

SALPIE MARKARIAN

SALPIE MARKARIAN | LAS VEGAS REALTOR®
S.202353 | REAL BROKER, LLC

SELLER'S GUIDE

real

MEET YOUR AGENT

Salpie Markarian

Salpie Markarian is not just a real estate agent; she's a passionate guide dedicated to helping you achieve your real estate goals. With a keen attention to detail and a strong commitment to her clients, Salpie ensures that every step of your real estate journey is smooth and successful.

Whether you're buying your dream home or navigating the selling process, Salpie is here to be your advocate, negotiator, and confidant. She understands the challenges and excitement that come with real estate transactions and is ready to provide the support you need every step of the way.

Choosing Salpie Markarian means gaining a trusted partner who is invested in your success. Contact Salpie today to start your journey in the real estate market!

HELLO,

Whether you're a first-time homebuyer, a seasoned investor, or a homeowner looking to sell, I am here to leverage my knowledge, negotiation skills, and market insights to ensure your real estate goals are not only met but exceeded. Let's embark on this exciting venture together, turning your real estate dreams into reality!





About Real Broker, LLC: Your Trusted Partner in Real Estate

As part of Real Broker, LLC, I'm backed by a team with over 20 years of industry leadership. In the past year, we've closed over \$41 billion in total volume and are recognized as one of the top-performing brokerages across all 50 states, DC, and four Canadian provinces. With Real, you gain access to cutting-edge resources, market insights, and the strength of a proven real estate network.

What sets Real apart isn't just being North America's fastest-growing, publicly traded brokerage—it's the people behind the mission. As a Real agent, I'm committed to guiding you through one of life's most significant decisions with the expertise, care, and dedication you deserve.

Why Trust Me with Your Home Selling Journey?



As your trusted Realtor® with Real Broker, LLC, I bring professionalism, attention to detail, and a passion for helping you achieve your home-selling goals. Backed by a top-tier team at Real Broker, I leverage cutting-edge tools, market expertise, and a strategic approach to ensure your home is positioned to sell quickly and for top dollar. From pricing and marketing to negotiations and closing, I'm dedicated to guiding you every step of the way with care and confidence.

I hold the following member certifications to better serve you:

- Member of Las Vegas REALTORS®
- Member of the National Association of REALTORS® (NAR)
- Fair Housing Certified

FOUNDED IN
NEW YORK

2014

STATES + DC + 4
PROVINCES IN

50

LICENSED AGENTS

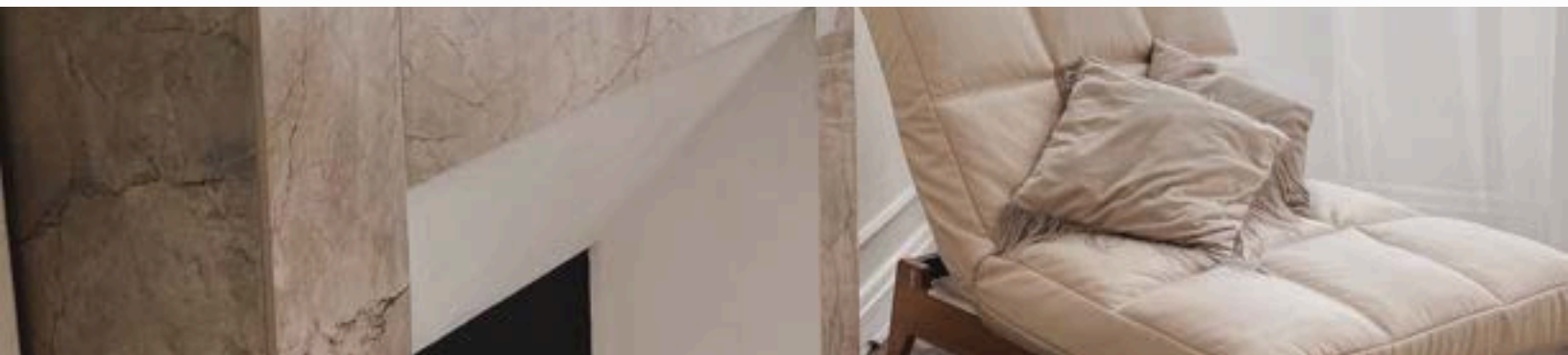
25,000+

VALUE OF HOMES
SOLD (Q3/2024)

41.3B

NASDAQ LISTED

REAX



UNDERSTANDING PROFESSIONAL COMPENSATION

In Your Home Sale

When selling your home, it's important to know how real estate agents are compensated for their services. This page will help you understand the different compensation options available and how they work in your transaction.

