

SELLER'S GUIDE

EVERYTHING YOU MUST KNOW BEFORE YOU SELL



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REAL ESTATE BROKER ASSOCIATE



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01

Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

- *Johanna*



A little about me

I am a seasoned professional with over 30 years of business experience in management, sales, and marketing. Holding a Broker's license, I serve as the owner and team lead of Elevate Group brokered by LPT Realty. Johanna's extensive background includes managing multiple sites in a multi-state region. She has negotiated and managed multi-million-dollar contracts on a nationwide scale showcasing her strong business acumen. She has also proudly served in the US Air Force.

I pride myself by building my professional reputation on a commitment to personalized client service that consistently exceeds expectations.

With my passion for real estate and dedication to client satisfaction, I have achieved rapid success in the industry and continue to assist clients in meeting their real estate goals with excellence.



Selling with Johanna
BUY • SELL • BUILD

CREDENTIALS

- Licensed Real Estate Broker, FL
- Seniors Real Estate Specialist
- Certified Real Estate Negotiator
- Member of Florida Real Estate Board
- Senior Leadership Roles in Businesses

What you can expect working with me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

Why Choose Us?



Your
Real Estate
Team

Our expertise and dedication make your real estate dreams a reality!

High Caliber Service

Our goal is to provide a personalized and tailored experience that exceeds your expectations. From the initial consultation to closing the deal, we deliver exceptional service that you can rely on.

Unwavering Integrity

We conduct business with the highest level of integrity and ethics. Your trust is paramount to us, and we prioritize your best interests above all else. Experience honesty, transparency, and commitment.

Strong Communication Skills

We value clear and timely communication. Count on us to actively listen, provide regular updates, and be readily available to address any questions or concerns throughout the process.

Extensive Marketing & Sales Experience

With our background we will work tirelessly to ensure we leave no stone unturned to find the property that will make your dreams come true. Negotiating the best deal and terms for you is what we strive for in every transaction.



The LPT Realty Difference

- The fastest growing brokerage which arms their agents with state of the art technology designed to give you a seamless customer service.
- Unmatched marketing capabilities to network and both find your new home and get your home sold.
- Nationwide and Global Network

What My Clients Say



Fantastic Job!

"I had my house for sale "by Owner" for two months without any response. After acquiring Johanna and her team as my agents, I had a buyer within 6 days! In addition, it sold for \$15,000 more than I had it priced earlier. The experience was Fantastic!"

Attentive and Responsive

"Johanna really bird dogged the sale of my home and went out of her way to make the transition as seamless as possible. I would highly recommend her with your transaction!"



"Johanna possesses the ultimate "can do" attitude while taking on responsibility with a positive energy and a smile. Johanna consistently takes initiative to go beyond the expected parameters of her job. All of the intangibles that lead to success are in order with Johanna."

Johanna is a 10!!!! Highly recommend. She goes above and beyond. Her professionalism and years of knowledge are invaluable. She is consistent and always willing to help. When you need someone in your corner to negotiate and get the best deal there is NO ONE BETTER!! From the start she was excellent at understanding our needs and providing options. Her organization made the entire process seem less. There is no one I would trust more with such a big life decision. THANK YOU again Johanna for helping our family during this important time.



Johanna was exceptional to work with. Her attention to detail and prompt responses made everything run smoothly. She helped us get an appointment to see a home last minute while we were in town and when we wanted to put an offer in that day she didn't blink an eye and helped write everything up while celebrating her and her daughter's birthdays. She truly goes above and BEYOND! She had great recommendations for lenders, inspection and title companies and everyone she recommended was just as easy to work with. You will not go wrong with Johanna. Reach out to her if you want to be living in your dream home, like we are!

The New Rules

August 17, 2024



Offers of Compensation are Prohibited on MLS

Offers of compensation will continue to be an option consumers can pursue off-MLS through negotiation and consultation with real estate professionals. Offers of compensation help make homeownership and the benefits of professional representation more accessible to buyers, including first-time homebuyers, increase homeownership opportunities for historically underserved groups, and benefit sellers by expanding the potential buyer pool.

Agents MUST Enter into a Written Agreement Before Touring

Agent must review a Buyer Broker Agreement with the Buyer and discuss services, terms, and compensation prior to touring any properties.

Seller FAQ

What do I pay you?

You will pay our professional fee to our brokerage which we will discuss in detail and provide you options. We will then come to an agreement prior to listing your property.

What do I pay the buyer agent?

The seller can pay for the buyer's agent compensation in a form of seller concession in which we will negotiate as part of the offer. Sellers may still provide compensation to the Buyer's agent as an additional marketing tactic to get their home sold and will allow us to remain competitive in the marketplace. In a multiple-offer situation, this will provide you with an additional way of vetting the offers. Getting more buyers to view your property and make offers is the ultimate goal.

What happens if the seller will not provide compensation to the Buyer's Agent?

The buyer will have a Buyer Broker Agreement with their agent. Most offers that are written today are asking for closing costs to help the buyers. Should you not offer any concessions this may result in your home staying on the market longer and causing your buyer pool to shrink.

02

Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

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"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |

LIVING & DINING

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 |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash concrete or driveway |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint doors |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways & patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Trim hedges |

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 |

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Mow lawn |
| <input type="checkbox"/> | <input type="checkbox"/> | Weed & mulch |
| <input type="checkbox"/> | <input type="checkbox"/> | Arrange outdoor furniture |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair fence |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN

03

Strategic Marketing

Pricing Your Home

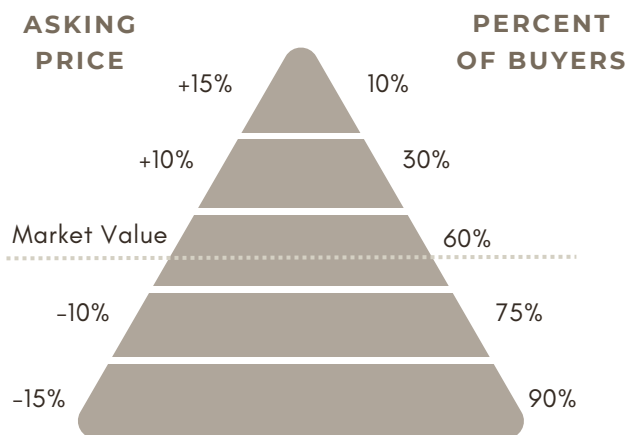
Here's something that may surprise you...

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.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





What's the big deal about listing photos & videos?

The photos 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 take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from previous listings of mine.

What's Included in my Marketing Plan

- Displayed on brokerage website
- Featured on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography
- Drone video
- Home virtual tour
- Yard sign captures
- Notify surrounding neighbors

04

Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



Ready to Sell Your Home?



Thank you for trusting me with the 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 every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.

— *Johanna*



Please help my business grow!



WRITE A REVIEW

@SellingWithJohanna



FOLLOW ALONG

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