



HOME

seller

GUIDE

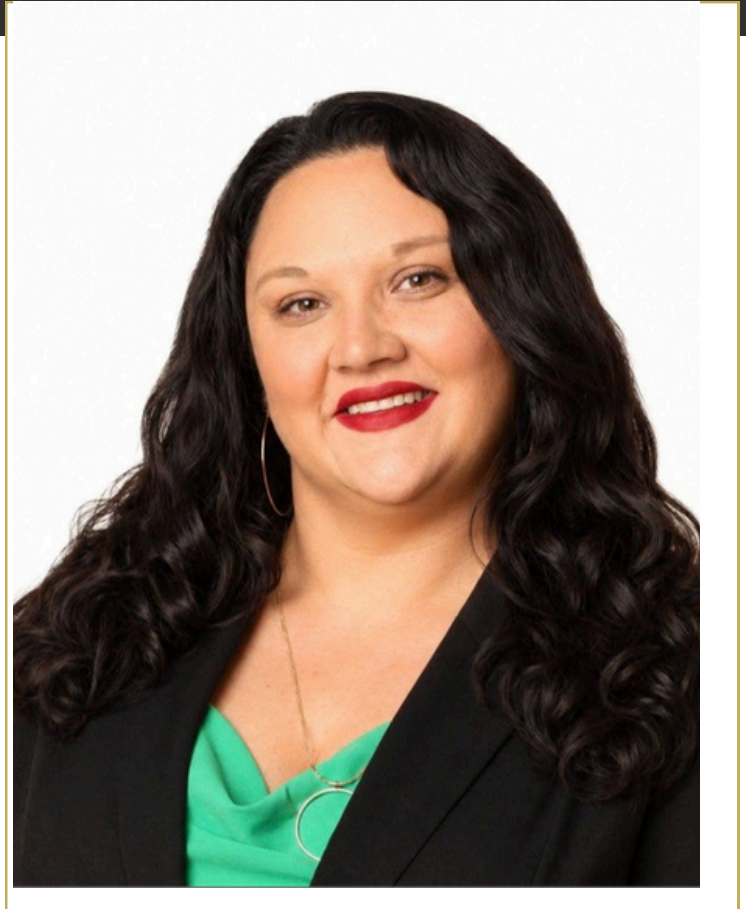
KERI RILEY
Broker Associate

THE KERI RILEY ADVANTAGE

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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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.

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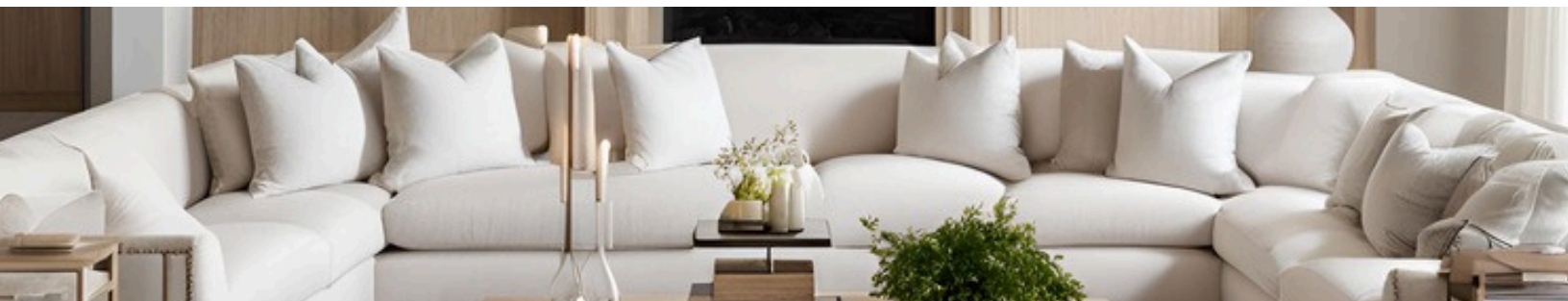
STEP 9 REPAIRS & NEGOTIATION PERIOD

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.

