

FROM LISTED TO SOLD - A HOME SELLER'S GUIDE

SOLD

ANDRE EASTMAN

REALTOR®

PREPARING YOUR HOME | PRICING STRATEGY | MARKETING TACTICS | CLOSING ROADMAP



THE HOME SELLING
PROCESS

THE HOME SELLING PROCESS



Andre Eastman
REAL ESTATE EXPERT

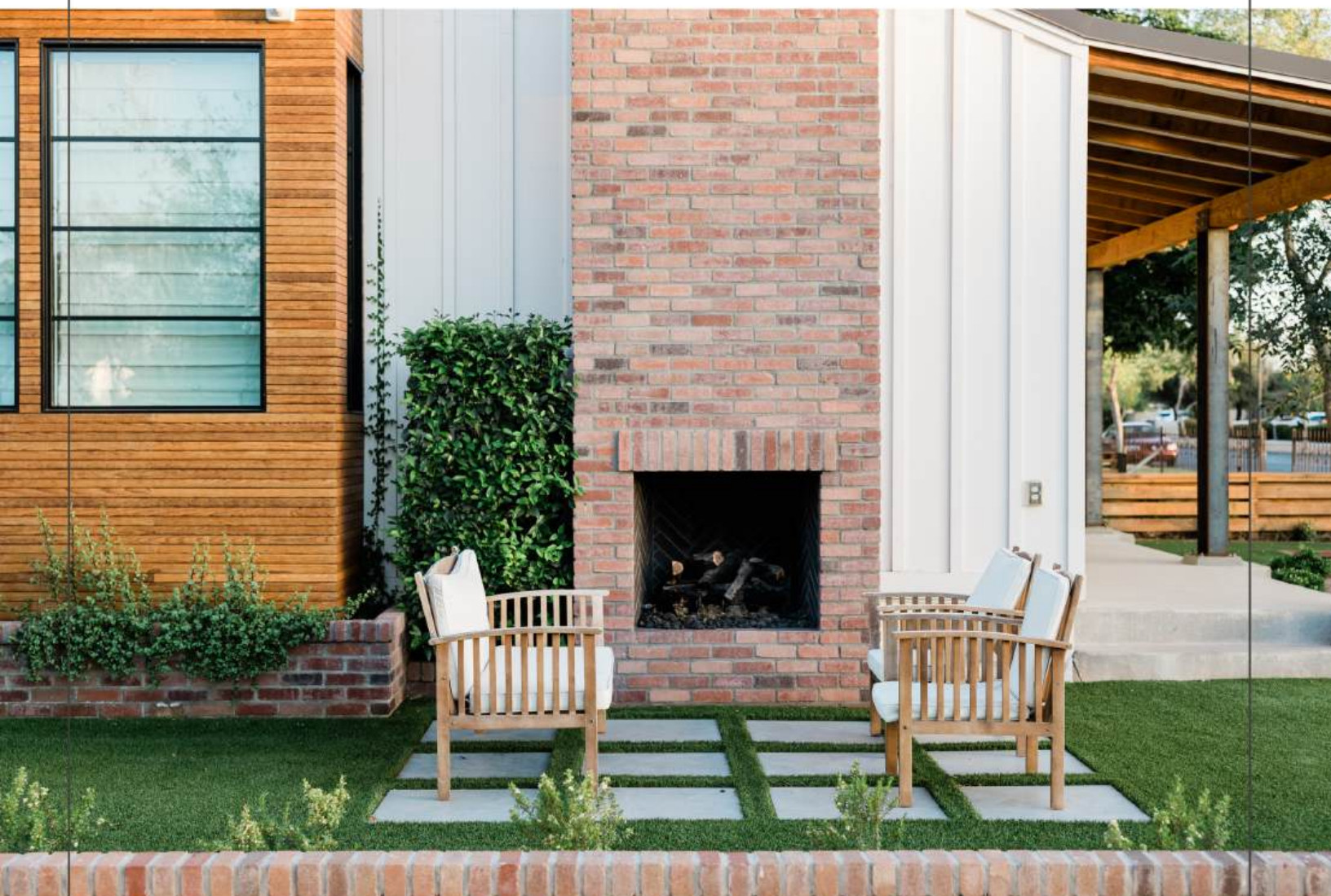


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DETERMINING
FACTORS

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. We will make sure your home is ready for showings and online viewers 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.



