

SELLER GUIDE



STEP 1

Prepare your home for the market

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Refer to Home Prep Checklist

STEP 2

Strategically market your home

- ✓ Determine the price
- ✓ Schedule professional photo/video
- ✓ Execute marketing plan

STEP 3

Show your home

- ✓ Pre-showing checklist
- ✓ Negotiate offers

STEP 4

Sell it!

- ✓ Accept Offer
- ✓ Refer to Pre-Closing Checklist

HERE'S WHAT THE NAR SETTLEMENT MEANS FOR YOU

As a home seller, you have a wide range of choices when it comes to listing your home. Agents who are REALTORS® are a trusted source of advice and stand ready to help you navigate this complex process and make the choices that work best for you. NAR's recent settlement has led to several changes related to broker commissions that benefit sellers, and we wanted to clearly lay them out for you.

Here is what the settlement means for home sellers:

- You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers.
- Your agent must disclose to you and obtain your approval for any payment or offer of payment that a listing broker will make to another broker acting for buyers.
- This disclosure must be made to you in writing in advance of any payment or agreement to pay another broker acting for buyers, and must specify the amount or rate of such payment.
- If you choose to approve an offer of compensation, there are changes to how this can happen.
- You, as the seller, can still make an offer compensation, but your agent cannot include it on a Multiple Listing Service (MLS)—MLSs are local marketplaces used by both buyer brokers and listing brokers to share information about properties for sale.
- Your agent can advertise your listing via off-MLS platforms such as social media, flyers and websites.
- You, as the seller, can still offer buyer concessions on an MLS (for example, concessions for buyer closing costs).

These settlement practice changes went into effect August 1, 2024 in Arizona and nationwide August 17, 2024.

Here is what the settlement doesn't change:

- Agents who are REALTORS® are here to help you navigate the process of selling your home and are ethically obligated to work in your best interest.
- Compensation for your agent remains fully negotiable. When finding an agent to work with, ask questions about compensation and discuss what you would like to offer buyers.
- You have choices. Work with your agent to understand the full range of these choices when selling your home, which will help you make the best possible decision for your needs.

PREPARE YOUR HOME

It is crucial to properly prepare your home to assure it shows in the best possible way before we have a professional photographer come to your property. Our goal is to sell your home for the most amount of money possible and in the shortest amount of time. Here are some tips for maximizing your return on investment:

- Focus on curb appeal. First impressions matter, so make this one count. Consider pressure washing, fresh paint on doors and shutters, etc. And of course, trim landscaping and replace where needed.
- Make sure your kitchen shines. Kitchens sell houses, so make yours stand out by clearing out the clutter and updating the hardware and please, please, please, make sure it's clean!
- Reduce furniture and decorations to a minimum. Too much or too big furniture will make your rooms look small and choppy. Arrange the furniture in a way that makes each room feel spacious, homey, and easy to navigate.
- Depersonalize your home. Remove all the family photos, keepsakes, refrigerator art, toys, and personal items in the bathroom. You want the buyer to easily envision themselves in your home — not you in your home.



HOME PREP CHECKLIST

Use this checklist to do a walk through of your home, room by room, as if you are a buyer.
Check off what needs to be done and then check off once you complete.

REPLACE OR REPAIR IF NEEDED

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass |
| <input type="checkbox"/> | <input type="checkbox"/> | Kitchen appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls where needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Water leaks |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Electrical panel |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean off counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean all appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize all drawers and pantry |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels and stage decor |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove any unnecessary items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean any moldy areas |

HOME PREP CHECKLIST

Use this checklist to do a walk through of your home, room by room, as if you are a buyer.
Check off what needs to be done, and then check off once you complete.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |



Marketing your home is not as simple as posting it online and throwing a "For Sale" sign in your yard.

My goal when marketing your home is to increase awareness, attract interest and get more potential buyers through the door. Here is my step-by-step process to market your home effectively.

