

# SELLER'S GUIDE

AN OVERVIEW TO SELLING YOUR HOME



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**REAL BROKER**

# FRANK WARREN

*HELPING PEOPLE GET FROM THE LIFE THEY  
HAVE TO THE LIFE THEY DREAM ABOUT.*



Thank you for taking a few moments to explore the process of selling your house. My Seller's Guide provides a great overview of the process. A seller's ability to make a decision is the most important factor in determining whether a property sells. The information contained within this packet will help you move forward with confidence.

The purpose of this Guide is to help you achieve your desired outcome and transition to the next chapter in your life. This packet contains guidance based on my experience helping people just like you sell their home.

Pricing and the four factors which impact the ability of salability of your house are covered. Be sure to take a few moments to review the points about negotiating a contract and repairs.

I hope my Seller's Guide is a valuable resource for you. Please contact me if you have any questions along the way; I am here to help.



Frank Warren





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# SELLER'S QUANDARY

## SHOULD YOU BUY OR SELL FIRST?

And it's applied to one of the largest financial transactions you may ever make. Which step should come first? To decide, you should assess your options in relation to your needs, your timeline, and the local real estate market.



Is the real estate market hot?	YES	NO
Is your dream home available right now?	YES	NO
Do you have the cash to buy without selling first?	YES	NO
Do you need to move for a new job or in time for the new school year?	YES	NO
Do you need lots of time to pack and move?	YES	NO
Do you need more time and space to prepare your home for sale, such as to make repairs?	YES	NO
Is it important to have the upper hand in negotiations in the purchase of your new home?	YES	NO
Can you afford to take a loss on your current home if the buyer pushes for a lower price?	YES	NO
Can you shoulder the financial burden of managing two mortgages for an unspecified amount of time?	YES	NO
Are you comfortable buying without knowing the exact amount you will earn from selling your old home?	YES	NO

If you answered **YES** on more questions, you should consider **BUYING** first. If you answered **NO** more, you should consider **SELLING** first. These questions may each carry a different weight based on your unique needs and situation, so discuss the more important ones with your agent.

# THE HOME SELLING PROCESS



**DETERMINE  
DESIRED  
MOVE DATE**



**LISTING  
CONSULTATION**



**DEVELOP A  
MARKETING  
PLAN**



**PREPARE  
YOUR HOUSE**



**PRICE YOUR  
HOUSE**



**SHOWINGS**



**NEGOTIATIONS**



**HOUSE IS  
UNDER  
CONTRACT**



**TITLE  
SEARCH**



**LOAN  
UNDERWRITING**



**INSPECTION  
PERIOD**

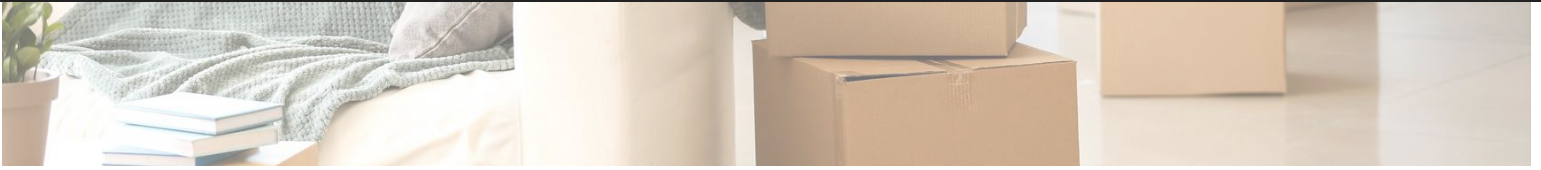


**FINAL  
WALKTHROUGH**



**CLOSING**

# DETERMINE DESIRED MOVE DATE



Determining the timeline for completing your home purchase is critical. Moving is a stressful endeavor. Attempting to rush a purchase and move into your life's other events can make the move worse. To minimize the anxiety of buying your future home, let's plan backwards from the desired move-in date.

## DESIRED CLOSING DATE

**Step 1:** Choose your move-in date

August						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	
28	29	30	31			

31 MOVING DAY!

## CLOSING PROCESS

**Step 2:** Closing takes 30 to 45 days on average. Subtract 45 days to be safe.

## INITIAL MEETING

**Step 4:** The initial process can take two weeks to meet with your Realtor and arrange for financing.

July						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

18

May						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

4 START PROCESS

18

## SEARCH PROCESS

**Step 3:** The search process can vary a lot. Motivated buyers should allow for 60 days.

# LISTING CONSULTATION

## 4 FACTORS THAT DETERMINE THE SALEABILITY OF YOUR HOME

### PRICE

The right pricing strategy will make the difference between a house going under-contract or sitting on the market. There will be more interest at the start of a listing than any other time. It is critical to get this step correct.