STRATEGIC
PRICING

PRICING YOUR HOME

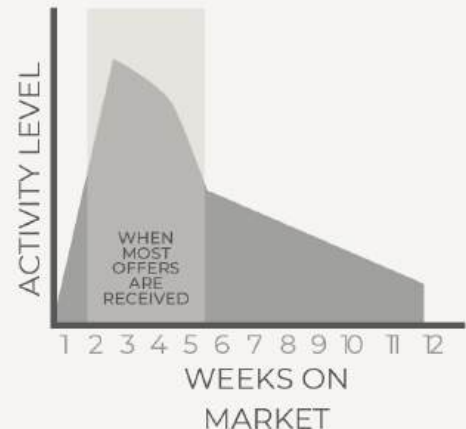
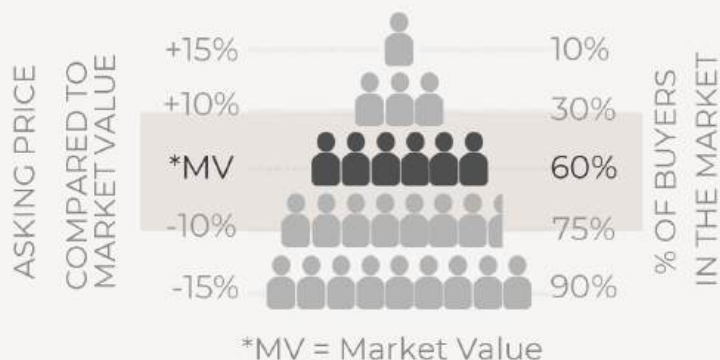
TO SELL QUICKLY



Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell 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.





PREPARING TO
LIST YOUR HOME



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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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



STAGING YOUR
HOME

THE ART OF STAGING



Staging a home is definitely different than designing a home. The goal of hiring a stager is to have a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

STAGED HOMES SELL

88%

FASTER THAN NON-STAGED HOMES

STAGED HOMES SELL FOR

20%

MORE THAN NON-STAGED HOMES

REALTOR.COM - 2023



BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS 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 LASTING
IMAGE

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)