PRICE IT RIGHT

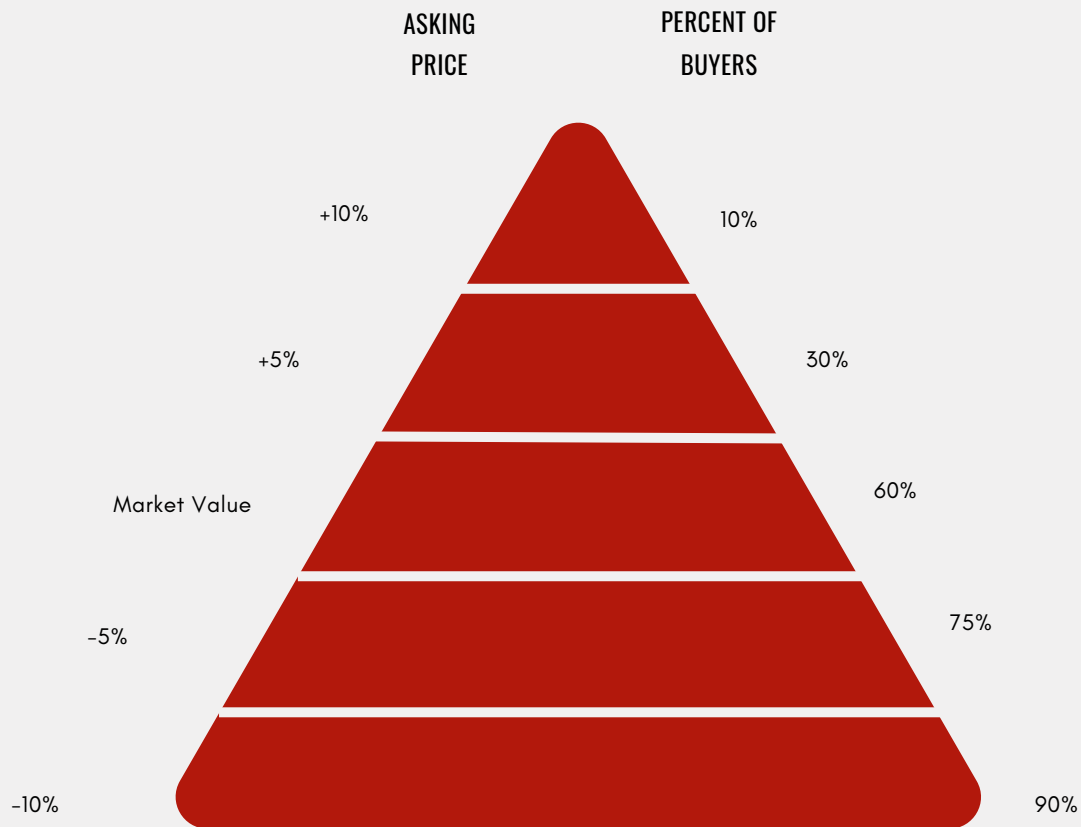
Wondering if you should price your home in line with the market or bump it up a little "just to see what happens?" Here's the answer: Overpricing your home (even by a few thousand) is the #1 way to sabotage your chances of getting top dollar for your home. Here's why:

- Buyer agents know what your home is worth and if a home is overpriced they're going to say so. A home priced correctly will ALWAYS generate more interest and sell faster.
- If you price your home higher than what it's actually worth, it may not appraise by the buyer's lender and we risk losing a contract or going back to negotiations.
- If we go back on the market, that can look bad for new potential buyers.
- The longer the home sits on the market, the worse it looks to potential buyers.

To get an accurate price on your home, I will gather data and help you analyze comps, location, size, age, condition, updates, and other factors that point to a price that will strike the right balance between current market conditions and the features that make your home attractive for buyers.



✓ PRICE IT RIGHT



It is important to thoroughly evaluate the market to determine the market value of your home. Here is why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer.
- The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed.
- It is crucial to price it correctly initially.

STRATEGICALLY MARKET YOUR HOME

Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- The home will receive high interest and a quick sale
- You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At market value

- No appraisal issues
- Buyers and agents will recognize a fair price
- Will appear on more relevant buyer searches



Over market value

- If you have to receive a certain amount for the home
- It will take longer to sell
- The more days it's on the market, the worse it looks to buyers
- The home may not appraise by the buyer's lender, so back to negotiations



PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

The photos & videos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we capture high quality, professional photo & video of your home showcasing the best qualities and features.

I work with the top local real estate photographers to capture your home in the very best ways possible. This service is complimentary. Below are some samples from photographers we use.



GOING LIVE ON THE MLS

My team will gather information about your home to understand it's unique selling points.

A detailed, professional listing description will be written that highlights your home's best features and helps potential buyers envision themselves living there.