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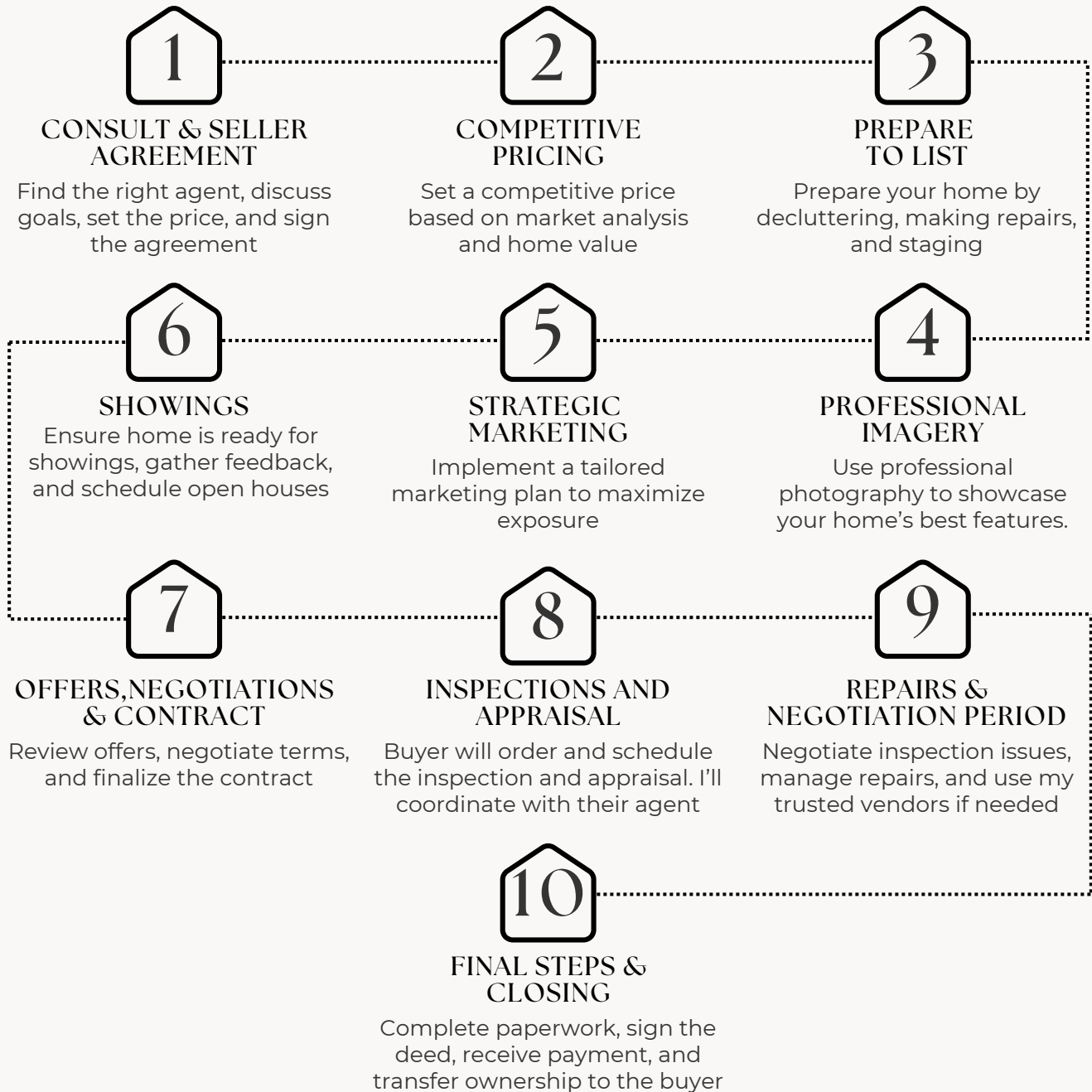
STEP 10 CLOSING

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!



the HOME SELLER

ROADMAP



your ADVOCATE

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.



PREPARING TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1	EXTERIOR	• Wash or paint the home's exterior • Paint the front door • Keep the yard nicely trimmed • Keep the lawn free of clutter • Weed and freshly mulch garden beds • Clean interior and exterior windows • Apply fresh paint or stain to wooden fences
2	INTERIOR	• Remove personal items, excessive decorations & furniture • Replace or clean carpets • Get rid of clutter and organize and clean closets • Apply a fresh coat of paint to walls, trim, and ceilings • Replace outdated ceiling fixtures and clean lighting fixtures • Minimize and clean pet areas in the home • Be sure that all light bulbs are in working order
3	PAINT & FIXTURES	• A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT • If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor • Update exterior light fixtures. This can quickly give a home an updated look • Put a fresh coat of paint on the front door

A PICTURE IS WORTH A THOUSAND WORDS



A listing'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 a 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.

Listings with professional photos sell **FASTER** & for **MORE MONEY** than listings with amateur photos. With an average difference of \$3,400 - \$11,200 & a 21-day faster sale time. (Redfin)

90% of home buyers use the internet to search for their dream homes, and 87% of buyers find high-quality photos to be very useful in their home search. (NAR)

Listings with high-quality photos receive **118% MORE VIEWS** than listings with low-quality photos, this highlights the importance of standing out in a crowded online marketplace. (Zillow)

FROM LISTED TO SOLD

YOUR PERSONALIZED MARKETING STRATEGY GUIDE

• Our Proven Methodology for Achieving Breakthrough Results •



STAGE



PROFESSIONAL
PHOTOS & VIDEO



PRE-MARKETING-
ONLINE & IN OFFICE



LIST ON MLS
& LISTING WEBSITES



INSTALL
FOR SALE SIGN



PRINT MARKETING
MATERIALS



SHARE ON
SOCIAL MEDIA



TARGETED
ONLINE ADS



ADVERTISE TO
AGENT NETWORK



DOOR KNOCKING
NEIGHBORHOOD



POSTCARD
CAMPAIGN



REVERSE
PROSPECTING



OPEN HOUSE



AGENT LUNCH



FOLLOW UP
WITH PROSPECTS

WE WILL WORK TOGETHER TO CREATE A CUSTOM MARKETING STRATEGY FOR
YOUR HOME THAT IS AS UNIQUE AS YOU ARE!

