



SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

QEPIQUE
REALTY

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time.

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

I study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes. Pending sales are the barometer of the market we are in.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. Whether it's a buyer's market or a seller's market we'll be pricing competitively.



THE OFFER

If you're a first-time or an experienced home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

With all offers I'll prepare a sellers estimated net proceeds statement based on the offer.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home. This will be held in Escrow, usually at a Title Company.

Inspections, etc.

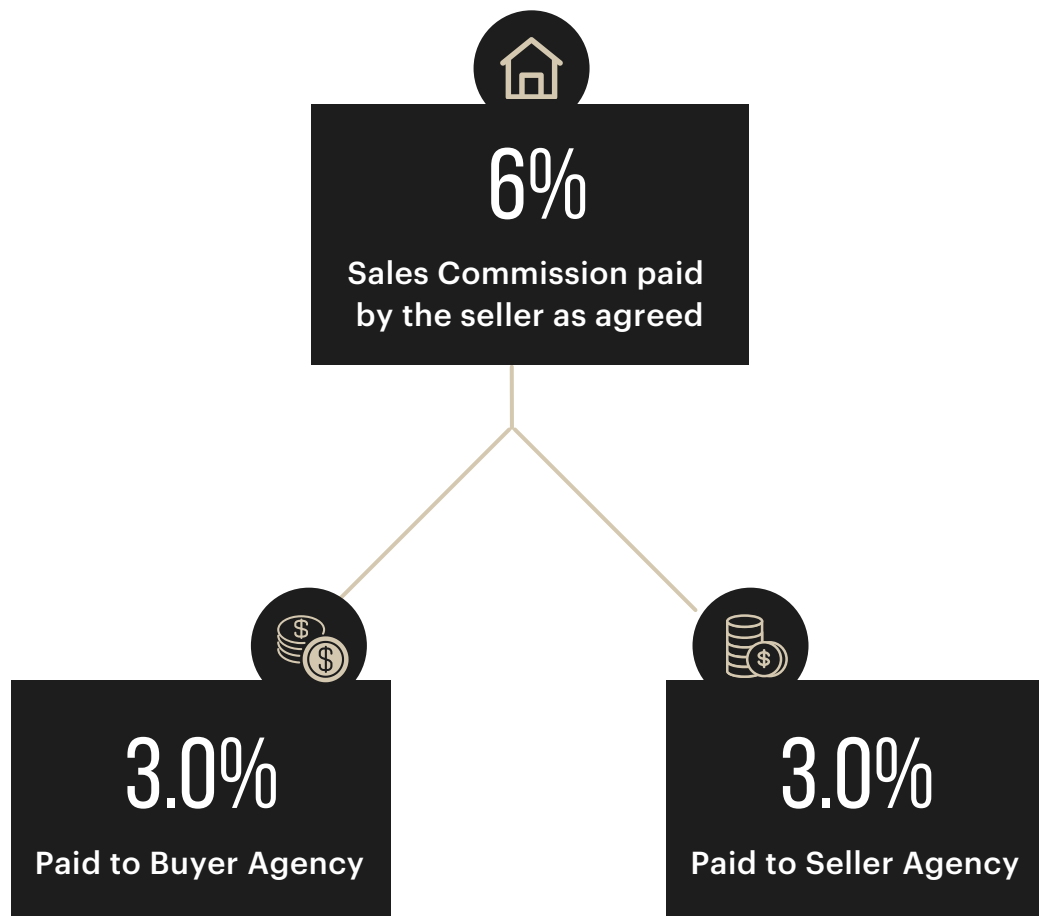
Buyers traditionally negotiate an option Period (or due diligence) where they can use this time to get the home inspected. If they have third party financing (loan) the lender will require an appraisal as well to see if the home is worth the asking price. During this time, the potential buyer often has rights to back out of the deal if it does not appraise for the value or the home reveals deficiencies that can't be overcome.

Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED

All commissions are negotiable. The most common scenario is laid out below which includes a split of the listing commission between the listing agent and the buyer's agent, as well as a split between them and their respective brokerage/company.



SELLER'S CHECKLIST



GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets



HOME CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean out garage
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms



TIDY AND PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint



EXTRA TOUCHES

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the day time
- ☐ Play quiet background music
- ☐ Keep pets outdoors



ORGANIZATION

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy
- ☐ Consider a Pre-Marketing Home Inspection

Thank You!

Thank you for the opportunity you are giving me to tell you about what I can do to help sell your property.



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