Once your home is live on the MLS, it will be syndicated to thousands of websites (like Zillow & Realtor.com). Immediately, many buyers searching online will see your home. This is why our team is strategic with when and how we go live in the MLS.



Ninety-five percent of home buyers used the internet to search for homes.



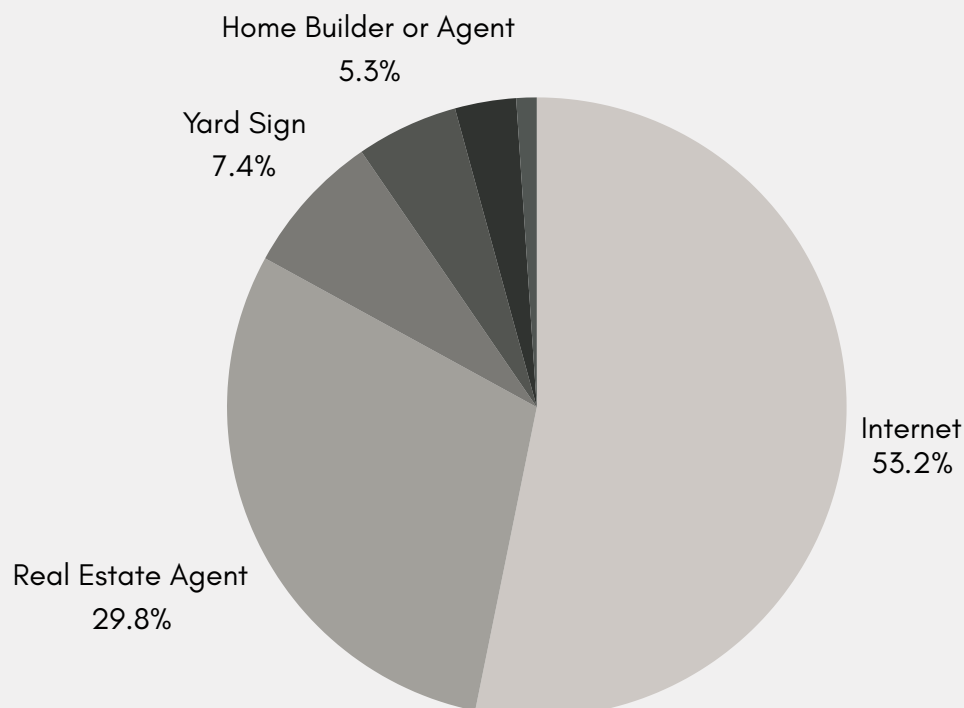
Photos were the most useful website feature to nearly 9 in 10 buyers under the age of 57

SOURCE: NAR HOME BUYER AND SELLER
GENERATIONAL TRENDS (2022)

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online and strive to make the best impression possible through our online listings. When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home. The truth is that every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.



Home Buyers are Shopping Online



Source: NAR Home Buyer and Seller Generational Trends

Your Key to Marketing Success

Our innovative approach ensures maximum exposure for your property:

- 4 hours of quality time with potential buyers
- 11 meaningful interactions across various touchpoints
- 4 diverse marketing platforms for maximum exposure

Comprehensive Marketing Plan

Professional Photography and Staging

- High-resolution images to capture your home's best features
- Virtual staging to showcase your property's potential

Digital Presence

- Listing on MLS and top real estate websites
- Social media campaigns on Facebook & Instagram
- Virtual tours and 3D walkthroughs

Print Marketing

- Eye-catching "For Sale" signs with QR codes
- Custom property brochures and flyers
- Direct mail campaigns to targeted neighborhoods
- Open Houses and Private Showings
- Strategic scheduling for maximum attendance
- Follow-up with potential buyers

Email Marketing

- Regular updates to our extensive buyer database
- Targeted campaigns to interested parties

Local Outreach

- Networking with other realtors and professionals
- Community event sponsorships

Tailored Pricing Strategy

- Comparative market analysis
- Regular price reviews based on market trends

Why Choose Us?