### MARKET

The real estate market will determine the price of the house and the amount of time it takes to sell your house. A hot market will help sell your property and a cool market will work against your efforts.

### CONDITION & FEATURES

The condition and features of your property will determine the level of interest it receives while on the market. Most buyers prefer a house which is move-in ready and will expect the condition to be similar to comparable homes.

### ADVERTISING

Exposing your house to the right set of buyers is critical to a successful outcome. Marketing efforts include print, electronic, and physical mediums. The right marketing strategy will help maximize your house's exposure.



# MARKETING PLAN

## WHY DID YOU BUY YOUR CURRENT HOME?

Advertising should emphasize the essential details about the house and explain why someone should choose it over competing properties. In other words, tell the story of your home.

The features that made your home special may attract potential buyers. Highlight these qualities when marketing your property, as they can help it stand out among the competition.



INCREDIBLE VIEWS



SPACE FOR A GROWING FAMILY



SPENDING MORE TIME WITH YOUR FAMILY



PROXIMITY TO WORK & ENTERTAINMENT

# MARKETING PLAN

In today's competitive real estate market, the key to success is differentiation - **doing common things in an uncommon way**. Know your market and target it with a multi-platform approach.

How do people search for their future homes? According to the National Association of Realtors (NAR), buyers relied on the following sources to find the right property:

- Online 51%
- RE agent 29%
- Friend, relative, or neighbor 8%
- Home builder 5%
- Yard sign 4%
- Knew the Seller's 4%



According to the NAR, the most important factors for home buyers were quality of the neighborhood, convenience, and affordability.

Information sources used in home searches were agent, mobile search, open house, online video site, yard sign.

Value of website features:

- Photos 83%
- Detailed information about property 79%
- Floor plans 57%
- Virtual tours 41%



# MARKETING PLAN

Is there really a difference between the quality of my phone's pictures and a professional photography? YES!!! Please consider the pictures below. One column contains pictures taken with an iPhone 15 and the second is the work from a professional photographer. The difference speaks for itself.

## AMATEUR PHOTOGRAPHY

vs.

## PROFESSIONAL PHOTOGRAPHY



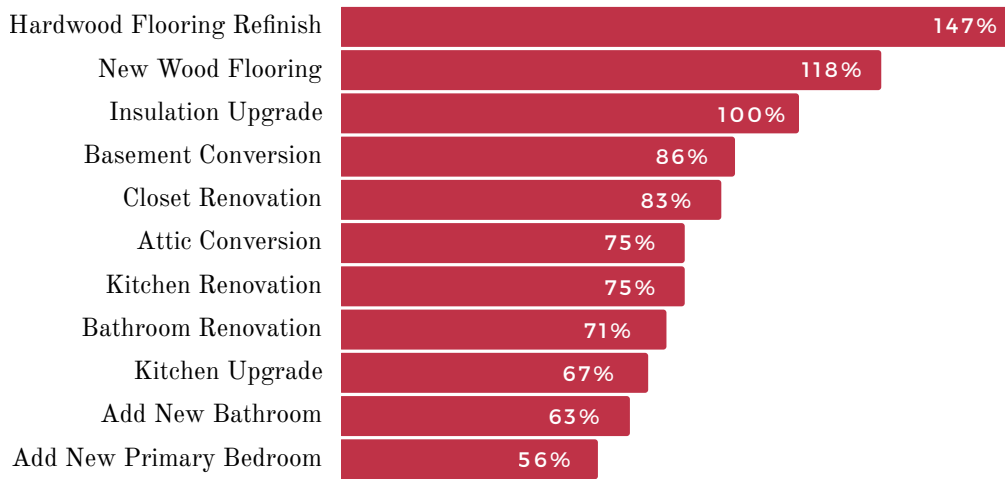
# PREPARING YOUR HOME

TO RENOVATE OR NOT RENOVATE IS THE QUESTION.

