



Tzedi Co Realty

selling your

HOME



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HELLO.

I am excited to work with you!

I understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of selling your home. I am committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've provided this book for your convenience and I hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.



I hope this seller's guide answers any questions you may have about getting your home on the market and sold fast!

I am here to help with any of your real estate needs, so please don't hesitate to reach out!

Ashley Moes

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OUR COMMITMENT

01

THE TRUTH

We promise to tell you the truth about your property.

02

RESPECT

We promise to respect your confidence.

03

ADVICE

We promise to give you good advice.

04

TRANSPARENCY

We promise that you will understand what you're signing.

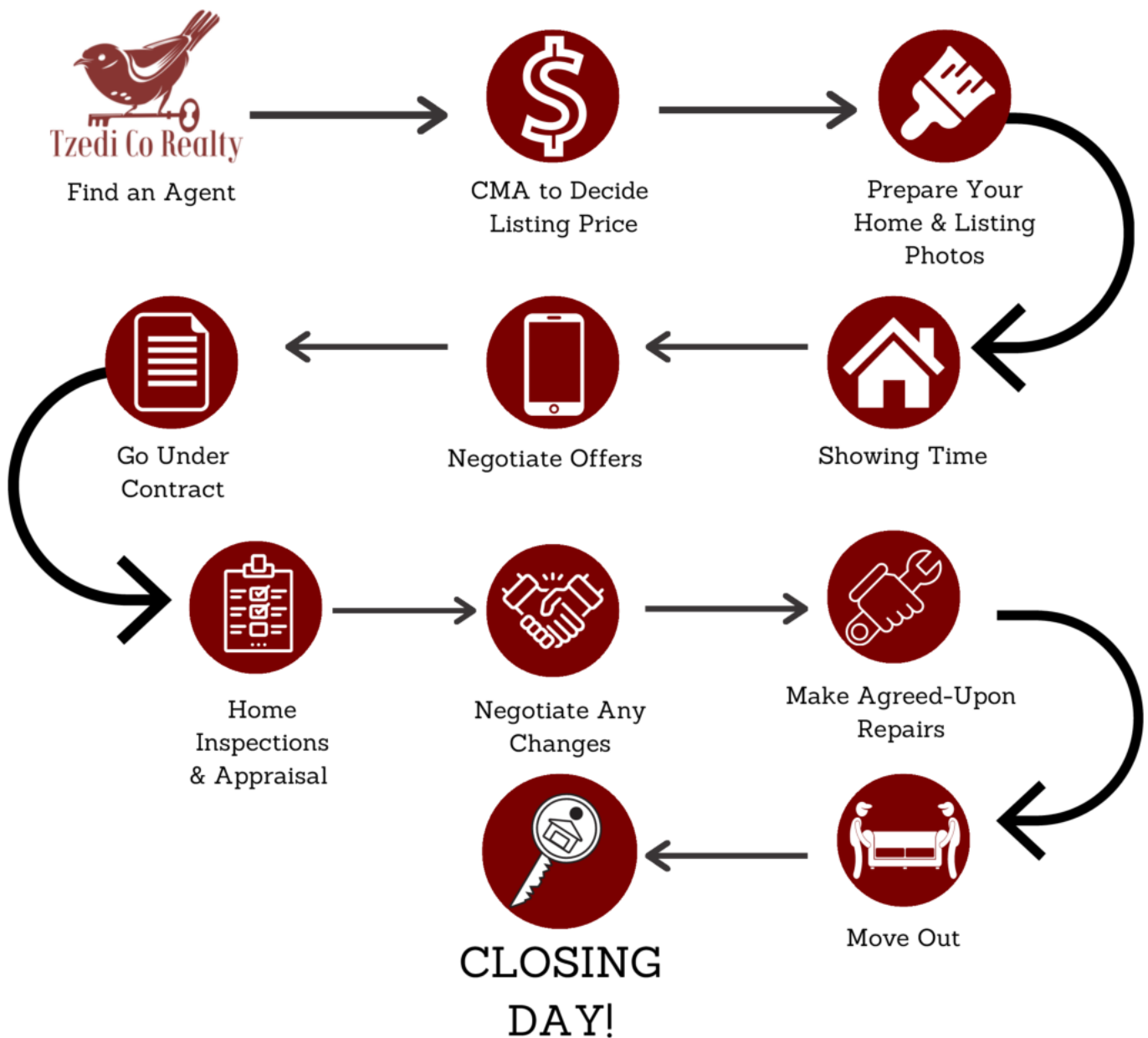
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FOLLOW UP

We promise to follow through and follow up.

STEP

By Step



SECTION 01

preparation

OUR STEPS TO SOLD

PRICING TO SELL FAST

and for more money

You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment into your home.

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. What do buyers and buyer agents think about homes that have been on the market for too long?

"SOMETHING MUST BE WRONG WITH THAT HOME."