COMPENSATION FOR YOUR LISTING AGENT

Your listing agent works hard to help you sell your home, and their compensation is typically based on a percentage of the final sale price. This is something you can discuss and negotiate with your agent before the home goes on the market. Make sure you're comfortable with the amount, as it reflects the services they provide, such as marketing, negotiating, and managing the sale process.

COMPENSATION FOR THE BUYER'S AGENT

You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers. However, you are free to decide whether or not you want to do this, and the amount you offer can be negotiated.

CHANGES IN HOW COMPENSATION IS SHARED

As of August 17, 2024, real estate agents can no longer list compensation offers for buyer's agents on the MLS (Multiple Listing Service). However, your agent may still discuss and disclose compensation through other means, like directly with potential buyers, through social media, or online platforms. You as the seller can still offer buyer concessions on the MLS (for example, concessions for buyer closing costs).

FREQUENTLY ASKED Questions

HOW DO I DETERMINE THE RIGHT ASKING PRICE FOR MY HOME?

Salpie will conduct a comparative market analysis (CMA), considering recent sales, current market conditions, and your home's features to determine an optimal asking price.

WHAT COSTS SHOULD I EXPECT WHEN SELLING MY HOME?

Sellers commonly incur costs such as real estate agent commissions, closing costs, and potential home improvement expenses. Salpie will provide a breakdown of expected costs.

HOW CAN I PREPARE MY HOME FOR SALE?

Salpie will provide guidance on decluttering, staging, and addressing any needed repairs to enhance your home's appeal to potential buyers.

HOW LONG WILL IT TAKE TO SELL MY HOME?

The time to sell varies, influenced by factors like location, market conditions, and pricing. Salpie will give you an estimate based on the current market dynamics.

WHAT IS THE ROLE OF A HOME INSPECTION, AND SHOULD I MAKE REPAIRS BEFOREHAND?

A home inspection assesses the property's condition. While making major repairs upfront isn't mandatory, addressing significant issues can improve the sale process.

Selling Your Home: 4 Phases

PHASE 1

Outlining your objectives

- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings, solds

The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile

PHASE 2

Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- The Real advantage
- Open house strategy
- Direct mail and community approach

Selling Your Home: 4 Phases

PHASE 3

Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

PHASE 4

The Closing Process

- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals

The Home Selling Process

The home selling process is a pivotal journey that goes beyond mere transactions; it's a transformative experience, and as your dedicated real estate agent, my commitment is to make this journey seamless and rewarding.

1

PROPERTY ASSESSMENT

Begin by evaluating your home's condition and addressing any necessary repairs or improvements to enhance its market appeal.

2

STRATEGIC PRICING

Collaborate with your real estate agent to determine a competitive and attractive listing price based on current market trends and your property's unique features.

3

PROFESSIONAL STAGING

Present your home in its best light by decluttering, depersonalizing, and strategically arranging furniture to create an inviting and universally appealing atmosphere.

4

MARKETING MASTERY

Utilize a comprehensive marketing strategy, including online listings, high-quality photos, and perhaps virtual tours, to showcase your property and attract potential buyers.

5

SKILLFUL NEGOTIATION

Work with your real estate agent to navigate offers, counteroffers, and inspection results, ensuring you secure the best possible deal while maintaining a positive relationship with potential buyers.

6

CLOSING & TRANSITION

Facilitate a smooth closing process by coordinating with all parties involved, from attorneys to financial institutions, and help the buyer transition seamlessly into their new home.



Pricing Your Home

As a Real Estate professional, it's my obligation to be honest with you regarding price.

PRICING TOO HIGH

Limits the number of potential buyers, extends the amount of time the home may be on the market and reduces your negotiation power.

COMPETITIVE PRICING

Often creates more excitement and could lead to multiple offers or buyers who are less likely to negotiate price. Helps you negotiate other terms of the agreement such as closing date, inspection requests, rent back, and other concessions.

ACCURATE PRICING

Setting the right price for your home is crucial for a successful sale. A well-priced home attracts serious buyers, generates interest, and maximizes your return. Overpricing can lead to a stagnant listing and price reductions, while underpricing may leave money on the table. By pricing strategically based on market conditions, we position your home competitively, ensuring a smoother and more rewarding sale.