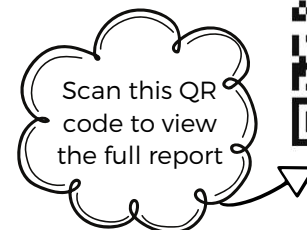
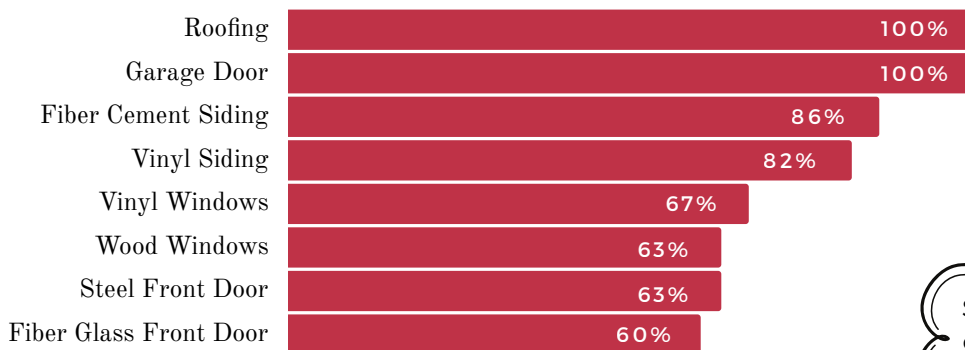
Most people do not have the capacity to oversee a major project. The idea of living through a construction zone is a hard **NO**. The **GOOD** news is most houses only require cosmetic updates to get ready for the market, not a full renovation. The **GREAT** news is the potential return will justify the investment in many situations.

The joint report published by the National Association of Realtors and National Association of the Remodeling Industry covered nineteen interior and exterior projects from the standpoint of the potential return on investment and the joy score of each project.

## COST RECOVERY ON INTERIOR PROJECTS



## COST RECOVERY ON EXTERIOR PROJECTS



# PREPARING YOUR HOME

It is critically important to make a great first impression. Both online and in-person. According to the National Association of Realtors, the average home buyers will eliminate a house from consideration within 60 seconds of entering a property.

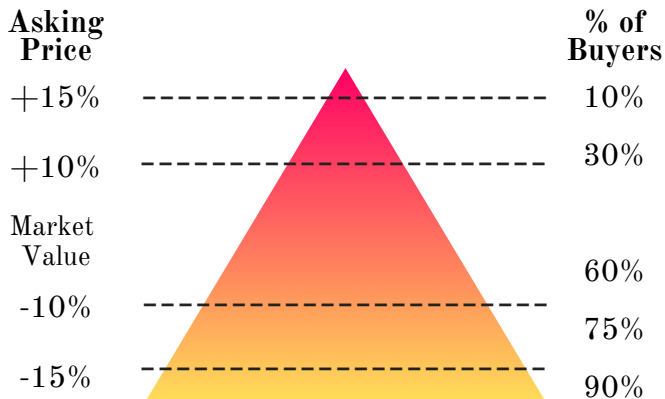
Below is a list of must-do things to make the BEST impression possible. Many of them are easily accomplished and don't require a significant investment.



- **Declutter everything.** Shelves, countertops, walls, the space above cabinets, closets, floors...everything. Clutter makes a room feel small. The goal is to create the impression that the house has a lot of space.
- **Remove unnecessary furniture** and reposition other items to create a better flow through the house.
- **Replace worn out bulbs with brighter lights.** Make sure lights have working bulbs with equal brightness.
- **Make repairs where needed.** Any issues you can see will be spotted by the buyers. Too many problems, big or small, will scare people away.
- **Remove all personal items from the walls.** It is better to have buyers focused on the house, not you.
- **Odors.** Nothing will scare away an interested buyer than a bad smell. Address the source before trying to remove the odor. Covering up a bad or strong odor will cause suspicion.
- **Don't forget the yard!** Clean the outdoor flower beds, trim shrubs and small trees, pressure wash the driveway and walkway. It never hurts to add fresh mulch and plants along the front entry.
- Have the house **professionally cleaned** before the showings begin.

