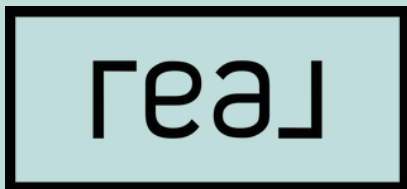


S e l l e r ' s   G u i d e

***Listed to***

**Sold**

***A Step by Step Guide to Selling Your Home For Top Dollar***



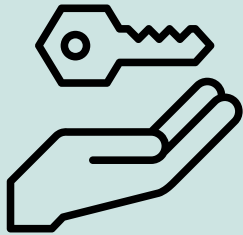
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# THE ROAD MAP

6

CLOSING



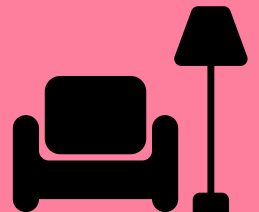
1

PROPERTY  
WALKTHROUGH



2

PREPARE  
YOUR HOME



5

CONTRACT  
TO CLOSE



RECEIVE OFFERS  
& NEGOTIATE



4

MARKETING  
& SHOWINGS



3

# LISTING PROCESS

*Selling your home is both exciting and emotional—it's not just a property, it's a place full of memories. To help you move forward with confidence, here's a clear roadmap of the process, from preparing your home to handing over the keys.*

## 1. PROPERTY WALKTHROUGH

Before listing, we'll schedule a detailed walkthrough of your home.

- Assess the property's condition: We'll look at the home's strengths, updates, and any repairs that might help it shine.
- Market positioning: Together, we'll discuss how your home compares to others in your neighborhood.
- Personalized recommendations: You'll receive a tailored plan to maximize value, whether through small updates, staging, or simple decluttering.

## 2. PREPARE YOUR HOME FOR MARKET

First impressions matter! A well-prepared home stands out to buyers.

- Declutter & depersonalize: Create a clean canvas so buyers can picture themselves living there.
- Minor repairs & updates: Fix leaky faucets, touch up paint, and replace burnt-out bulbs.
- Deep clean: A sparkling clean home feels more welcoming and well-cared-for.
- Staging tips: Simple touches like fresh flowers or rearranged furniture can make rooms feel more spacious and inviting.

## 3. MARKETING AND SHOWINGS

This is where we bring your home into the spotlight.

- Professional photography: High-quality photos are a must for online listings.
- Compelling listing description: Highlight the best features of your property.
- Online & social media exposure: Reach active buyers across major real estate sites and platforms.
- Showings & open houses: We'll coordinate appointments and events so buyers can experience your home firsthand—without disrupting your daily life as much as possible.

# LISTING PROCESS

## 4. RECEIVE OFFERS AND NEGOTIATE

When offers start rolling in, that's when strategy really counts.

- Review all terms: Beyond price, we'll look at contingencies, financing, and timelines.
- Negotiate smartly: I'll help you counteroffer where appropriate, protecting your goals while keeping buyers engaged.
- Choose the best offer: The highest price isn't always the strongest—together, we'll select the offer that best aligns with your priorities.

## 5. CONTRACT TO CLOSE

Once you've accepted an offer, the process moves into the final stretch.

- Inspections & appraisals: Buyers may request repairs or credits—we'll navigate these conversations with care.
- Loan process (buyer's side): I'll monitor progress and keep communication clear.
- Title & escrow: These third parties handle legal and financial details to ensure a smooth transaction.
- Paperwork: Expect some signatures along the way, but I'll make sure you understand every document.

## 6. CLOSING

Congratulations—closing day is the finish line!

- Final walkthrough: The buyer will confirm the property's condition before signing.
- Sign closing documents: Once everything is official, funds are transferred.
- Hand over the keys: A bittersweet but exciting moment—you've successfully sold your home!



# 4 FACTORS

## THAT SELL A HOME

### 1. PRICING

Price is the #1 thing that will either seduce buyers or turn them away.

The most attention your home will get is when it's new and fresh on the market. Therefore, pricing it correctly from the beginning is critical.

Market conditions are constantly changing and it's important to understand if it's a buyer's market or a seller's market.

If you price it too high to "leave room for negotiations", the offers will come in low and slow.

If you price it at market, offers will come in hot and high. Why? Because buyers will get FOMO (Fear of missing out). This is what creates bidding wars and is what drives the price UP.

### 3. EXPOSURE

95% of buyers start their home search online. Professional photos and video coupled with marketing to all the websites buyers search on will give you the most exposure to the largest pool of buyers.

Added exposure is done with open houses, neighborhood outreach and social media ads.

### 2. CONDITION

Condition is the whole package. It's everything a buyer will get when buying the house. By preparing your home to show its absolute best from the start increases their perception of value. The First Impression is what determines how strong the offers will be.

- Curb appeal. What does the yard look like when they drive up to the house?
- Is the house clean? Are the beds made?
- What does it smell like?
- Do they feel at home when they walk in?

### 4. ACCESS

How easy is it for qualified buyers and agents to view the home?