In order to accurately price your home, we will do something called a CMA. CMA stands for "Comparative Market Analysis". This is a professional estimate of your home's market value. We take into account similar homes and what they sold for to estimate how much you could reasonably get from a buyer. The comparable homes are determined by location, size, number of bedrooms, number of bathrooms, lot size, upgrades, etc. All of these factors, plus many more, need to be taken into account when it comes to properly pricing your property.

If you price too high, you will ward off buyers. If you price too low, you could leave thousands of dollars on the table. Different factors, including your motivation for selling, will also be taken into account by your agent in order to help determine what is best for you and your transaction.



Estimated *Seller Net*



Property Address _____

Sales Price/ Proposed Sales Price \$ _____

Selling Expenses (set fees)

Attorney's Fees	\$ _____
Deed Stamps (3.70/1K)	\$ _____
Satisfaction	\$ _____
Commission (Seller Side)	\$ _____
Primary Mortgage Balance	\$ _____
Secondary Mortgage Balance	\$ _____
Payoff of Other Liens on Property	\$ _____
Other	\$ _____
Pro-Rated Taxes & HOA	\$ _____

Total Estimated Set Selling Expenses \$ _____

Selling Expenses (negotiable)

Seller Paid Closing Costs	\$ _____
Commission (Buyer Side)	\$ _____
Repairs	\$ _____

Proposed Sales Price \$ _____

Total Expenses \$ _____

Estimated Seller's Net \$ _____

I (we) understand that the above costs are estimated, and additional deductions can be water bills, sewer bills, or additional liens not disclosed by this statement affecting the subject property. These, however, are not a cost of selling since they must be paid whether you sell the property or not.

Seller

Listing Agent

PREP THE HOUSE

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

- 01** WIPE DOWN SURFACES
- 02** CLEAN ALL GLASS & MIRRORED SURFACES
- 03** CLEAR BATHROOM COUNTERS & SHELVES OF ALL PERSONAL ITEMS
- 04** TIDY UP ALL SPACES- HIDE ALL PERSONAL ITEMS
- 05** TAKE DOWN PERSONAL PHOTOS
- 06** SWEEP, MOP, & VACUUM
- 07** PUT LAUNDRY AWAY
- 08** SWEEP OUTDOOR LIVING AREAS (PORCHES, DECKS, ETC.)
- 09** MAKE THE BEDS
- 10** TAKE OUT ALL GARBAGE

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster. Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



*homes with
professional photography...*

RECEIVE AN
AVERAGE OF 87%
MORE VIEWS THAN
THEIR PEERS
ACROSS ALL PRICE
TIERS.

A HOME WITH ONE
PHOTO SPENDS AN
AVERAGE 70 DAYS ON
THE MARKET, BUT A
HOME WITH 20 PHOTOS
SPENDS 32 DAYS ON
THE MARKET.

HAVE A 47%
HIGHER
ASKING PRICE
PER SQUARE
FOOT.

SECTION 02

*on the
market*

MARKET ACTIVITY



SHOWING YOUR HOME

- 01 A SHOWING HAS BEEN REQUESTED
- 02 YOU APPROVE OR DISAPPROVE
- 03 HOME IS PREPARED FOR THE SHOWING
- 04 YOU LEAVE AND THE SHOWING IS COMPLETED
- 05 FEEDBACK IS RECEIVED
- 06 REVIEW FEEDBACK OR OFFER

LAST-MINUTE SHOWING

checklist

- Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs
- Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- Keys and personal items should be stored away.
- Declutter/put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- Play soft music
- Turn on all of the lights
- Walkways to and from the home should be clean and clear.
- Make all of the beds.
- Take the trash out and consider hiding garbage cans.
- Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- Open the curtains and blinds – buyers love lots of natural light.
- Hide feeding bowls, litter boxes, dog beds, etc.

COMMON SHOWING MISTAKES

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their home, as it can make buyers feel uncomfortable. If you're selling your home on your own, without the help of an agent, consider using a lockbox for showings. If you're a for-sale-by-owner (FSBO) seller and you have to host the showing yourself, don't hover. Let visitors explore your house on their own, and just be available to answer questions.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.



WHAT TO DO WITH PETS

during a showing

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times:

FEAR & NERVES: The fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest

UNPREDICTABILITY: You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).



SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The “why” is called buyer feedback– and sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

WHAT THEY SAY	WHAT THEY MEAN
“The HVAC (or insert another large mechanical name here) is old and they're just not sure.”	The buyer is afraid of major expenses down the road. So, for the price your house is listed at – they fear it's going to cost too much money later and not be worth it.
“They were hoping for an open floor plan.” “The floor plan wasn't right for them.” “They thought the rooms would be bigger.” “The rooms are smaller than they thought.” “They were surprised at the (insert name of something not shown in photos).” “It was our first time out and they're just getting started.”	Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.
“It smelled funny.” “The pet odor was strong.”	You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.

WHAT THEY SAY	WHAT THEY MEAN
<p>"More work than they expected."</p> <p>"Too much wallpaper."</p>	<p>They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.</p>
<p>"The showing went well."</p> <p>"It's a lovely home, thank the sellers for us."</p>	<p>This is generally positive but more than likely if it's not followed with an offer it means they're not interested.</p>
<p>"The street was really busy."</p> <p>"Didn't like the apartments behind the house."</p> <p>"It's too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.)."</p>	<p>Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It's better to confront those issues in the listing than surprise people at the showing.</p>

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it's not followed with an offer – the feedback means the buyer didn't see the value in your house for the listing price.