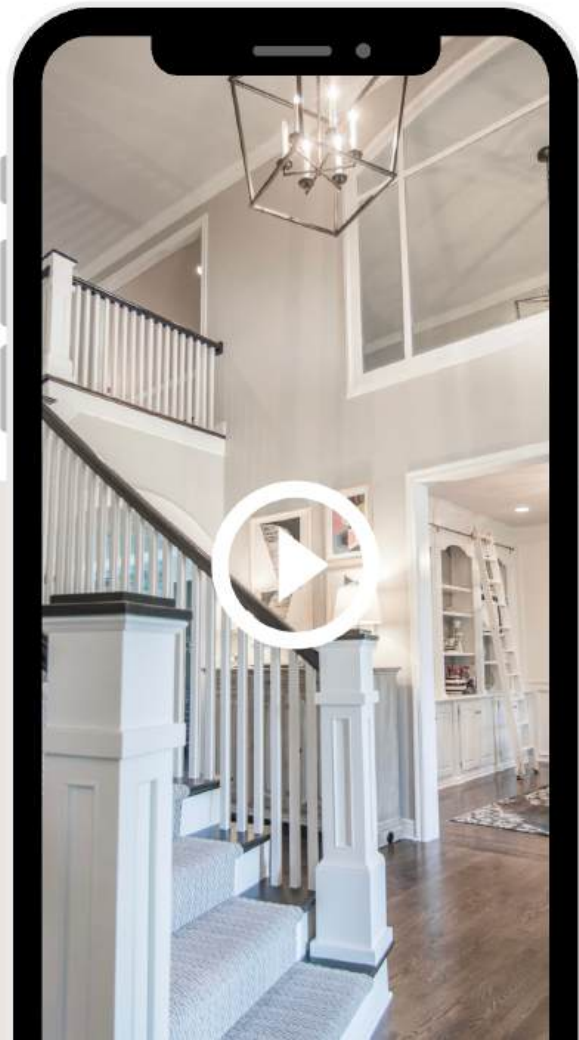
PROFESSIONAL VIDEOGRAPHY

VIDEO IS THE TOP FORM OF ONLINE ENGAGEMENT

HOMES WITH VIDEOS RECEIVE 403% MORE INQUIRIES THAN THOSE WITHOUT VIDEOS
NATIONAL ASSOCIATION OF REALTORS

PROPERTIES WITH VIDEOS RECEIVE AN AVERAGE OF 2.5 TIMES MORE VIEWS
REDFIN

HOMES WITH VIDEOS SOLD 68% FASTER THAN HOMES WITHOUT VIDEOS
VIRTUANCE



AERIAL PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

BENEFIT #1

Increased market exposure: By using aerial photography, you can showcase the property in a visually stunning and unique way, which can help attract more potential buyers and increase market exposure for the property.

BENEFIT #2

Competitive edge: Aerial photography can help set your listings apart from other properties on the market and give you a competitive edge in a crowded market.

BENEFIT #3

A comprehensive view of the property: Aerial photography can provide a more comprehensive view of the property's boundaries, landscape, and surroundings, which can help potential buyers get a better sense of the property's location, size, and features.

BENEFIT #4

Enhanced marketing materials: Using aerial photography in marketing materials, such as brochures and online listings, can help convey a sense of professionalism and attention to detail, and demonstrate that you are using the latest technology and techniques to market the property.

BENEFIT #5

Increased property value: By using aerial photography, you can highlight the property's features and showcase it in the best possible light, which can help increase its perceived value and ultimately lead to a higher selling price.

VIRTUAL TOURS

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer is able to experience what it is like to be somewhere they are actually not



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



LISTING PHOTOSHOOT CHECKLIST

- ☐ Declutter & clear unnecessary items
- ☐ Clean floors, surfaces, mirrors, and windows
- ☐ Clear showers and shut toilet lids
- ☐ Open all blinds and curtains for natural light
- ☐ Turn on all lights
- ☐ Turn off ceiling fans
- ☐ Hide personal items such as photos and toiletries
- ☐ Remove pets and any evidence of pets
- ☐ Remove cars from driveway
- ☐ Tidy up the exterior and remove any lawn equipment or toys
- ☐ Provide easy access to all areas for the photographer