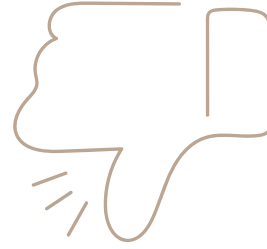


STAGING YOUR HOME

Pros and Cons



- Enhanced Visual Appeal
- Emotional Connection
- Optimizes Space Perception
- Quicker Sale and Higher Offers
- Professional Listing Photos



- Costs and Investment
- Inconvenience for Sellers
- Personalization Challenges
- Potential Maintenance
- Limited Flexibility for Buyers

23%

OF SELLER AGENTS
NOTE THAT STAGED
HOMES SELL FASTER

5%

HIGHER SALES
THAN A HOME THAT
IS NOT STAGED



HOME STAGING

Tips and Tricks

- **Declutter:**
 - Remove excess items to create a clean and spacious look. Clear countertops, surfaces, and storage areas.
- **Depersonalize:**
 - Minimize personal items like family photos and unique decor to help potential buyers visualize the home as their own.
- **Neutralize Color Palette:**
 - Use neutral tones for walls and larger furniture pieces to create a blank canvas that appeals to a broader range of buyers.
- **Enhance Curb Appeal:**
 - Ensure the exterior is well-maintained, with a tidy lawn, trimmed bushes, and a welcoming entry. Consider adding potted plants or flowers.
- **Maximize Natural Light:**
 - Open curtains and blinds to let in natural light. Well-lit spaces feel more inviting and spacious.
- **Arrange Furniture Strategically:**
 - Arrange furniture to highlight the flow of the room and create a sense of openness. Consider furniture placement that emphasizes focal points like fireplaces or architectural features.
- **Use Mirrors:**
 - Mirrors can create the illusion of more space and reflect light, making rooms feel brighter and larger.
- **Invest in Quality Bedding:**
 - Upgrade bedding in bedrooms to create a luxurious and inviting atmosphere. Neutral colors often work well in bedrooms.
- **Add Fresh Flowers or Greenery:**
 - Bring in fresh flowers or potted plants to add a touch of nature and freshness to each room.
- **Artwork and Decor:**
 - Use artwork and decor sparingly, choosing pieces that enhance the room's style without overwhelming the space.

HOME STAGING

Tips and Tricks

- **Repair Minor Issues:**
 - Attend to minor repairs, such as leaky faucets, squeaky doors, or chipped paint, to present the home as well-maintained.
- **Create a Focal Point:**
 - Arrange furniture to create a focal point in each room, drawing attention to its best features.
- **Define Room Purposes:**
 - Clearly define the purpose of each room so that potential buyers can easily envision how they would use the space.
- **Update Lighting Fixtures:**
 - Modernize lighting fixtures to add a contemporary touch. Well-chosen fixtures can enhance the overall aesthetic.
- **Highlight Architectural Features:**
 - Showcase any unique architectural features your home may have, such as built-in bookshelves, crown molding, or a fireplace.
- **Keep It Tidy During Showings:**
 - Maintain the staged look during showings by keeping the home clean, organized, and free of personal items.
- **Appeal to the Senses:**
 - Consider subtle scents, like fresh baked cookies or a mild air freshener, to create a pleasant olfactory experience.
- **Consider Room Size:**
 - Use appropriately sized furniture for each room. Avoid oversized pieces that may make a room feel cramped.
- **Create Outdoor Living Spaces:**
 - Stage outdoor spaces like patios or decks with furniture and decor to showcase potential entertaining areas.



Curb Appeal Enhancement

Curb appeal is crucial for home sellers as it forms the first impression potential buyers have of the property, influencing their perception of the home's overall condition and desirability. A well-maintained and visually appealing exterior not only attracts buyers but also sets a positive tone for their entire experience, increasing the likelihood of interest and a successful sale.

Start with landscaping—trim bushes, mow the lawn, and add fresh mulch for a polished look. Vibrant flowers and neatly edged pathways enhance curb appeal. A fresh coat of paint on the front door and shutters, along with power washing the exterior, can instantly refresh your home's appearance.

Small details make a big impact. Upgrade outdoor lighting for both safety and style, replace an outdated mailbox, and install easy-to-read house numbers. Clean windows inside and out, repair any visible wear, and add inviting touches like a porch bench or a tasteful wreath to create a welcoming first impression.



Repairs & Enhancements

Making key repairs and improvements before listing your home can significantly impact its market value, attract more buyers, and lead to a quicker, more profitable sale. A well-maintained, move-in-ready home reassures buyers and minimizes concerns that could delay or derail a deal.