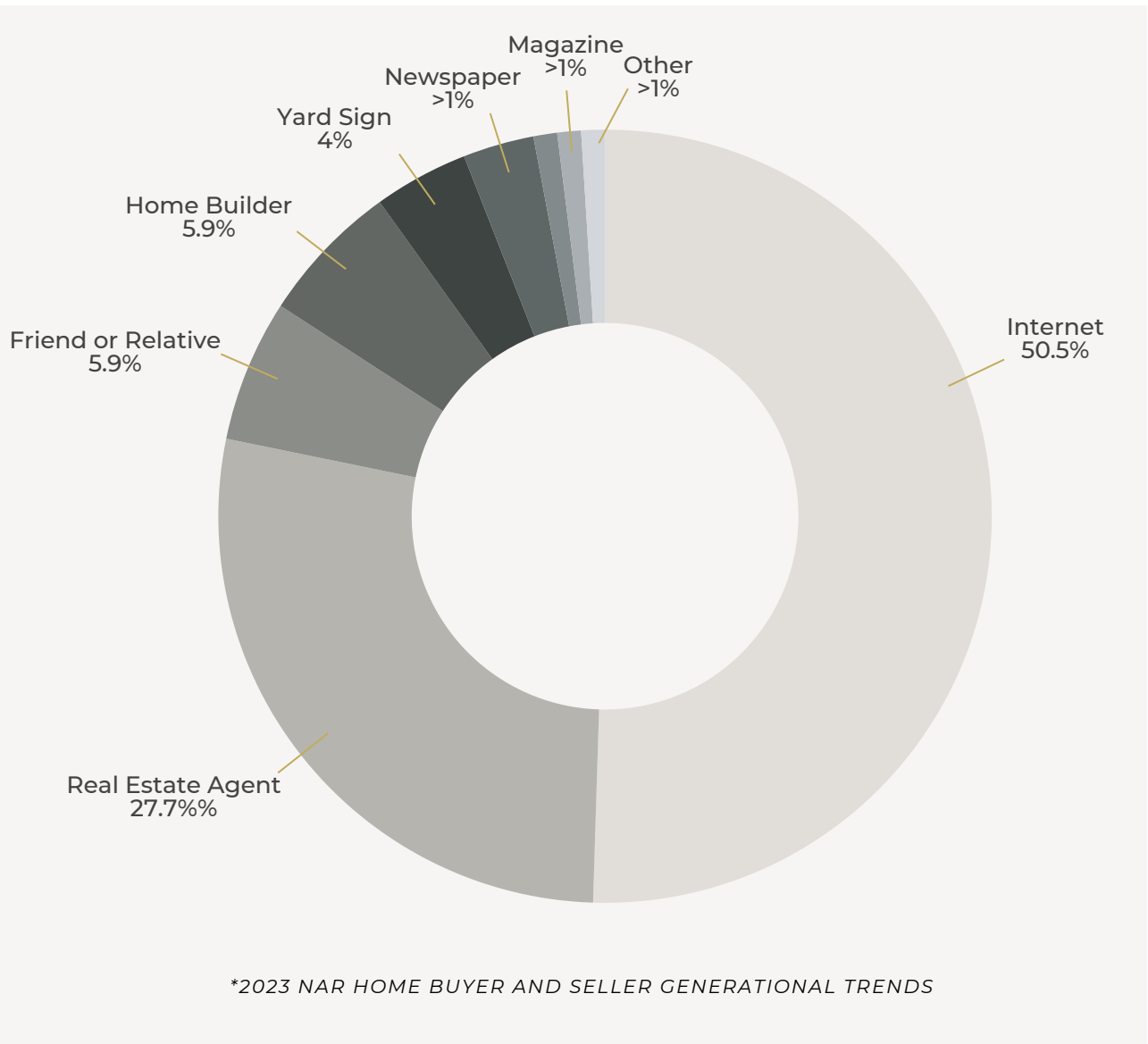
KERI RILEY
REALTOR®



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.

WHERE DO BUYERS *find their homes*



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.

