

HOME *Seller's* GUIDE



EPIQUE
REALTY



Lineberger Team

REALTOR®

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10 STEPS TO *Selling a Home*

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MEET YOUR *Local Agent*



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Hello

LINEBERGER TEAM

Meet your licensed real estate team, Caleb & Lorena Lineberger! We are passionate about helping clients find their dream homes by understanding their unique needs and preferences. We pride ourselves on guiding our clients through the entire buying & selling process and always & consistently putting clients best interests first. We are happy to work with you and make your dreams into realty! Let's make it happen.

LET'S CONNECT



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PRIOR TO LISTING

Consider exploring these modern selling options. Request that your agent presents offers to you upfront and discuss how these options may align with your needs.

- **BUY-THEN-SELL OFFER**
A program designed to help homeowners who need to save money, time, and need to buy their next home immediately.
- **SELL-THEN-LIST OFFER**
A program designed for the convenience of a quick closing to get you cash quickly regardless of the need.
- **CASH OFFERS**
Simple and straightforward. We leverage local and national certified investors/iBuyers to get you several cash offers.
- **EDGE**
Provides you an unsecured line of credit to cover the cost of selling. From staging to repairs & upgrades. It can help unlock your home's potential to achieve an optimal sale outcome, with nothing due until closing.

**CLIQUE
OFFERS**



EDGE
by EPIQUE

Modern Selling Options

Cash Offers

Buy-Then-Sell

Sell-Then-List

Sale-Leaseback

Opendoor

knock

homeward

EasyKnock

EasyStreetOffers

UpEquity

Offerpad

HomeLight

Local Sources

homeward



PREPARE TO *List*

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SET A COMPETITIVE LIST PRICE

We will run a comparable market analysis (CMA) that will help you see what homes of comparable size and condition to yours are going for in your current market. Pricing your home correctly the first time has a much greater chance of selling quickly. If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks. If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location. You also have the option of having a home appraisal conducted prior to listing to give you a better idea of the home's value.

PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling your home. For example:

- EXTERIOR IMPROVEMENTS
 - Trim around walkways, trees, and bushes
 - Mow lawn, remove weeds from flowerbeds, and mulch.
 - Remove flaking or peeling paint and repaint walls or stain cabinetry.
 - Keep the roof and gutters free of debris.
 - Wash windows and window wells.
 - Ensure all lights are working and bright.

- INTERIOR IMPROVEMENTS
 - Remove all clutter and personal photos/imagery that could originate debate/controversy. Maintain premises as neutral as possible.
 - Repaint in neutral colors that appeal to many styles.
 - Remove any grime, dust, and replace HVAC filter(s).
 - Keep pets and their belongings out of sight.
 - Pare down on toys and/or keep them organized.
 - Create a warm, inviting space in each room.

THE ART OF STAGING

Staging a home can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home increasing the likelihood of a sale. Staged homes stand out which attract more online interest and showings!

● BENEFITS OF STAGING

- Less time on market.
- Home photographs better.
- Decreases flaws of the home.
- Highlights the best features of the home.
- Defines spaces and reveal the purpose of each space.
- Demonstrates the homes full potential.
- Creates the WOW factor you will need in photos to make your home stand out.

A.I. STAGING

Given that not all homes require staging, we can utilize potent tools to present your home in its most favorable aspect. Struggling with a challenging space that's tough to capture in photos? Seeking assistance with sprucing up a room? Harnessing the prowess of cutting-edge technology, our AI Staging might just be the perfect solution.

STAGED HOMES
SPENT 90% LESS
TIME ON THE
MARKET

STAGED HOMES
MAY INCREASE
SALE PRICE UP
TO 5%

BEFORE



AFTER



PROFESSIONAL *Imagery*

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FIRST IMPRESSIONS MATTER

As part of our service, we will provide professional grade photography without any additional charge. Your home's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home!

QUALITY PHOTOS
GET 118% MORE
ONLINE VIEWS

BUYERS LOOK AT
PROFESSIONALLY
SHOT PHOTOS 10
TIMES LONGER



ROBUST *Marketing*

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SIGNAGE

A sign will be placed in your yard as well as pointers(if needed) when listing your house for sale. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Your home will be featured on our company website, social media, Google Ads and Facebook Ads! Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites (Zillow, Realtor.com, Trulia, and syndicated to hundreds of other listing sites.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook & Google.

PROPERTY FLYERS

We will design a highly informative and creative property flyer to showcase across our social media platforms and strategically place it in key areas around town, such as post offices. This approach aims to maximize visibility and increase the chances of finding potential buyers.