Start by addressing essential repairs, such as fixing structural issues, plumbing or electrical problems, and repairing damaged roofing or siding. These foundational improvements enhance the home's safety, functionality, and overall appeal. Cosmetic updates also make a lasting impression—fresh neutral paint, new flooring, or updated fixtures in kitchens and bathrooms can modernize the space and increase its desirability. Even small upgrades, like a new backsplash or updated cabinet hardware, can make a big difference.

Additionally, energy-efficient upgrades, such as updated appliances, better insulation, or a programmable thermostat, not only appeal to eco-conscious buyers but also offer long-term cost savings—making your home even more attractive. By focusing on both essential repairs and aesthetic enhancements, we can position your home as a standout in the market, ensuring a smooth sale at the best possible price.

Listing Descriptions

Your listing description is a buyer's first impression of your home, making it a crucial part of the selling process. Highlight what makes your home unique—whether it's a charming bay window that fills the living room with natural light, a fully renovated kitchen with high-end appliances, or a spacious backyard perfect for entertaining. Paint a vivid picture that helps buyers envision themselves living there.

Beyond features, showcase the lifestyle your home offers. Is it a cozy retreat for relaxation, an entertainer's dream, or a family-friendly space with room to grow? Buyers often connect emotionally to a home, so use language that conveys the experience of living in the space, not just its physical attributes.

Additionally, emphasize any recent upgrades or practical benefits. Energy-efficient appliances, a new HVAC system, smart home technology, or upgraded flooring can all add value and appeal to buyers looking for convenience and efficiency. These details set your home apart and reassure buyers of its long-term value.

When crafting your description, keep it clear, engaging, and free of unnecessary jargon. Use descriptive, inviting language that sparks interest while maintaining a professional tone. A well-written listing should be polished and error-free, reflecting attention to detail and professionalism.

Together, we'll create a listing that not only showcases your home in its best light but also captures buyers' attention and drives interest. The right description can make all the difference in attracting the perfect buyer and ensuring a successful sale.

High Quality Photography

High-quality professional photography is essential in selling your home. These images create the first impression, influencing a buyer's decision to explore further or move on. Skilled photographers highlight your home's best features, architectural details, and ambiance, making it more appealing. This visual storytelling draws in potential buyers, helping them envision the lifestyle your home offers.



Professional Videography

Professional videography is a crucial asset in real estate marketing, offering potential buyers an immersive experience of your home. Unlike static images, a well-crafted video provides a dynamic tour that highlights your property's layout, key features, and overall ambiance. This engaging format helps buyers visualize the space in a more personal and memorable way, fostering a deeper connection with your home and making it stand out in a competitive market.



Virtual Tours

A virtual home tour for sellers is a cutting-edge marketing strategy that leverages digital technology to provide potential buyers with an immersive and interactive experience of your property without physically being on-site. This innovative approach allows prospective buyers to explore every nook and cranny of your home through a virtual platform, typically an online listing or dedicated website. Virtual home tours utilize 360-degree panoramic views, high-quality images, and sometimes even video footage, giving buyers the ability to navigate through rooms, view details, and get a comprehensive feel for the layout and design of the property from the comfort of their own devices.



INCREASED
EXPOSURE &
REACH



COMPETITIVE
ADVANTAGE

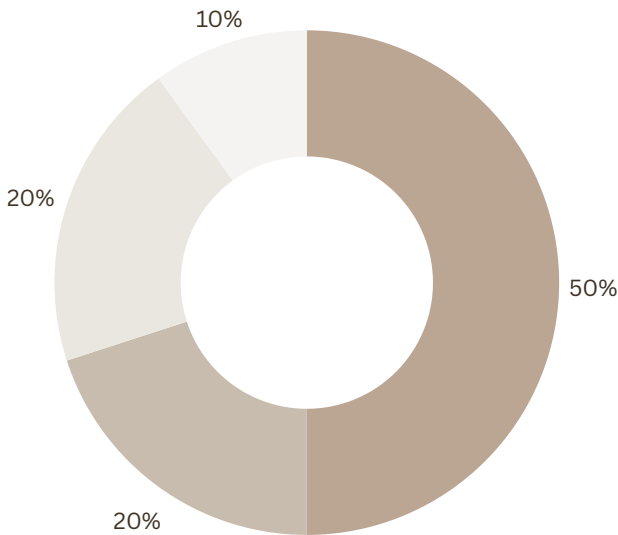


TIME &
RESOURCE
EFFICIENCY



Where Buyers Find Homes

This pie graph illustrates the diverse channels through which homebuyers discover their properties, shedding light on the predominant sources such as online listing platforms, real estate agents, traditional methods, and other avenues.