- Proven track record of successful sales in Phoenix
- In-depth knowledge of local market trends
- Dedicated team of real estate professionals
- Cutting-edge technology and marketing tools



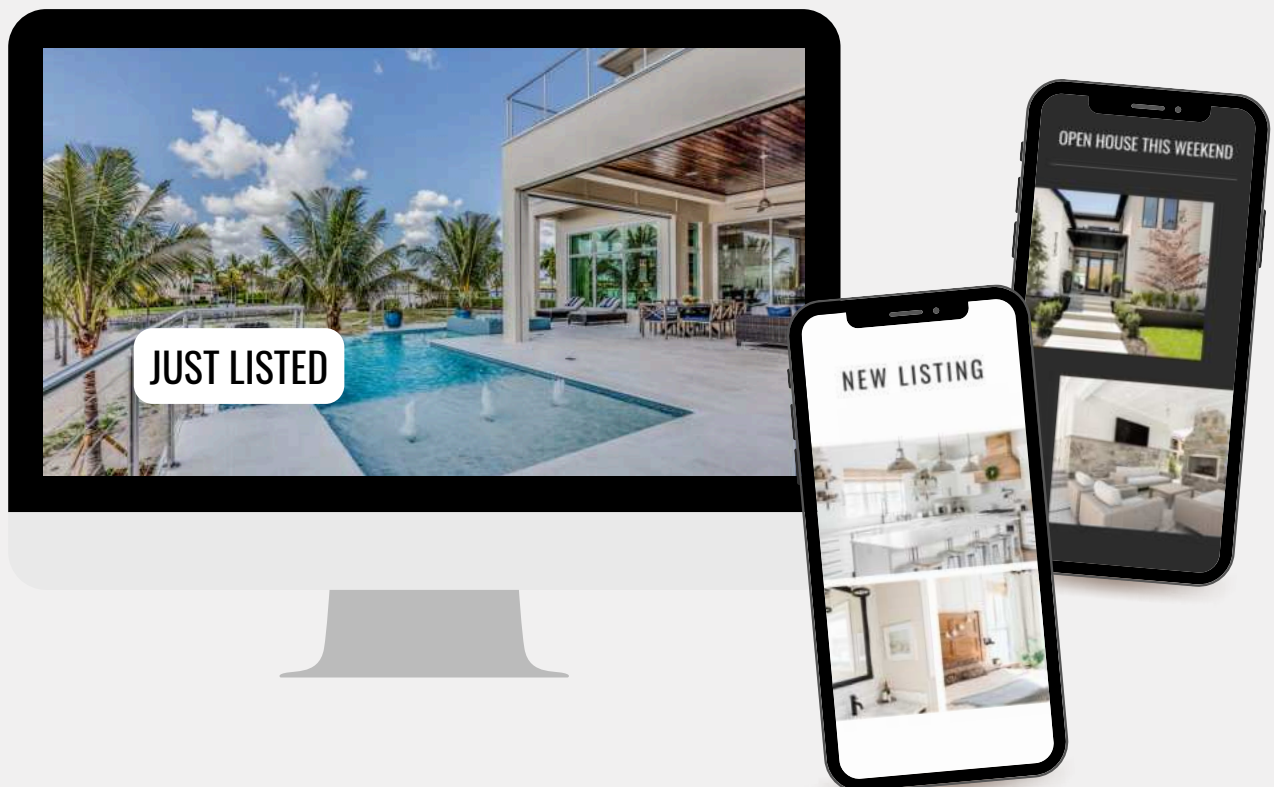
Let's maximize your home's potential and secure the best deal

ADDITIONAL MARKETING

Once your listing goes live, it will be syndicated to 1000+ real estate websites, as well as blasted via email to any potential buyers who have opted for email notifications when a listing such as yours hits the market.

In addition to this, you can expect your listing to be marketed by:

- Facebook
- Targeted Facebook Ads
- Instagram
- YouTube
- Google
- Traditional Marketing - Postcards and Flyers
- Open Houses
- Yard Signage
- Virtual Tours





SOMETHING TO CONSIDER

According to statistics, 37% of contracts fall through because of repair issues sellers could have addressed before listing their property.

Once you go under contract, the buyers will most-likely have inspections done on the property. If they are financing, the home will need to be able to pass the inspection in order to obtain home insurance and secure the loan. Because of this, consider making any repairs to your home prior to putting it on the market.

SHOWING YOUR HOME



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually, we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them.
- I will try to get feedback from each showing and pass that information back to you.

Negotiate Offers

As the showings start, we will start getting feedback and/or offers from the prospective buyers. We will work together to review and negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit or timing.