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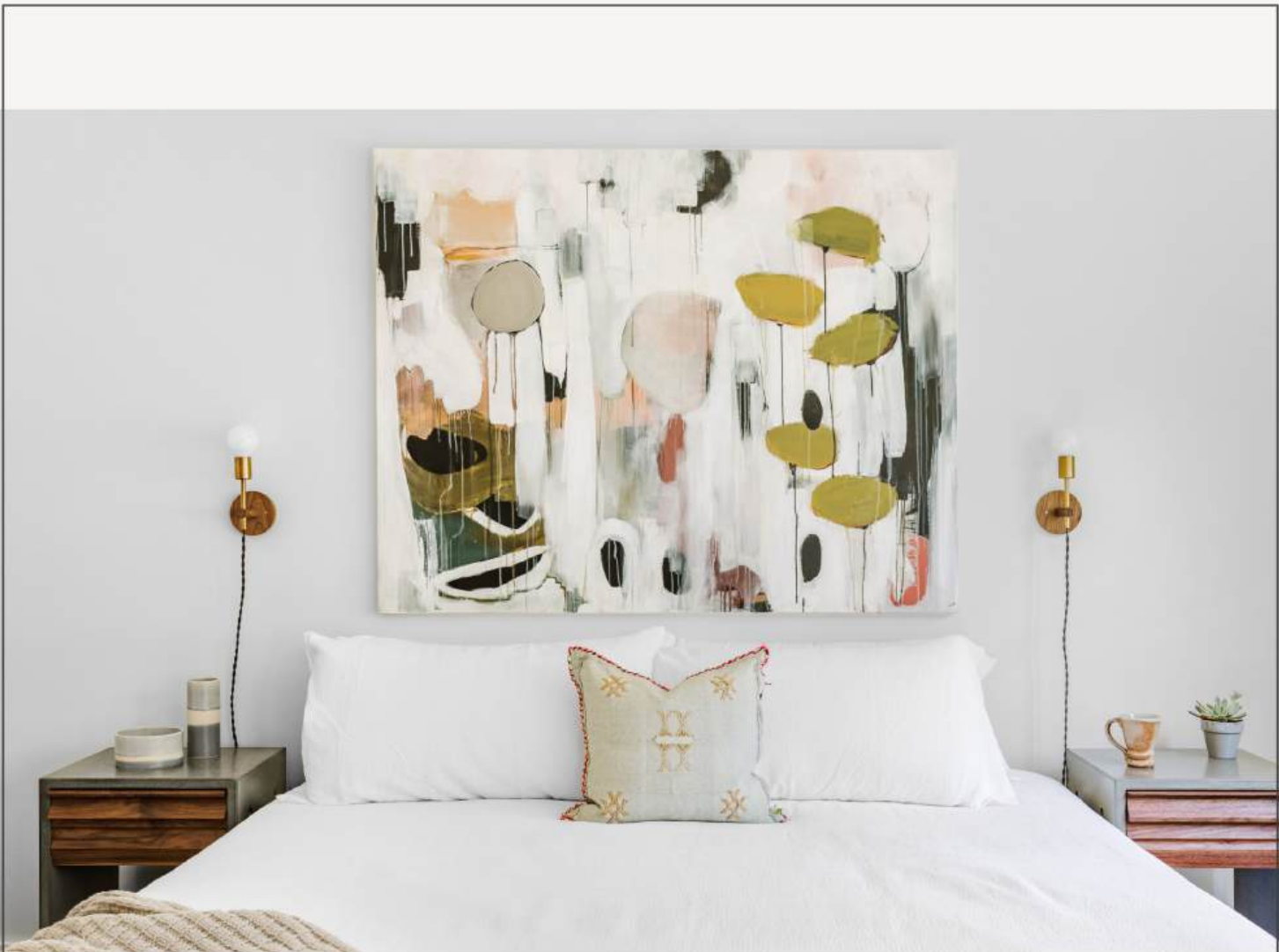
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PROPERTY BROCHURES



By leveraging professionally designed property brochures, we can showcase the unique qualities and standout features of your home in a visually compelling and informative way. These brochures provide potential buyers with high-quality images, detailed descriptions, and key selling points that emphasize the home's best attributes.



SOLD ON

KEEPING YOU SAFE

WE HAVE YOU COVERED



🔒 A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

🔒 STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

🔒 REQUIRE APPOINTMENTS FOR ENTRY

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

🔒 REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

🔒 PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

🔒 BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

🔒 KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, and friendly reminder signs for all of your showings.



