSkyRealty.net



LOOKING FORWARD TO HEARING FROM YOU!