

FROM LISTED TO SOLD

home SELLER GUIDE



TINA WIEBE
REALTOR®

YOUR LOCAL REAL ESTATE EXPERT



ENGEL & VÖLKERS
Knoxville

THE ENGEL & VÖLKERS ADVANTAGE

YOUR LOCAL REAL ESTATE EXPERT

As your dedicated local real estate expert, I offer unparalleled market insights and personalized guidance to help you achieve your real estate goals. With a proven track record of success, strong negotiation skills, and an extensive professional network, I'll ensure a smooth and rewarding home buying or selling journey.

WHAT YOU CAN EXPECT

- LOCAL INSIGHT
- EXTENSIVE REACH
- STRATEGIC MARKETING
- PERSONALIZED SERVICE
- OPEN COMMUNICATION
- SKILLED NEGOTIATION
- DEDICATED SUPPORT
- SMOOTH TRANSACTIONS
- PROVEN SUCCESS
- MARKET MASTERY



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LEVELS OF SERVICE

COMMISSION OPTIONS FOR HOME SELLERS

PACKAGE 1

3% COMMISSION

- Seller Consultation & Agreement
 - Pre-Listing Preparation
- Organize & Schedule Showings
 - Contractor Referrals
 - Staging Service Referrals
- Offer Writing & Submission
 - Provide Utility Details
 - Weekly Updates
- Final Walkthrough Coordination
 - Review Closing Documents
- Yard Sign Installation
- Multiple MLS Listing
- Open House Events
- Nationwide Marketing
- Property Brochures

PACKAGE 2

3.5% COMMISSION

EVERYTHING IN PACKAGE 1 +

- Online Media Advertising
- Instagram Promotions
- Text Message Campaigns
- Facebook Advertising
- Nationwide Marketing
- Twilight Open House
- Inspection Attendance
- Closing Support

most popular

PACKAGE 3

4% COMMISSION

EVERYTHING IN PACKAGE 1 & 2 +

- Custom Mail Postcards
- Highlighted Property Website
 - Aerial Drone Videos
- Professional Videography
- 3D Virtual Home Tours

LOOKING FOR A CUSTOM PLAN?
CONTACT ME FOR A CRAFTED PLAN TO MEET YOUR NEEDS!

WE'LL DISCUSS YOUR NEEDS AND HELP YOU CHOOSE THE RIGHT PACKAGE FOR A STRESS-FREE AND SUCCESSFUL HOME SELLING JOURNEY.



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BUYERS AGENT *compensation*

A buyer's agent is your dedicated advocate during the home buying process. They offer expert advice, market knowledge, negotiation skills, and handle all the paperwork. By using their services, you can save time, money, and reduce stress, making them a valuable asset in your home buying journey.

HOW ARE BUYERS AGENTS *compensated?*

•**OPTION 1:** SELLER IS OFFERING COMPENSATION TO BUYER'S AGENT

Historically and commonly, the seller pays your buyer's agent a commission, which covers the buyer's agent services. You won't usually owe additional fees beyond standard closing costs and admin fees. Your agent will verify in advance that the homes you wish to view offer compensation for their services.

•**OPTION 2:** SELLER IS OFFERING SOME COMPENSATION BUT NOT ALL

Sometimes, sellers offer a lower commission than standard. In these cases, your agent may:

•**YOUR AGENT NEGOTIATES WITH THE LISTING AGENT TO SECURE THE FULL COMMISSION**

•**BUYER AGREES TO INCREASE YOUR OFFER PRICE TO COVER BUYER AGENT COMMISSION GAP**

•**BUYER AGREES TO PAY THEIR AGENT DIRECTLY AT CLOSING TO COVER THE DIFFERENCE.**

•**OPTION 3:** SELLER IS **NOT** OFFERING ANY COMMISSION TO BUYER'S AGENTS

In rare instances, a seller may choose not to offer a commission to a buyer's agent. When this occurs, your agent's compensation structure may change.