LISTING

YOUR HOME

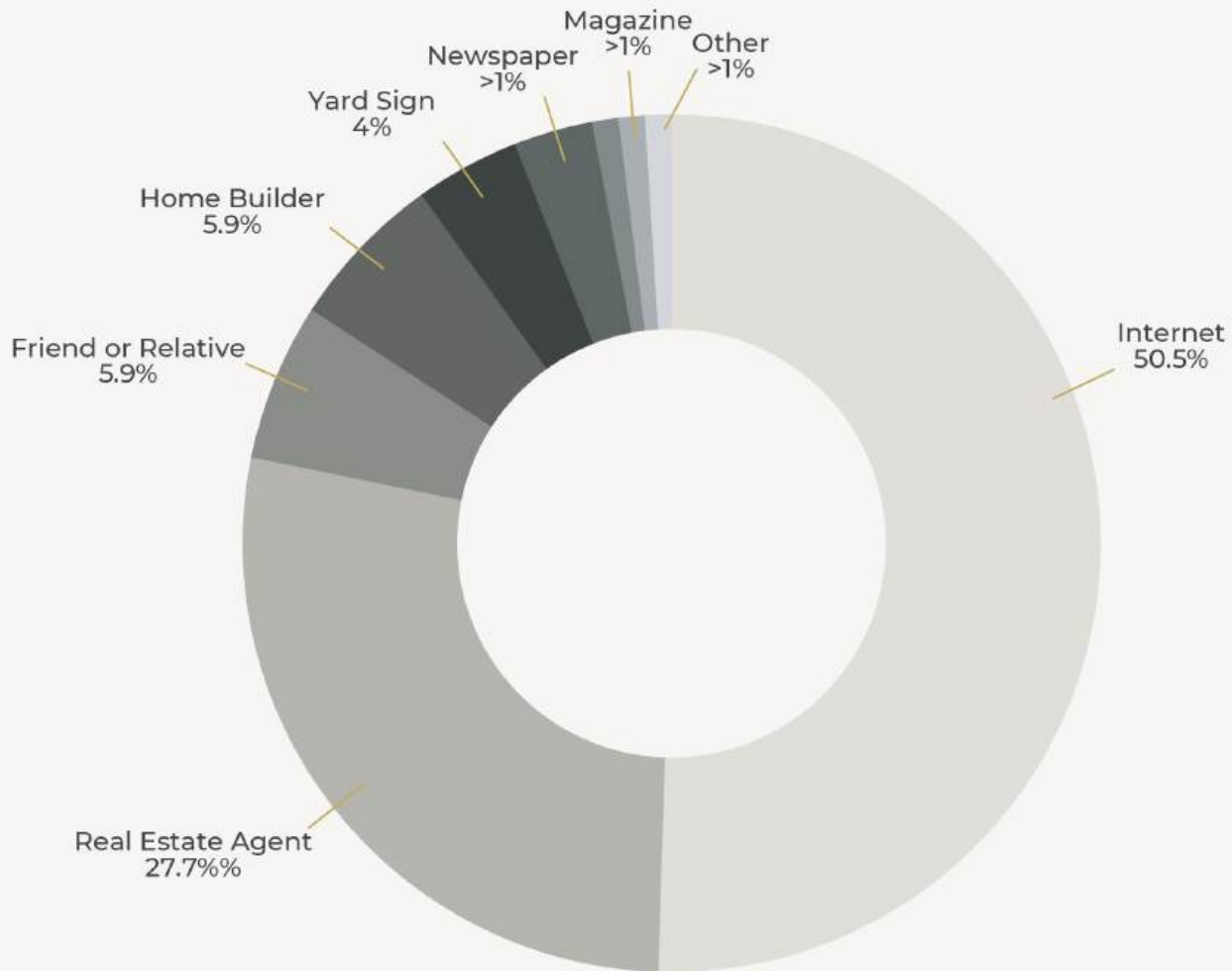


MARKETING PLAN

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. 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 HOME?



**2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS*





GET FEATURED

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

 **Zillow**

 **trulia**

realtor.com

twitter

facebook

Instagram

Pinterest

 **YouTube**

Linked in



AFTER LISTING

YOUR HOME



HOME SHOWINGS

FLEXIBLE

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

INFORMED

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

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

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 buyers 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.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

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

PERSONALS

Make sure you place all valuables, family pictures 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.

OFFERS



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.