Accept Offer

Once the purchase contract is signed by all parties, the buyer will deposit their earnest money. These funds will be held by the title company until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the earnest deposit.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward. (Inspections, appraisal, financing, etc)

Inspection

The buyer may pay for a home inspection to evaluate the property. An inspection response is to be presented to the seller either accepting the property, rejecting the property or giving the seller an opportunity to correct the items of concern.

Appraisal

An appraisal is an estimate of the value of the property by a licensed professional appraiser. Once the inspection is completed, if an appraisal is required, it will be ordered by the lender and paid for by the buyer.

Closing Day

Once we get the clear-to-close, we will schedule a signing time with the title company. The final walk-through is typically done the day before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in the same condition as when the offer was submitted.



ESTIMATED TIMELINE

1

CONTRACT SIGNED

The contract has officially been accepted! This means that the buyer and seller have agreed on the terms of the contract, and we are officially under contract.

2

EARNEST MONEY DEPOSITED (ESCROW)

The buyer has 2 business days to deposit funds. The earnest money deposit or the escrow deposit is the deposit made from the buyer to hold the property and open escrow. The deposit will be held by the title company.

10

INSPECTION PERIOD

The inspection period is typically 10 days after the acceptance of the contract unless specified otherwise. Once the home inspection report has been reviewed, an inspection response is sent to the seller to request repairs for items of safety or concern, accept the property as is or cancel the contract due to findings.

15

APPRAISAL CONTINGENCY

The appraisal is ordered by the buyer's lender and paid for by the buyer. This is done to make sure the value meets contract price. The lender will get the report from the appraiser with the value and if conditions need to be met before the loan can be funded.

25

LOAN CONTINGENCY

During this time period, the buyer must meet requirements and conditions in order to obtain a loan and proceed with the sale.

27

CLOSING PREP

Once the loan is given the clear-to-close, the title company will schedule signing of the final closing documents. The buyers will have the right to walk through the home and make sure any agreed upon repairs were completed and the property is in the same condition as when the offer was submitted.

30

CLOSING DAY

Seller will need to have completely vacated the property by the morning of closing day unless other arrangements are made. When it gets closer to closing, utilities will be cancelled or transferred effective on closing day.

PRE-CLOSING CHECKLIST

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Review your closing documents
- ☐ Change your address
- ☐ Cancel your home insurance
- ☐ Cancel utilities and home services
- ☐ Thoroughly clean before the final walk through
- ☐ Gather house keys, mailbox key, remotes and garage door openers, etc that will stay at your home
- ☐ Gather all of the manuals, warranties and receipts for appliances
- ☐ Bring your license and bank account information to signing

MOVING CHECKLIST

MOVING PREPARATIONS

- ☐ Declutter, discard & donate
- ☐ Purchase packing supplies
- ☐ Create a file of moving-related papers and receipts
- ☐ Collect quotes from moving companies, choose a mover and schedule service
- ☐ Secure off-site storage if needed
- ☐ Discontinue additional home services
- ☐ Arrange time off work and childcare and/or pet care on moving day
- ☐ Pack an essentials box for quick access at new home (toiletries, medications, toilet paper, hand soap, basic tools, paper towels/cleaning supplies, pet food/supplies, hangers, etc)
- ☐ Label moving boxes with the contents inside
- ☐ Final cleaning, lock up house, dispose of trash, leave any keys and garage door openers

NOTIFY ABOUT YOUR CHANGE OF ADDRESS

- ☐ Post Office
- ☐ DMV
- ☐ Employer
- ☐ Banks & Loan Companies
- ☐ Home Services
- ☐ Insurance Companies
- ☐ Doctors, Lawyers, Accountant, etc.
- ☐ Subscriptions
- ☐ Family + Friends

START/STOP/MOVE SERVICES

- ☐ Electric
- ☐ Water
- ☐ Garbage/Recycle
- ☐ Internet/TV/Phone
- ☐ Gas

A LITTLE BIT ABOUT ME.....

Jennifer Haugebak

REALTOR®

ABR, GRI, rCRMS, SRES

Real Estate to me is about helping you achieve your goals, while making the process a positive experience by keeping you informed and educated every step of the way! I am known for my excellent service, open communication, knowledge, integrity and passion for helping others. I was born in Iowa. I moved to Tucson after college, then to Phoenix and from there to Minnesota. My family and I moved back to Phoenix for the second time in 2012 and are here to stay! We love it here and are happy to call Phoenix home! I live in Anthem with my husband and our 4 legged children we have rescued. Now being empty nesters, we are thankful our 2 boys live close to us! Whether you are thinking about making a move or have questions, let's chat!