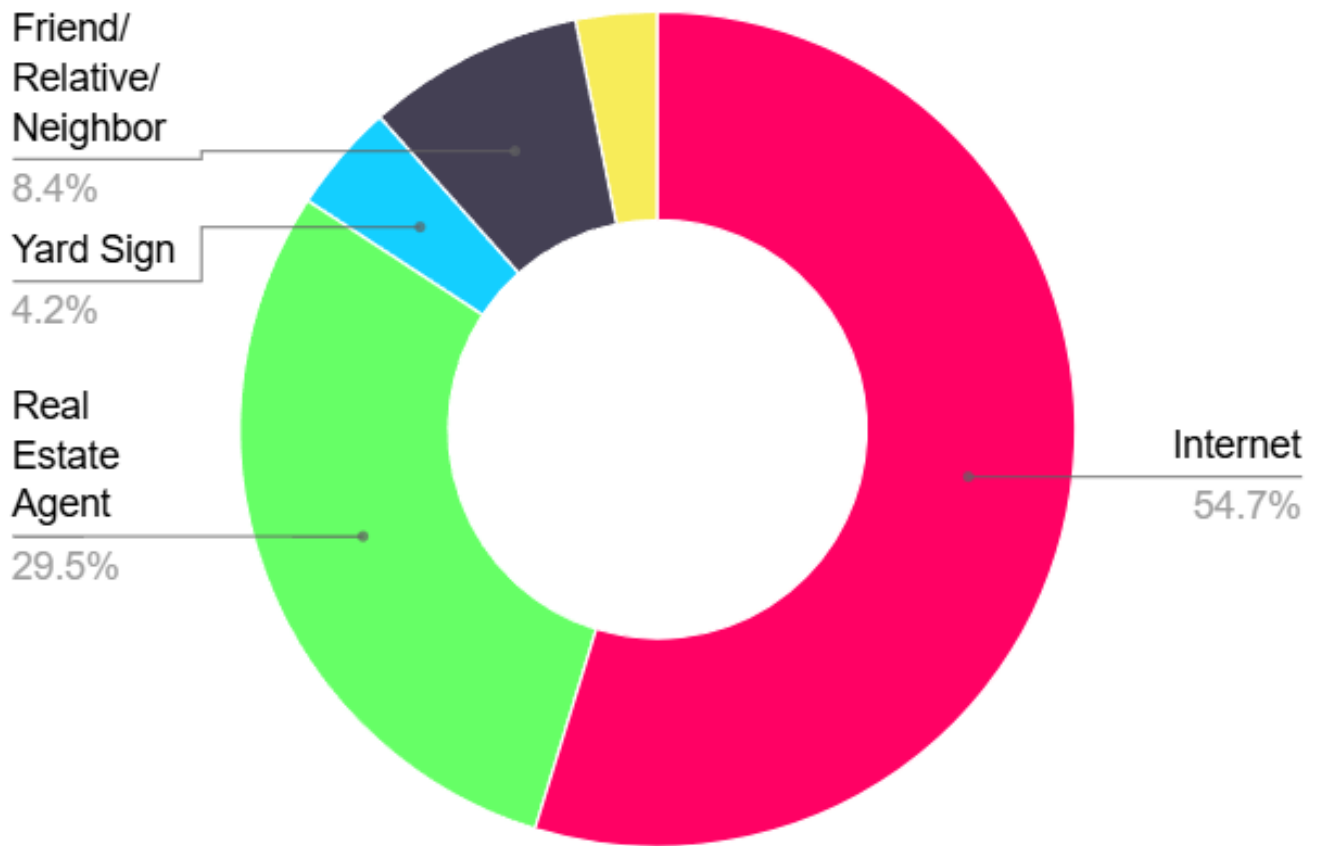
MAILERS

We also offer the option to send mailers in the local area. If a property is struggling to attract buyers or gain traction, we can create targeted mailers to maximize its exposure.

BILLBOARDS

Additionally, we have the capability to list properties on billboards. When appropriate, we will leverage our partnership with our broker to feature your listing on billboards in nearby areas. This ensures maximum exposure and increases the likelihood of finding a buyer.

HOW BUYERS FIND YOUR LISTING



SCHEDULE *Showings*

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HOME SHOWING TIPS

Once we list your home, it will attract the most attention during the first few weeks on the market. During this critical period, we will notify you whenever someone expresses interest in seeing the house or requests a tour. We'll provide advance notice and seek your approval for each showing. To ensure a smooth process, please keep your phone handy and respond promptly (some buyers have tight schedules). Here are a few tips to help your home showings go as smoothly as possible:

- FLEXIBILITY

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

- INFORMED

If the property is occupied, make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

- DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

- ODORS

To maintain a neutral-smelling environment, avoid strong odors. This includes refraining from smoking tobacco or marijuana indoors and steering clear of cooking foods with strong aromas. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

- FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

- NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

- TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

- PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

- VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



RECEIVE AN *Offer*

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REVIEWING AN OFFER

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse. When deciding which offer is best for your home, here are some factors that matter and should be looked at:

- CONTINGENCIES

The fewer contingencies on an offer the better, which usually means shorter time periods and the sooner you can close and receive your money.

- ALL CASH BUYER OR PRE-APPROVED BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the lender approving the loan. However, if the buyer has a pre-qualification letter from their lender, this assures home sellers that the buyer can get the loan they need.

- LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. Government insured loans such as FHA, USDA or VA loan can cause delays considering they require certain approvals and possible repairs.

- CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

- CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs (concessions). An offer with little to no concessions makes it more appealing to the seller.

- OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

Negotiate OFFER

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NEGOTIATE THE OFFER

Once an offer is reviewed you'll decide if you want to accept, counter (further negotiate) or reject it.