•**YOUR AGENT NEGOTIATES WITH THE LISTING AGENT TO SECURE THE FULL COMMISSION**

•**BUYER AGREES TO INCREASE YOUR OFFER PRICE TO COVER BUYER AGENT COMMISSION GAP**

•**BUYER AGREES TO PAY THEIR AGENT DIRECTLY AT CLOSING TO COVER THE DIFFERENCE.**

IT'S IMPORTANT TO DISCUSS POTENTIAL COMPENSATION ARRANGEMENTS WITH YOUR AGENT UPFRONT TO UNDERSTAND HOW THEY'LL BE PAID IN SUCH SITUATIONS.

THE BENEFITS

OF OFFERING A BUYER AGENT COMMISSION

when selling a home

The decision to offer or structure buyer agent compensation significantly influences your home sale. Several factors come into play:

- **WIDER BUYER POOL:**
Offering a buyer agent commission attracts more potential buyers, increasing competition for your property.
- **QUICKER SALE:**
More buyers often lead to faster sale times, reducing carrying costs and market exposure.
- **HIGHER OFFERS:**
Competition among buyers can drive up offers, potentially resulting in a higher sale price.
- **ATTRACT QUALIFIED BUYERS**
Agents work with pre-approved buyers ready to move. Your home gets prime exposure to serious and motivated home buyers.
- **PROFESSIONAL REPRESENTATION:**
Buyer's agents bring expertise and negotiation skills to the table, benefiting the seller.
- **SMOOTHER TRANSACTIONS:**
Experienced buyer's agents can help navigate the complexities of the home buying process.
- **FEWER CONTINGENCIES:**
Buyer's agents often pre-qualify buyers, reducing the likelihood of possible deals falling through.
- **MARKET INSIGHTS:**
Buyer's agents provide valuable market feedback to help ensure you have priced your home competitively.
- **PROFESSIONAL NEGOTIATIONS:**
Buyer's agents can help manage difficult negotiations on behalf of the buyer.
- **ENHANCED PROPERTY EXPOSURE:**
Buyer's agents often showcase properties to their network of potential buyers.

It's essential to weigh these potential benefits against the additional costs associated with offering buyer agent compensation. Ultimately, the decision should be based on your specific goals and market conditions.



our signature HOME SELLING PROCESS



1

STEP ONE

CONSULT & SELLER AGREEMENT

Start by meeting with a real estate agent to discuss your goals and the market. You'll review your needs and sign a seller agreement, which details the agent's services, marketing plan, and commission.

2

STEP TWO

COMPETITIVE PRICING

Setting the right price is key to attracting buyers and getting the best value. We will use a Comparative Market Analysis (CMA) to compare your home with similar properties. Based on this, you'll set a competitive price considering your home's condition and market trends. A well-priced home sells faster and draws more interest.

3

STEP THREE

PREPARE TO LIST

Get your home ready by decluttering and removing personal items so buyers can envision themselves there. Handle any minor repairs and stage the space to enhance its appeal and make rooms look larger. A clean and well-staged home will attract more buyers and result in better offers.

4

STEP FOUR

PROFESSIONAL IMAGERY

High-quality photos are essential for a strong first impression. A professional photographer will showcase your home's best features and make rooms look inviting and spacious. These images will be used in listings and marketing to attract buyers and make your home stand out.

5

*STEP FIVE***STRATEGIC MARKETING**

Your home will be listed on the MLS, reaching a wide audience of potential buyers. A customized marketing plan will include engaging descriptions, social media ads, print advertising, and an open house to maximize visibility. This strategy ensures your home attracts the right buyers quickly.

6

*STEP SIX***SHOWINGS**

Make sure your home is accessible for both in-person and virtual showings. As you won't be present during these showings, I will coordinate them to ensure your home is presented in the best light. I will also monitor buyer feedback and inquiries to gauge interest and make any necessary adjustments. Be prepared to negotiate and make quick decisions to keep the sale moving smoothly.

7

*STEP 7***OFFERS, NEGOTIATIONS & CONTRACT**

Once you've received offers, I'll help negotiate terms and make counteroffers if needed to achieve your goals. Once an agreement is reached, the purchase contract will be drafted and finalized. You'll then sign the contract to complete the sale of your home.