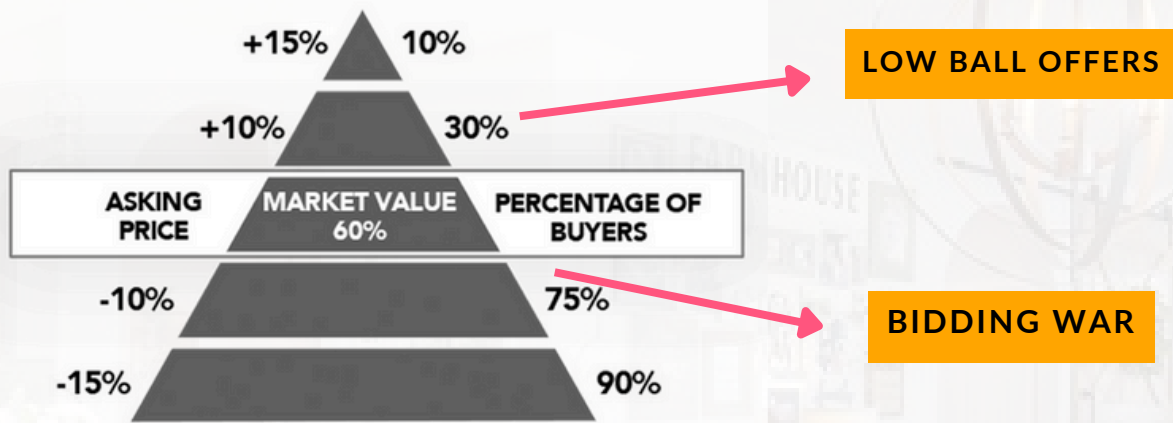
Ease of access and less restrictions will promote more showings which lead to offers.

# PRICING STRATEGY

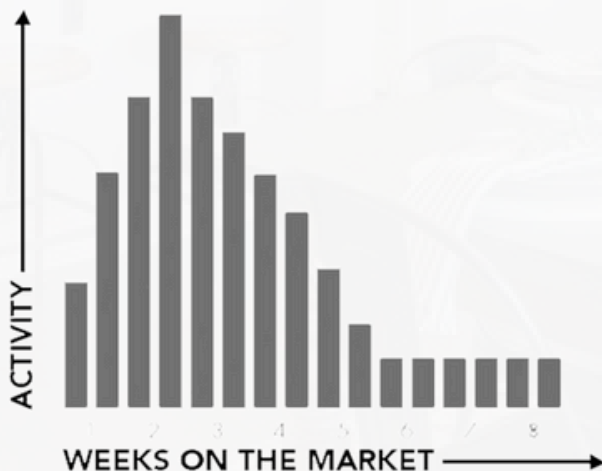
## WHAT DETERMINES THE PRICE OF YOUR HOME?

- Recent Comparable Sales
- Condition of the property
- Market Conditions
- Property Features incl. location

Properties that are priced right from the beginning typically sell for more in the end.



THE KEY TO GET MULTIPLE OFFERS IS A GREAT PRICE THAT WILL ATTRACT THE MOST BUYERS AND CREATE FEAR OF MISSING OUT. THIS IS WHAT DRIVES THE PRICE UP ABOVE THE LIST PRICE.



- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.
- The first 2 weeks will indicate how well a property is priced.
- When a house sits on the market for a long time, it gets WWWTH syndrome "What's Wrong With That House?"

A comparative market analysis (CMA) is an analysis of your home's value determined by assessing similar property sales, location and characteristics of your property.

# PREPARING YOUR HOME FOR SALE

## Maximize your SALE potential

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

# 01

### Exterior

- Wash or paint the home's exterior
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed freshly mulch garden beds
- Clean interior and exterior windows
- Patch & paint stucco where needed



# 02

### Interior

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Give 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



# 03

### Freshen Paint & Fixtures

- A new coat of exterior paint seriously helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO
- If you can't paint the entire home, paint the trim. This is a relatively simple and provides plenty of pop
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



# MARKETING

**93% of home buyers use the internet**

**54% of them first find the home they buy online**





# SHOWINGS

**A few tips to help your home showings  
go as smoothly as possible**

## 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 and 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 their ability to picture themselves living there.

## 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 and empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

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

## PERSONALS

Make sure you place all valuables and prescriptions out of site 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 and the shorter the time period the better.



## ALL CASH BUYER

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



## PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need



## DOWN PAYMENT

A higher down payment shows a stronger buyer.



## CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for 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.



## APPRAISAL

The appraisal is part of the loan process and we want to make sure you get the highest value possible. Having a list of upgrades for the appraiser will ensure that nothing is missed.



## REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a credit for repairs may be an easier option.



## 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 best offer.

# 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 electricity



## DOCUMENTS

Secure all closing documents as well as the contract and closing documents and 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 garage. Schedule trash pick up prior to 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.



# CLOSING THE SALE

## what to expect

Closing occurs when the county has recorded the deed in the buyers name.

### 1. SIGNING

- The escrow officer will schedule signing either in the office or send a mobile notary if you're not able to sign in person.

### 2. TRANSFER FUNDS

- Buyer wires their down payment to the escrow company.
- Lender wires the loan amount to the escrow company.
- The escrow company wires seller's proceeds after we have confirmation of recording from the county.

### 3. OWNERSHIP TRANSFER

- Homeownership legally transfers to the new owner when the deed is recorded with the county.
- Confirmation is sent to the escrow company.

### YOUR COSTS

Seller's commonly pay:

- Transfer tax
- Hoa resale fees
- Real estate commission
- Title insurance policy
- 50% of Escrow
- Home warranty (optional)

### WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- Bank account information where you want your proceeds wired.

### AFTER CLOSING

Keep copies of the following for taxes:

- Copy of settlement statement
- All home improvement receipts