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

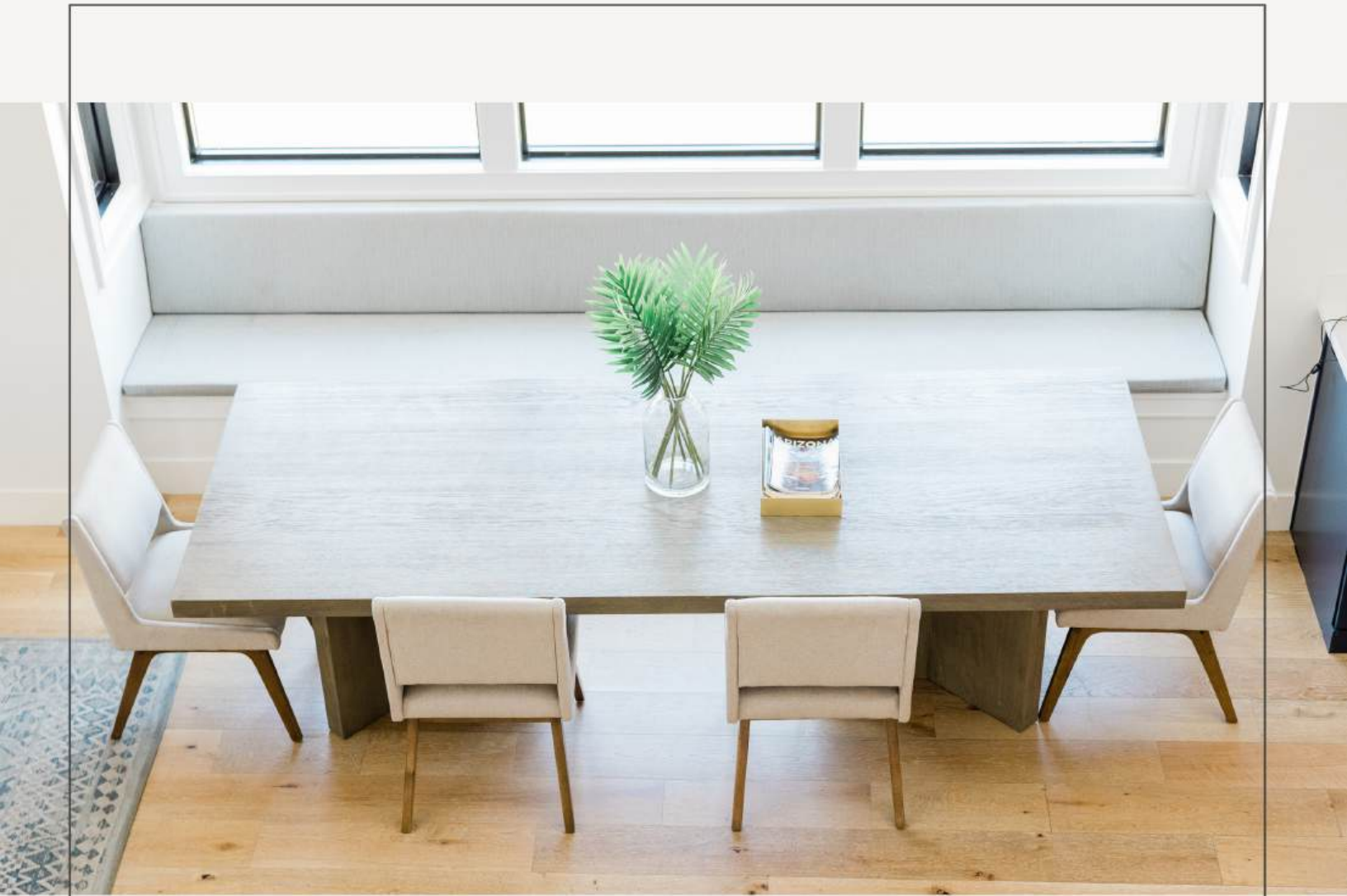
You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

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.



CONTRACT

TO CLOSING

INSPECTIONS

WHAT'S 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

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 your property
- Unpaid assessments on property
- Listing agent, for payment of commission
- Title insurance policy
- Home warranty

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

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

FOR SELLERS



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.

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



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"Thank you for taking the time to meet with me and discuss the possibility of selling your home. It was a pleasure getting to know you and learning more about your unique situation. I would be honored to assist you on your selling journey and provide you with the expertise and support needed to achieve your goals. I look forward to the opportunity of working with you and helping you navigate the process of selling your home."

ANDRE EASTMAN

YOUR LOCAL REAL ESTATE EXPERT

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FATHOM REALTY