50%	Websites like Realtor.com, Zillow, and Trulia
20%	Real estate agency websites
20%	Referrals from real estate agents
10%	For Sale Signs & Open Houses

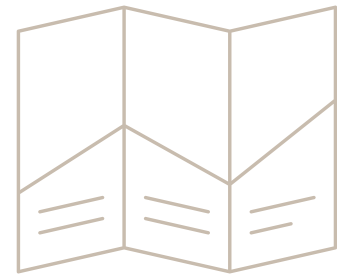




Marketing Methods

PRINT ADVERTISING

Traditional print advertising involves showcasing property listings in newspapers, real estate magazines, and local publications. This strategy targets a local audience and is particularly effective in areas where print media remains a popular source for real estate information.

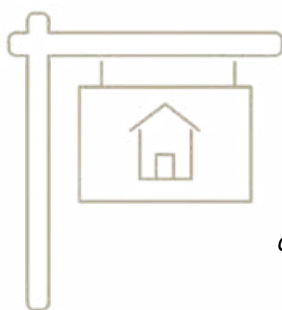


DIRECT MAIL CAMPAIGNS

Direct mail campaigns involve sending physical marketing materials, such as postcards or flyers, directly to targeted households. This traditional approach allows real estate agents to reach specific neighborhoods or demographics, making it a personalized way to promote property listings.

OPEN HOUSES

Hosting open houses is a time-tested strategy for showcasing a property to potential buyers. By inviting individuals to physically explore the home, real estate agents can create a direct and personal connection, answer questions, and receive immediate feedback.



FOR SALE YARD SIGNS

Placing a distinctive "For Sale" sign on the property is a classic and effective way to attract local attention. These signs not only indicate the property's availability but also provide essential contact information for interested buyers to connect with the listing agent.

Property Brochures



Property brochures are essential marketing tools for home sellers, offering a tangible representation of the property that complements online listings. These professionally designed brochures feature high-quality images, detailed descriptions, and key information like floor plans and amenities. They create a lasting impression, capturing buyers' attention and serving as impactful leave-behinds after showings. In short, property brochures enhance your marketing strategy, providing a detailed and visually appealing snapshot of your home that reinforces its appeal to potential buyers.

For Sale Signage



For sale yard signage stands as an iconic and essential element of a home seller's marketing strategy, providing tangible visibility in the local community. These signs, strategically placed on the property, serve as silent yet powerful advertisements, alerting passersby and neighbors that the home is on the market. The benefits for a home seller are multifaceted: yard signs create immediate awareness, attracting the attention of potential buyers who may not have encountered the property through online listings. They also serve as an invitation to curious individuals to attend open houses or schedule private showings, fostering local engagement. Beyond their primary function of signaling availability, these signs contribute to neighborhood branding, prompting word-of-mouth referrals and generating a sense of community involvement, ultimately enhancing the property's overall market presence.

Open House Flyers



Open house flyers are valuable tools for home sellers, providing a visually appealing way to showcase their property to potential buyers. Professionally designed and distributed locally, these flyers highlight key features, high-quality images, and important details. They create immediate visibility, attracting attention from passersby and those who receive them in key locations. As part of a cohesive marketing strategy, open house flyers reinforce the property's presence, spark interest, and encourage buyers to attend open houses, increasing the chances of a successful sale.

Online Marketing

PROFESSIONAL LISTING WEBSITES

Utilizing dedicated real estate listing platforms such as Zillow, Realtor.com, and Trulia ensures maximum exposure for your property. These websites attract a large audience actively searching for homes, providing a centralized platform for potential buyers to discover your listing.



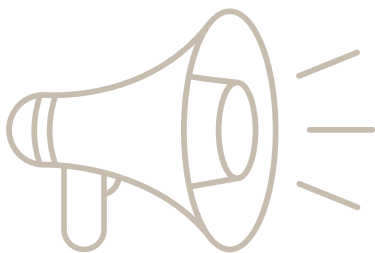
SOCIAL MEDIA MARKETING

Leveraging social media platforms like Facebook, Instagram, and LinkedIn enables real estate agents to showcase properties to a broad audience. Creating visually appealing posts, virtual tours, and targeted advertisements can generate engagement and attract potential buyers.

E-MAIL MARKETING CAMPAIGNS



Building and maintaining an email list allows agents to send property updates, newsletters, and announcements directly to potential buyers. Email campaigns are a personalized and efficient way to stay connected with leads and nurture relationships.



ONLINE ADVERTISING

Pay-per-click (PPC) advertising on search engines and social media platforms allows agents to target specific demographics and geographic locations. This targeted approach ensures that the property is showcased to individuals most likely to be interested in the listing.