8

*STEP 8***INSPECTIONS AND APPRAISAL**

Once the offer is accepted, the buyer will schedule a home inspection and appraisal. The inspection assesses your home's condition and identifies any issues, while the appraisal confirms its market value to match the purchase price. I will help manage the process and address any potential concerns that arise from the findings.

9

*STEP 9***REPAIRS & NEGOTIATION PERIOD**

If any issues are identified during the inspection process, you and the buyer may need to negotiate repairs. I will help facilitate these negotiations and ensure a fair resolution. Once repair negotiations are complete, the closing process can proceed.

10

*STEP 10***CLOSING**

Before closing, ensure all inspections, appraisals, and repairs have been completed and any necessary documents are in order. At the closing, finalize remaining details, conduct a final walk-through, and transfer ownership. You'll receive your payment, and the buyer will officially take possession of the home. Congratulations on a successful sale!





CONSULT & SELLER AGREEMENT

ADVOCATE^{your}

Selling your home is a significant milestone. Having an experienced seller's agent by your side can make the process smoother and more profitable. A seller's agent is dedicated to representing your interests and ensuring you achieve your goals.

- CLIENT-CENTRIC
- PROBLEM SOLVER
- NEGOTIATION EXPERT
- MARKET INSIDER
- EFFECTIVE COMMUNICATION:



CLIENT-CENTRIC

My business is built on trust and transparency, which is why I prioritize understanding my clients' unique needs and goals. By tailoring my services to each client's individual circumstances, which ensures that they receive the best possible representation and outcomes.

PROBLEM SOLVER

Selling a home can present challenges. I'm equipped to address issues that may arise, such as unexpected repairs, difficult negotiations, or slow market conditions.

NEGOTIATION EXPERT

With years of experience, I'm skilled at negotiating on your behalf to secure the best possible terms and price for your home.

MARKET INSIDER

I have a deep understanding of local market trends and conditions. This knowledge allows me to provide valuable insights and advice to help you make informed decisions.

CREATIVE MARKETING

I employ a comprehensive marketing strategy that includes traditional methods like print advertising and open houses, as well as digital marketing techniques such as online listings, social media, and targeted email campaigns.

EFFECTIVE COMMUNICATION:

I believe in open and transparent communication. I'll keep you informed throughout the selling process, provide regular updates, and address any questions or concerns you may have.

DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1:

PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2:

HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3:

MARKETING

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

•PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

•MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING,

•SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

•COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.



MARKETING PLAN

NETWORKING	SIGNAGE	SUPERIOR ONLINE EXPOSURE
A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.	A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.	Buyers in today's market first start their search online. Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites.
EMAIL MARKETING	PROPERTY FLYERS	LOCKBOXES
An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.	Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.	Lockboxes enhance home security by allowing agents to access the property conveniently as owners are expected to vacate the premises during showings. Having a lockbox makes this process much easier for all involved.
SHOWINGS	OPEN HOUSES	SOCIAL MEDIA
When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.	After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.	We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.



OFFERS, NEGOTIATIONS & CONTRACT

OFFER *analysis*



When you receive an offer, price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

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. An FHA loan can cause delays because they require certain repairs and approvals.

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.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

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.



OFFERS, NEGOTIATIONS & CONTRACT

NEGOTIATIONS



AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer
 - Decline the offer
- If the offer isn't close enough to your expectation and there is no need to further negotiate.
- Counter-offer

A counter-offer is when you offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

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

2

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.



CLOSING THE SALE

CLOSING THE SALE

what to expect

Closing 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 who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

- **Mortgage balance & penalties:** If applicable
- **Any claims against the property:** Including but not limited to liens or judgments.
- **Unpaid assessments:** For HOA or other property associations.
- **Real estate agent commissions:** As agreed upon in the listing agreement.
- **Title insurance policy:** To protect the buyer's ownership rights.
- **Home warranty:** Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts

Thank you for considering me to be a part of your home-selling journey! I'm here to guide you every step of the way. If you have any questions, feel free to reach out. From listed to sold, I'm honored to be with you throughout the process

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