But, that doesn't necessarily mean that you're priced too high. (Although, it might mean that.)

Really, it's all about VALUE.

As your listing agents, we use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won't sell:

- LOCATION
- CONDITION
- PRICE

You can't change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition- but, maybe you don't want to. If buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the negative feedback (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren't buying your house? Well, that could be a number of things. But, the odds are good that it's a value problem and the market is rejecting your listing price. That's easy enough to fix – adjust the price.

OPEN HOUSES

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

STEPS WE TAKE TO PREPARE

Posted on all major websites including Zillow, Trulia, and the local MLS

Several signs strategically placed around your neighborhood

Postcards/letters mailed to area

Posted on our social media accounts

Social Media Ads

Email blasts

Door Knock Neighborhood

*An Open House showcases your home
to multiple buyers at once!*

SECTION 03

*under contract
& closing*

THE OFFER & CLOSING

THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will contact you and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1- ACCEPT THE OFFER

2- DECLINE THE OFFER

3- COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

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

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT-.

Congrats!!

CONTINGENCIES

01

Financing

A buyer is often using financing to purchase the home. The financing contingency means that if their loan does not go through at no fault of their own (i.e. they lose their job), the buyer is no longer required to close on the property and will often get their earnest money back. We will explain the terms of your specific contract.

02

Inspections

Buyers will often buy the home with a due diligence period. During this period, they may get any inspections done that they want. Depending upon your contract, they may then have the right to either back out, request repairs, or move forward with the property as-is. We will guide you through this process based on the terms of your contract.

03

Appraisal

Many buyers use financing that requires the home to appraise at a certain value. A licensed third-party appraiser will be hired by the buyer's lender to come out and give the official "appraised value" of the property. If the property does not appraise for a certain amount, we may need to re-negotiate your contract price.

04

Home Sale & Close

Sometimes a buyer has to sell their previous home in order to be able to close on their purchase. This will be revealed in the original offer. If something happens and their previous property does not sell, they may have to pull out of their purchase.

MOVE OUT

Checklist



PREP IN Advance

- ☐ Allocate a budget for your move
- ☐ Organize, declutter & clean
- ☐ Schedule movers/rental truck
- ☐ Make inventory of household items
- ☐ Transfer medical records & refill prescriptions
- ☐ Get school records & register at new schools
- ☐ Arrange time off work/childcare for moving day
- ☐ Make a plan for moving vehicles, pets & plants
- ☐ Dispose of hazardous & flammable items
- ☐ Measure furniture for placement at new home
- ☐ Defrost freezer, clean refrigerator, microwave, & oven

NOTIFY OF UPCOMING MOVE

Essentials:

- ☐ Post Office
- ☐ Employer

Utility & Home Services:

- ☐ Gas
- ☐ Electric
- ☐ Water
- ☐ Telephone, Internet & Cable
- ☐ Garbage Removal
- ☐ Lawn Services

Finances:

- ☐ Banks & Credit Unions
- ☐ Loan Companies

Government Agencies:

- ☐ Tax Agencies
- ☐ Social Security Administration

Service Providers:

- ☐ Doctors
- ☐ Dentists
- ☐ Veterinarians
- ☐ Attorneys
- ☐ Accountants
- ☐ Subscriptions & Memberships

pack an overnight bag

- ☐ Toiletries and Medication
- ☐ Important Documents
- ☐ Pet food and supplies
- ☐ Valuables
- ☐ Cell phone chargers

label an open first box

- ☐ Cleaning supplies
- ☐ Coffee and snacks
- ☐ Light Bulbs
- ☐ Remote Controls
- ☐ Basic Tools
- ☐ Kids Toys

moving Day

- ☐ Plan to be home when movers arrive
- ☐ Protect floors & carpets
- ☐ Put pets in a safe place during the move
- ☐ Make sure boxes are labeled correctly
- ☐ Do a final DEEP cleaning once the house is empty
- ☐ Dispose of all trash and haul off the property
- ☐ Make sure the yard is cut and clean of debris
- ☐ Sweep out garage

Contacts

CLOSING *Day*

WHAT IS CLOSING?

Closing is when you sign over ownership paperwork and hand over the keys!

FINAL WALK-THROUGH

Buyers will do a final walk of the home usually within 24 hours of closing to check the property's condition. This final inspection takes about an hour.

THEY WILL BE SURE TO

- Make sure that any repairs that you have agreed to have been completed.
- Ensure that the home is in a clean condition.
- Make sure that your personal property is all out of the house (unless written into the contract).
- Check that no other issues have arisen in the home since their inspections.

CLOSING TABLE

Who may be there:

- Your agent (ME) & buyer's agent
- Buyer
- Closing Attorney
- Buyer's Lender

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close (rare for seller)
- Any keys, fobs, or openers for the home



Thank you!



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