E-Mail Marketing



Email marketing is a powerful tool for home sellers, providing a direct and personalized way to engage with potential buyers. By targeting a curated email list, sellers can share updates, highlight property features, and communicate key information efficiently. This cost-effective strategy increases exposure, keeps sellers top-of-mind, and nurtures ongoing interest, helping to foster connections that may lead to a successful sale. Email campaigns are an essential part of a comprehensive marketing approach, ensuring important details about the property are effectively communicated.

Social Media Promo



Social media promotions provide home sellers with a powerful way to reach a wide and engaged audience. Platforms like Facebook, Instagram, and LinkedIn allow sellers to share high-quality images, virtual tours, and engaging descriptions. These promotions increase visibility, reaching potential buyers beyond traditional channels, while targeted ads ensure the property is seen by the right demographics. The interactive nature of social media also encourages real-time engagement, fostering a sense of community and facilitating direct communication with interested buyers.



Open House Tips

ENHANCE CURB APPEAL

Ensure the exterior of the home is well-maintained, with trimmed lawns, clean walkways, and a welcoming entrance to make a positive first impression.

DECLUTTER & DEPERSONALIZE

Remove personal items and excess clutter to allow potential buyers to envision the space as their own. Neutralize decor to appeal to a broad range of tastes.

COMPLETE MINOR REPAIRS

Address any minor repairs or maintenance tasks before the open house. Fix leaky faucets, replace burnt-out light bulbs, and touch up paint where needed.

CLEAN & STAGE

Thoroughly clean the home, paying attention to high-traffic areas and key rooms. Consider professional staging to showcase the property's potential and highlight its best features.

CREATE A WELCOMING ATMOSPHERE

Set a comfortable temperature, play soft background music, and add pleasant scents to create a welcoming and inviting ambiance during the open house.

MAXIMIZE NATURAL LIGHT

Open curtains and blinds to maximize natural light, making the home feel bright and airy. Well-lit spaces are more inviting and appealing to potential buyers.

SECURE VALUABLES

Prior to the open house, secure any valuables or personal items that could be easily accessible. While rare, it's important to take precautions during these events.

OFFER REFRESHMENTS

Provide light refreshments to create a hospitable environment. This encourages potential buyers to linger, giving them more time to explore the home and envision themselves living there.

Offers & Negotiations

When selling a home, offers and negotiations play a pivotal role in determining the terms and conditions of the sale. Here's an overview of the process:

1

RECEIVE OFFERS

Once the property is listed, potential buyers may submit written offers through their real estate agents. An offer typically includes the proposed purchase price, any contingencies, and details regarding the financing and closing timeline.

2

REVIEW & CONSIDERATION

The seller, often with guidance from their real estate agent, reviews each offer. Considerations include the offered price, the buyer's financial qualifications, proposed contingencies, and any additional terms.

3

ACCEPTANCE, REJECTION, OR COUNTER OFFER

The seller can respond to an offer in three ways:

- Acceptance: If the offer meets the seller's terms, the seller can accept it outright.
- Rejection: If the offer is unsatisfactory, the seller can reject it.
- Counteroffer: If there are aspects of the offer that the seller wishes to modify, they can submit a counteroffer, suggesting changes to the purchase price, closing date, or other terms.

4

NEGOTIATIONS

Negotiations often involve back-and-forth communication between the buyer and seller, facilitated by their respective real estate agents. Negotiable aspects may include the purchase price, closing costs, repairs, contingencies, and the timeline for closing.

5

MUTUAL ACCEPTANCE

Once both parties agree on the terms, a mutual acceptance is reached. This agreement signifies that the buyer and seller have agreed on all aspects of the offer, and the contract becomes binding.



Appraisal Process

A home appraisal is a professional assessment conducted by a licensed appraiser to determine the fair market value of a property.

SCENARIO 1

Home Appraisal Above Offer Price:

The home appraisal comes in above the buyer's offered price, indicating that the property's appraised value is higher than what the buyer agreed to pay. In this case, the buyer may feel reassured about the equity in their purchase and can proceed with the transaction without major concerns. The lender is likely to be comfortable with the loan amount, and the sale can proceed smoothly.

SCENARIO 2

Home Appraisal Below Offer Price:

In this scenario, the home appraisal returns with a value below the buyer's offered price, signaling that the property is appraised at a lower market value. This situation can pose challenges, as the buyer's lender may be hesitant to approve a loan amount that exceeds the appraised value. The buyer and seller may need to renegotiate the purchase price, with the buyer potentially needing to bring additional funds to meet the lender's requirements, or the parties may explore other solutions such as reevaluating the terms of the sale.

