

SELLERS GUIDE

Why should I work with you when I can list the home myself?

- Marketing
 - Multiple Listing Service (MLS), Realtor.com, Zillow, Trulia, and dozens more.
 - Syndication sites get their info from the MLS
 - Professional pictures
 - Don't let buyers dismiss your home because of low-quality pictures.
 - 3D Scans/Virtual Reality
 - Get more qualified buyers into your home with this cutting-edge technology.
- Showings
 - Buyers must be escorted by a licensed real estate professional.
 - Showings are tracked so you know who is coming into your home.
- Negotiations
 - I further investigate a buyer's pre-qualification to make sure they have the financial capability to purchase your home.
 - Experience to negotiate the best deal for you.
- Contracts/Disclosures
 - Sellers are legally required to disclose all known defects that materially affect the value of the home. Protect yourself from problems down the road.
 - Expert knowledge of contracts.
 - Contracts pre-approved by the Florida BAR and Florida Realtors Association.

How much should I list my home for?

- I paid X for my house, so I should get more than that.
- My neighbor's house sold for X, my house is much nicer so I should get more.
- Should I get an appraisal ahead of time?
- Zillow says my home is worth X. (See below, it's admittedly not accurate).
 - <http://www.zillow.com/zestimate/#acc>
 - <http://www.tampabay.com/news/business/realestate/how-accurate-are-those-zestimates-from-zillow-we-put-them-to-the-test/2329653>

The list price of your home depends on a wide variety of factors – market conditions, your needs and motivations and recent comparable sales. With my expert knowledge, I will provide a comparative market analysis and work with you on a pricing strategy to net you top dollar for your home.

What should I do to my home prior to listing?

- De-cluttering
 - The best thing a potential buyer can do is start picturing themselves in your home. They can only do that if your home is de-cluttered and free of personal items.
- Repairs
 - Painting and landscaping are two of the least expensive and most worthwhile things you can do prior to listing. Making your home feel more move-in ready is worthwhile.

- If you know something is going to be discovered in the buyer's inspection, it may be worth repairing ahead of time.
- Major repairs – roof, air conditioner, etc. – can increase the value of the home, and should be considered on a case-by-case basis.
- Inspections
 - This is a risk because of a seller's requirement to disclose material defects, which an inspection is going to turn up. But if you plan on repairing everything in the inspection report, you can avoid potential problems when the buyer inspects the property.

How often do I have to do showings?

- While it's difficult to change your schedule to accommodate showings, the more people that see your home, the more likely it is to sell.
- Pre-emptively restricting showings to certain days and times can turn off buyers who are likely juggling multiple showings. The easier it is for a buyer, the more open they will be to your home.
- We can require a reasonable amount of notice to allow you time to prepare for the showing.

We've received an offer, what all does it mean?

- **These are all negotiable.**
- Price
 - Don't be offended if the offer price is lower than list price. That's easier said than done, but a buyer wants to pay as little possible, just as you would if you were buying a home.
- Escrow Deposit
 - A buyer wants to risk as little money as possible, but as the seller, you want as much money as possible in case of default.
- Financing
 - If the buyer is getting a loan, the type of loan must be specified.
 - The financing contingency gives the buyer the right to cancel the contract if denied a mortgage. This is why it's critical to verify a buyer's financial situation prior to contract.
 - The buyer is also required to deliver loan approval, without it, you could be entitled to the escrow deposit if the home doesn't close.
- Inspection Contingency
 - The buyer has the right to inspect the property in an agreed upon timeframe and can cancel the contract for any reason during that time.
- Appraisal Contingency
 - The buyer has the right to cancel the contract if the home doesn't appraise for a set value. This why an expert comparative market analysis is so important when listing.
- Home Warranty
 - The buyer may ask you to pay for a home warranty.
- Sale of Buyer's Property
 - The buyer may need to sell a home prior to closing.
- Closing Costs Contributions
 - The buyer may ask you to pay for some or all of his/her closing costs.
- Title Insurance

- The buyer may ask you to pay for title insurance, which is used in case there is a problem with the title after closing.

We're under contract, what happens next?

- The buyer conducts inspections.
 - I'm selling the home as is, so why is the buyer asking for repairs/credits?
 - The as is contract is essentially take it or leave it. Asking for repairs/credits is the practical in between that can keep a deal together. It's part of negotiating.
- The buyer applies for a mortgage.
 - The buyer is obligated to keep you informed of the mortgage process.
- The buyer orders an appraisal (if they are getting a mortgage or have an appraisal contingency).
 - I will meet the appraiser to answer any questions and provide our comparable sales.