It would be my pleasure to help you!



*WHEN I'M NOT HELPING MY CLIENTS,
YOU'LL FIND ME...*

- ✓Spending time with family and friends
- ✓Taking care of our dogs
- ✓Being outside enjoying the sunshine
- ✓Enjoying all AZ has to offer
- ✓Hiking
- ✓Watching movies
- ✓Traveling



REAL BROKER

WHY WORK WITH ME?

Here's what you can expect when you work with me to buy or sell:

- Text, phone, DM, email -- however you want to connect, it'll be ME you get EVERY.SINGLE.TIME.
- Lean on my experience, so you can enjoy the process and know I am working for you.
- I know the Real Estate market.
- Long after you close, I'll be here to help you navigate life in your new home, answer questions, or meet you for a cup of coffee.

New clients become new friends!



AWARDS/RECOGNITIONS:

- Lead Agent
- 5 Star Rating
- Graduate Realtor Institute Designation
- Accredited Buyer's Representative
- Certified Risk Management Specialist
- Seniors Real Estate Specialist

REVIEWS

Jennifer was professional, competent, organized and detail oriented from start to finish. And, her after sale follow through was outstanding, including working through a title company and Maricopa County Records office issue. One of the best agents I have dealt with buying and selling many homes and commercial properties in the past 50+ years!!!



I would like to compliment Jennifer for her exceptional service on representing us on two real estate transactions. I am a Real Estate Broker in California and I know a good realtor when I see one. If she were working in my town I would hire her to join my firm in a heartbeat. You can not find a better agent to help you with your real estate transactions.

She's the best.



Jennifer is excellent. In handling my transaction and negotiations with the seller, she was professional and on top of every detail. The whole process was smooth and virtually stress free from start to finish. I'll happily recommend her, and if I'm ever in a place to need an agent, she's the first one I'm calling.



Jennifer is fantastic! She was the best realtor we have ever had. She was involved with every step in the home buying process. Jennifer is very knowledgeable and will advocate for you as a buyer. When my husband and I were uncertain whether we wanted to close on a house, she was super understanding and patient to ensure we found a home we really love. Additionally, she was willing to take the time to meet with you based on your schedule. I would recommend her to anyone, as I have already for my mother. Five stars for sure!



Jennifer is hands down the consummate realtor!

She knows every detail of her business. I felt completely at ease knowing she was handling the sale of my home from the listing through handing the keys over to the new owner. She articulated every step of the process and was very transparent with the reality of the market. I was contacted promptly with information on any activity.

I highly recommend Jennifer!



Jennifer is wonderful! She is very professional and her knowledge of selling a home was amazing. We were so blessed to have her as our realtor. She went above and beyond every time we had a question. For a seller who knows nothing about real-estate She made it so easy. we recommend her to anyone that wants a hardworking, knowledgeable and committed to help any way she can.



Jennifer helped us through every step of our home search and purchase. It is rare to find anyone with such a passion for what they do and have all the knowledge to back it up. She was in our corner through the entire process. We found our dream home and highly recommend Jennifer for your real estate needs. We have already listed another home for sale with her and will definitely be telling our friends and family if they need a realtor. I hope to have the pleasure of working with Jennifer for many years. Our kids will need homes too some day.



Jennifer represented us for buying a home in the Glendale area. Her service was exceptional. Dots every "i" and crosses every "t".

As a RE Broker in California I speak from experience.

USE HER!



THANK YOU!

Thank you for trusting me with the marketing & sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable, informed and at ease every step of the way.

Have more questions?
I'm always available to help!
Text me or give me a call to chat!



NEXT STEPS

- ✓ Review & sign listing agreement
- ✓ Determine list price
- ✓ Prepare home
- ✓ Schedule photographer

Jennifer Haugebak

Jennifer Haugebak

REALTOR®

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Jennifer@PhoenixLivingRE.com

I LOOK FORWARD TO HELPING YOU!

I am honored to represent you and guide you through the entire process.

I am here to help you!

Call or text me with any questions!



Jennifer Haugebak, Realtor

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