UNDERSTANDING THE Home Inspection

A home inspection is a thorough examination of a property's condition conducted by a qualified inspector. During this process, various aspects of the home, including its structural integrity, electrical systems, plumbing, HVAC, and overall safety features, are assessed to identify any potential issues or needed repairs. The inspection provides valuable information to the buyer about the property's condition, helping them make informed decisions and negotiate with the seller based on the findings.





Inspection Day Tips

PRE-INSPECTION PREPARATION

Conduct a pre-inspection before listing the property. Identifying and addressing potential issues in advance can help prevent surprises during the buyer's inspection and instill confidence in potential buyers.

COMPLETE REPAIRS PROMPTLY

Address any known issues promptly. If the pre-inspection reveals repairs, taking care of them before listing can improve the overall condition of the home and avoid negotiation hurdles later.

MAINTAIN ACCESSIBILITY

Ensure that all areas of the home, including the attic, crawl spaces, and utility areas, are easily accessible to the inspector. Clear away any clutter or obstacles that may hinder the inspection process.

CHECK MAJOR SYSTEMS

Prioritize checking and servicing major systems such as HVAC, plumbing, and electrical before the inspection. Well-maintained systems are less likely to raise concerns during the inspection.

CLEAN & DECLUTTER

A clean and organized home not only leaves a positive impression but also makes it easier for the inspector to access various areas. Decluttering also helps in showcasing the property's features more effectively.

DOCUMENT MAINTENANCE

Provide documentation of any recent upgrades, renovations, or routine maintenance. This information can highlight the property's positive aspects and reassure buyers about the care the home has received.

HIGHLIGHT SAFETY FEATURES

Ensure that safety features like smoke detectors, carbon monoxide detectors, and fire extinguishers are in good working order. This can positively impact the overall impression of the home's safety and readiness for occupancy.

BE TRANSPARENT

Be transparent about the property's condition. Disclose any known issues or past repairs to the inspector. Honesty fosters trust and can lead to a smoother inspection process and subsequent negotiations.



The Escrow Process

- **Opening Escrow:**
 - Once the buyer and seller have a mutually accepted purchase agreement, the escrow process is initiated. The buyer's initial deposit, often referred to as earnest money, is submitted to an independent third party known as the escrow agent.
- **Escrow Instructions:**
 - The escrow agent receives instructions from both the buyer and seller, outlining the conditions that must be met for the transaction to proceed. These instructions include contingencies, timelines, and specific details regarding the sale.
- **Title Search and Preliminary Report:**
 - The escrow agent works with a title company to conduct a title search on the property. A preliminary title report is provided to the parties, outlining any existing liens, encumbrances, or other issues that may affect the property's title.
- **Inspections and Contingencies:**
 - The buyer typically has a specified period to conduct inspections and address any contingencies outlined in the purchase agreement. This may include a home inspection, pest inspection, or other assessments.
- **Loan Approval:**
 - If the buyer is obtaining financing, the lender works through the loan approval process during escrow. The lender may require additional documentation from the buyer and conduct an appraisal of the property.
- **Addressing Contingencies:**
 - Based on inspection results, the buyer may request repairs or negotiate changes to the terms of the sale. The seller has the option to agree to these requests, deny them, or propose alternatives. The resolution of contingencies is a key aspect of the escrow period.
- **Finalizing Financing:**
 - The buyer's lender finalizes the loan details, ensuring that all conditions for loan approval are met. The lender coordinates with the escrow agent to prepare the necessary loan documents.
- **Signing Documents:**
 - Both the buyer and seller sign the required documents, including the closing documents and the deed. The escrow agent ensures that all parties have fulfilled their obligations before proceeding.

The Escrow Process

- **Closing Funds:**
 - The buyer provides the remaining funds needed to complete the purchase. This may include the down payment, closing costs, and any other agreed-upon expenses.
- **Distribution of Funds:**
 - The escrow agent ensures that all funds are in place before officially closing the escrow. Once confirmed, the agent distributes the funds to the appropriate parties, including the seller, real estate agents, and any third parties involved.
- **Recording the Deed:**
 - After all documents are signed and funds are distributed, the deed is recorded with the county recorder's office. This legalizes the transfer of ownership from the seller to the buyer.
- **Closing Escrow:**
 - The escrow process concludes when all conditions are met, and the transaction is officially closed. The parties receive confirmation, and the buyer takes possession of the property.