- ACCEPT THE OFFER

This entails you agree to all terms and conditions. You will sign the purchase agreement and you'd be officially under contract! Now inspections, appraisals, or anything else built into the purchase agreement will take place.

- REJECT THE OFFER

If the offer isn't close enough to your expectations, there would be no need to further negotiate.

- COUNTER THE OFFER

You can negotiate back and forth as many times as needed until you and the buyer can reach an agreement or someone chooses to walk away.



Inspections AND Appraisal



HOME INSPECTIONS

Home inspections come at no cost to the seller. It is up to the buyer to decide whether they want a home inspection. If they opt for one, the buyer will select and pay for the inspection, choosing an inspector of their preference, regardless of whether the inspector is licensed. The typical time frame for inspections is 10 days after signing the purchase contract. However, this period can be adjusted to be shorter or longer depending on the buyer's preferences.

POSSIBLE OUTCOMES

After buyer completes the inspections, the buyer has several options: they can accept the property as it is, request repairs and propose renegotiations, or choose to cancel the contract.

HOME APPRAISAL

If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by their lender to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest an appraisal. However, your real estate agent can employ specific strategies to highlight the true value of your home before the appraisal takes place. If appraisal comes in at or above sale's price you are in the clear, and we can proceed. If the appraisal comes in below the sale price, the following scenarios may occur:

- **PRICE RENEGOTIATION**
The buyer and seller may renegotiate the sale price to align with the appraised value. Usually, the best option.
- **RENEGOTIATE WITH BUYER TO COVER THE DIFFERENCE**
More uncommon, the buyer may choose to increase their down payment to cover the difference between the appraised value and the current sale's price.
- **CANCEL CONTRACT**
The buyer may have the option to walk away from the deal if the appraisal contingency in the contract allows.

PREPARE TO *Relocate*

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TIPS FOR THE MOVE

- CLEAN

Ensure that the property is clean and free of any personal items, except for those that were agreed to be included in the sale. Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

- CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office (mailing, subscriptions, etc.).

- PREPARE TO TURN IN KEYS

This should include all known keys used on the property, security codes, mailbox keys, garage door remotes, etc.

- HAVE A MOVE-OUT PLAN

If you need relocation assistance, your agent can help you find a new home. If you're moving out of state, we can refer you to an agent who specializes in that area. Rest assured, you are not alone on this journey!

FINAL WALK-THROUGH

Typically, three days before closing day, the buyer will conduct a final walkthrough of the property. The buyer's final walkthrough is a crucial step to confirm that the property is in the agreed-upon condition and that any negotiated repairs (if any) have been completed satisfactorily. It is advisable for the seller to have most of their belongings packed and/or removed from the property by this time. This helps ensure a smooth transition and allows the buyer to inspect the property without obstruction. However, the seller is not required to move out prior to closing day unless they prefer to do so. It is beneficial to have a move-out plan in place to avoid any last-minute complications.

Closing DAY

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CLOSING THE SALE

Closing day happens at a title company and it is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by whom, prepare documents for closing, perform the closing, make sure all payoffs are completed. Once the buyer's deed is recorded, and you receive profits that are due to you. Typically, closing takes four to six weeks after accepting an offer, and your agent will go with you when the day of signing comes to help you answer any potential questions.

SOLD

Thank you for letting us represent you. It was a pleasure getting to know you & work with you. Looking forward to being your go to, forever real estate agent! We are always here to assist you, even after the transaction is complete. Always at your service!

IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE!



WHAT WE *Deliver*

I WILL GUIDE YOU EVERY STEP OF THE WAY

- **CONSTANT COMMUNICATION**
I will stay in touch with you using the method that you like best (phone, e-mail, text messages).
- **LISTEN & COUNSEL**
I will counsel you by listening to your wants and needs to help determine what you really desire.
- **PRESENT SELLING OPTIONS**
Sometimes, listing your property on the market may not be the ideal option. If you're planning to buy a new home before or after selling your current one, or if you prefer a more streamlined process, consider exploring our Buy-then-Sell, Sell-then-List, and Cash Offer options. These services can be incredibly beneficial, even if your move takes you beyond our usual service area. For sellers willing to wait for the right opportunity, we also offer the REDO program. This initiative is specifically designed to enhance the value of your home, helping you maximize your profit. Please reach out to us for more information on these options and how they can meet your specific needs. We strongly encourage sellers to discuss all available options with us before proceeding with a standard listing.
- **EXPLAIN PROCESS & DOCUMENTS**
I will explain the entire buying process to you and go over all documents/contracts so you can understand what you are signing.
- **DISCUSS HOME WARRANTY**
Discuss the benefits of a Seller's Home Warranty with you.
- **MANAGE CLOSING PROCESS**
I will manage the entire closing process with you by making sure all documents are correct and help you arrange for utility service transfer.
- **DELIVER KEYS**
I will deliver all keys to buyer's agent at close of escrow and help you relocate, if needed.

CONSIDER YOUR

House

AS GOOD AS SOLD!

I strive to be of value to you.
Contact Us Today!



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