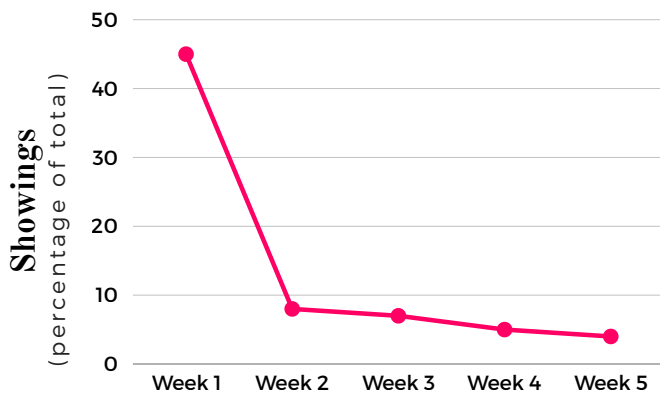


# PRICING YOUR HOUSE



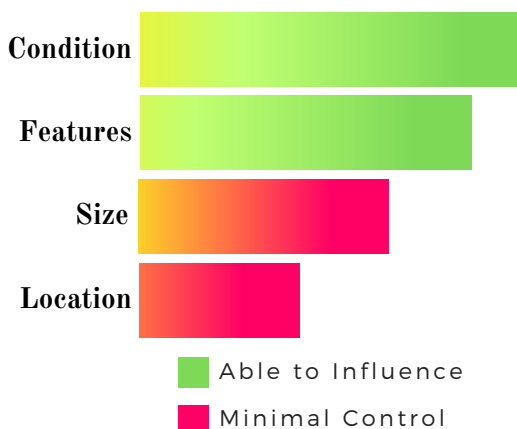
## WHY 10% EQUALS -70%

Setting the right asking price is imperative! Statistically speaking, even pricing at market value doesn't guarantee exposure to 100% of buyers. Overpriced by even 10% and only 30% of house hunters will consider your home at all before eliminating it online.



## WHY YOUR LISTING TIME MATTERS

The first 30 days on the market are critical for maximizing your home showings. In order to capture your best buyers, make sure your home is ready for viewing as soon as it hits the market.



## WHAT DETERMINES THE MARKET PRICE?

The real estate market determines the price for your house. There are four key factors which impact the sales price: **PRICING STRATEGY**, **CONDITION** and **FEATURES**, **MARKET CONDITION**, and **ADVERTISING**. Some of these factors you can control and some you cannot. Focus on what you can change.

# NEGOTIATIONS

## HAVE YOU FOUND THE RIGHT BUYER? LET'S MAKE THE DEAL HAPPEN.

During negotiations, the most important thing is to focus on ***Selling your House***. Keep your end-goal in mind throughout the process.

Determine what is most important. That could be the sales price, contract terms, time frame, or personal items which remain with the property.

The contracts are complicated documents. Ask all questions before accepting. Once you reach an agreement and sign, it is a legally-binding agreement.

Disclose all known, material items. When in doubt, disclose.

Respond quickly. Things can change after an offer is submitted.

Stay calm and keep working towards an agreement.



# CONTRACT → CLOSING



## INSPECTIONS

The contract lays out the number of days of the inspection period and resolution period. The buyer has the option of having all items inspected on the property. Plan on exiting the house during all inspections. After the inspections are performed, the buyers and sellers will negotiate the repair items, a financial accommodation, or accept the house in its current condition.

## APPRAISAL

If the buyer is financing the purchase, the bank will require an appraisal to determine the market value of the property. The loan amount is based off the contract price or appraised value, whichever is lower. Some appraisals will require repairs on the house. These must be completed before the loan clears underwriting. The appraiser will need access to the interior of your house and the backyard.



## UNDERWRITING

The lender will require the loan package to clear underwriting prior to funding the loan. This department evaluates the buyer's loan application, credit history, income and debt levels, the appraisal, and other items. There is the potential that issues will arise during this step and the closing could be delayed until the issues are resolved. Most loan approvals are delivered 4 or 5 business days prior to closing.



## TITLE SEARCH

An attorney or escrow agent will conduct a search of the history of the property to determine if there are defects in the title. The search includes all public sources where deeds are recorded. It does not include any claims of title which were not recorded. Any defect in the title must be cleared before a general warranty deed is provided to the buyer.

# CLOSING

## CLOSING COSTS

Closing costs are expenses associated with the purchase of a property. These are fees charged by those who represent you during the purchase. Closing costs are typically between 2-5% of your purchase price.

## WAYS TO AVOID PAYING CLOSING COSTS

Home buyers can negotiate with the seller over who pays closing costs. Sometimes the seller will agree to assume the buyer's closing costs. Speak with your lender and agent early to determine what you'll be responsible for at closing.