Closing Day Tips

PREPARE FOR FINAL WALKTHROUGH

Ensure that the property is in the agreed-upon condition for the final walk-through with the buyer. This includes addressing any repairs or agreed-upon improvements and leaving the home clean and well-maintained.

GATHER IMPORTANT DOCUMENTS

Have all relevant documents ready for the closing, including the property deed, any HOA documents, and records of repairs or maintenance performed. This helps facilitate a smooth closing process.

COORDINATE UTILITIES TRANSFER

Coordinate the transfer of utilities to the buyer's name effective from the closing date. This ensures a seamless transition for the new homeowners.

SECURE VALUABLES

Prior to closing, remove any personal belongings or valuables that are not part of the sale. Double-check closets, storage areas, and garages to ensure nothing is left behind.

CLOSING COSTS

Be aware of your closing costs and how they will be handled. Understand the breakdown of expenses and be prepared to settle any outstanding amounts. Your real estate agent can provide guidance on this.

PLAN FOR POSSESSION EXCHANGE

Clarify the timing of the possession exchange with the buyer. Ensure that you've moved out by the agreed-upon time, and leave behind any necessary keys, garage door openers, or access codes for the new owners.

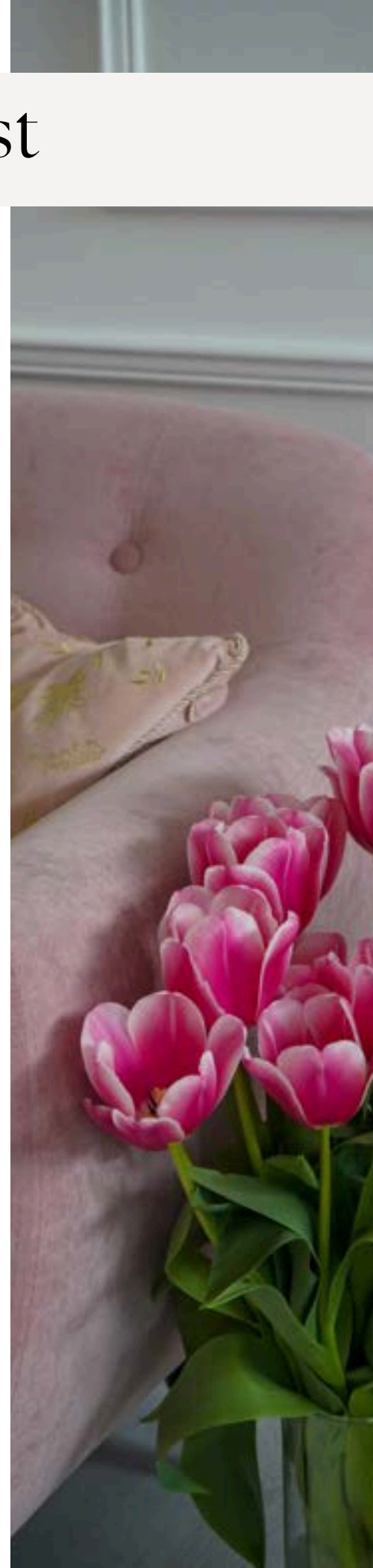
BE FLEXIBLE & PATIENT

Closing days can be unpredictable, and delays may occur. Be patient and flexible with the process. Stay in communication with your real estate agent and be ready to address any last-minute issues that may arise.

Post-Closing Checklist

- ✓ NOTIFY UTILITY COMPANIES
- ✓ CANCEL HOMEOWNER'S INSURANCE
- ✓ CHANGE YOUR MAILING ADDRESS
- ✓ COMPLETE CHANGE OF ADDRESS
- ✓ PROVIDE MANUALS AND WARRANTIES
- ✓ DISPOSE OF UNWANTED ITEMS
- ✓ SECURELY STORE CLOSING DOCUMENTS
- ✓ CONFIRM LOAN PAYOFF
- ✓ HANDLE OUTSTANDING REPAIRS
- ✓ FOLLOW UP ON ANY CONTINGENCIES
- ✓ RETRIEVE PERSONAL SECURITY DEVICES
- ✓ COORDINATE KEY EXCHANGE
- ✓ MONITOR PROPERTY TRANSFER RECORDS
- ✓ ADDRESS OUTSTANDING INVOICES

Congratulations!



THANK YOU

GRATEFUL TO PARTNER WITH YOU IN
REPRESENTING & SELLING YOUR HOME!

SALPIE MARKARIAN

LAS VEGAS REALTOR®

LICENSE: S.202353

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