INSPECTIONS

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

TYPICALLY 10-14 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS:

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE:

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

•BUYER CAN ACCEPT AS IS

•BUYER CAN OFFER TO RENEGOTIATE

•BUYER CAN CANCEL CONTRACT



home APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank 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 your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

POST-INSPECTION

process

1. REVIEW INSPECTION REPORT

- Carefully review the inspection report with Keri to identify any necessary repairs.
- Prioritize repairs based on urgency and impact on the property's value.

2. NEGOTIATE REPAIRS

- Keri will work strategically with the buyer's agent to negotiate the scope and cost of repairs.
- They will advocate for your best interests, ensuring a fair and balanced agreement.

3. SELECT RELIABLE CONTRACTORS

- Keri will recommend trusted and experienced contractors to handle the repairs.
- She will oversee the entire repair process to guarantee quality workmanship and timely completion.

4. SCHEDULE AND COORDINATE REPAIRS

- Keri will coordinate with contractors to schedule repairs that minimize disruptions to your lifestyle.
- They will monitor the progress of repairs and address any unforeseen issues promptly.

5. FINAL WALK-THROUGH

- Conduct a thorough final walk-through with Keri and the buyer's agent to verify that all agreed-upon repairs have been completed.
- Address any remaining concerns and ensure the property is prepared for closing.

ADDITIONAL TIPS:

- Stay Informed: Maintain open communication with Keri throughout the repair process, seeking regular updates.
- Proactive Approach: Anticipate potential issues and take proactive steps to address them.
- Obtain Necessary Permits and Insurance: Adhere to local regulations and protect your investment with adequate insurance coverage.

By following these steps and working closely with Keri, you can navigate the post-inspection process with confidence and ease.



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

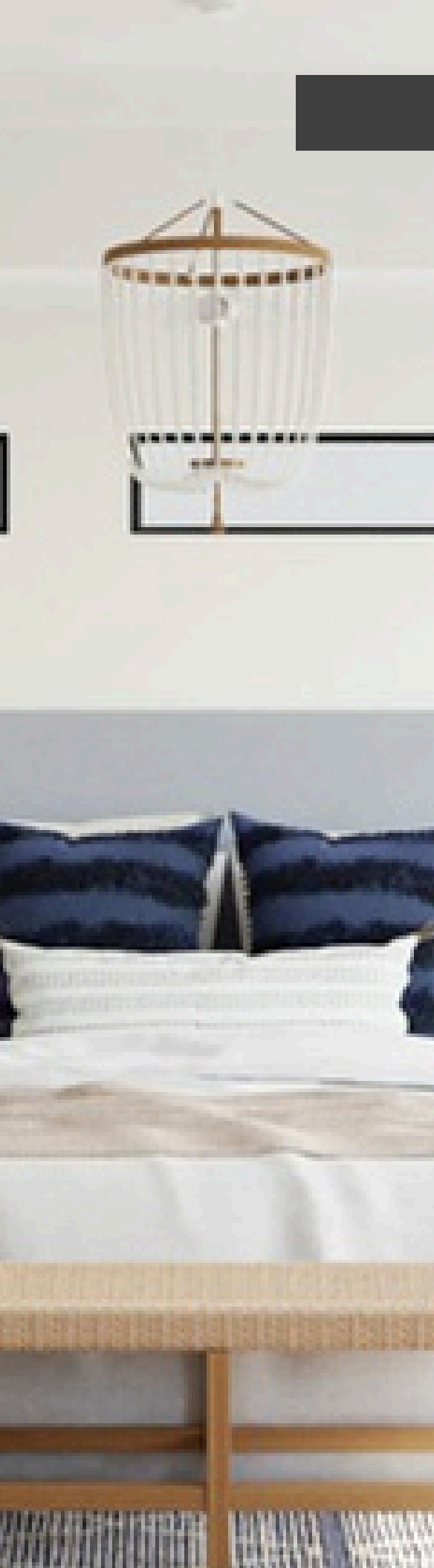
SELLERS NEED TO BRING TO CLOSING:

- 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



FINAL STEPS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. 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.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

"MY COMMITMENT TO REAL ESTATE
GOES BEYOND A PROFESSION
IT'S MY CALLING. I'M DEDICATED TO
PROVIDING EXCEPTIONAL SERVICE,
EXCEEDING EXPECTATIONS, AND
HELPING CLIENTS ACHIEVE THEIR
HOMEOWNERSHIP DREAMS."



MISSOULA BORN KNOWLEDGE, BIG PICTURE GUIDANCE

THANK YOU

Thank you so much for allowing me to guide you through the journey of selling your home. Your trust in me throughout this process means the world to me.

Should you ever have any questions, whether about your home, local services, resources, or the real estate market in general, please don't hesitate to reach out. I'm always here to assist you. And remember, I'm always available to help your family and friends with their real estate needs as well. Your referrals are greatly appreciated.

Keri Riley