## TYPICAL BUYER FEES

- Prorated Property Taxes
- Prorated HOA Fees
- Loan Fees and Points
- Appraisal
- Attorney Expenses
- Title Insurance for Mortgage Company & Owner
- Recording Fees

## TYPICAL SELLER FEES

- Prorated Property Taxes
- Prorated HOA Fees
- Title Search and Deed Preparation
- Real Estate Professional Fee
- Attorney Expenses
- Home Warranty



# FRANK WARREN

BROKER

My family is a central part of my life. Suellen and I were married in 2001 and we're proud parents to Samuel, Jed, and Cal. We love spending time outdoors and taking road trips, especially out West to visit the National Parks.

Moving to Collierville in 2011 was an amazing change for us, allowing us to live, work, and serve our community.

My faith shapes how I live and treat others. Suellen and I are active members of Trinity Presbyterian Church. Matthew 5:16 is a verse which has impacted my perspective the past few years.

***"In the same way, let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven."***

I'm passionate about real estate because I believe in its' power to positively impact people, families, and communities. Whether helping someone sell their house, find their dream home, or start investing, I aim to be a trusted advisor throughout the transaction and beyond.



## FAMILY

- Suellen - married in 2001, Executive Director at Independent Presbyterian Church Foundation
- Samuel (21) - University of Memphis, Eagle Scout, manager at Chick-Fil-A
- Jed (19) - second year at Moore Technical School, Eagle Scout
- Cal (19) - first year at Moore Technical School, Eagle Scout

## EDUCATION

- Christian Brothers University - MBA 2002
- University of Memphis - BBA 1999

## WORK EXPERIENCE

- Real Broker - Realtor 2026-present
- Coldwell Banker - Realtor 2017-2026
- John Green & Company - Realtor 2014-2017
- FTN Financial - Vice President 2002-2014
- Morgan Keegan - Associate Vice President 1999-2002

## REAL ESTATE LICENSE & MEMBERSHIPS

- Tennessee Brokers License - 2020
- Tennessee Affiliate Brokers License - 2014
- Realtor - 2014-present
- Multi-Million Dollar Club - 2017, 2018, 2020, 2021
- Accredited Buyer's Representative (ABR)
- Certified Residential Specialist (CRS)
- Graduate of the Realtor Institute (GRI)
- NINJA Sales Installation - 2015, 2016, 2017, 2018, 2022, 2023

## COMMUNITY SERVICE

- Rotary - Assistant Governor 2023-present
- Scouts - Eastern District Committee Chair 2023-present
- Collierville Board of Education - Member and Elected Official 2018-2022
- MAAR - Government Affairs Committee 2021-2022
- Collierville Rotary Foundation - Chairman 2019-2021
- Collierville Rotary Club - President 2017-2018
- Collierville Literacy Council - Board of Directors 2018-2020
- The Woods Homeowners Association - President 2017-2018
- Leadership Collierville - Class of 2016
- Collierville Herald - Columnist on Real Estate - 2016-2017
- Toastmasters - 2015-2017

# CORE VALUES

*"When getting help with money, whether it is insurance, real estate, or investments, you should always look for a person with the heart of a teacher, not the heart of a salesman."*

*– Dave Ramsey*

**Selling a home is challenging.** Most people say that moving is the most stressful thing they have done. My goal is to reduce the stress as you start this new chapter in your life.

Below is a list of my core services.

**Counseling** – Each client has a different set of goals and needs. The first step in the process is to discuss your specific goals. Our initial consultation will provide an opportunity to get to know each other and address your concerns. This discussion will set the path forward. An important value I can provide is helping to set realistic expectations for what is and is not possible.

**Pricing** – My role is not to set the price, but to interpret the relationship between your house and the market. I will help you to understand the pricing process, explain the current market environment, and collaborate with you on setting the best price possible.

**Staging** – Most properties are not in show-ready condition when they hit the market. This situation can depress the level of interest in a home. I will help you maximize the appeal of your house.

**Marketing** – It is a misconception that the best marketing casts a broad net. It is just the opposite. Effective marketing uses advertising tools to reach a narrow group of consumers who are most likely to have an interest in your house. My experience and resources will help to maximize the listing's exposure to your target market.

**Negotiation** – This is a very important time during of the selling process. It is part art and part science. Recognizing the current market condition (science) is an important first step. However, there is far more to a successful negotiation. Navigating through emotions can be difficult (art), especially if you are the one making the decisions. Having a trusted advisor can help maintain focus on your most important goal: selling the house.

**Transaction Management** – There is nothing simple about selling a house. Many times, the easiest part is getting the house under contract. Going from contract to the closing table is a journey with numerous pitfalls along the way. I work very hard to arrive at a successful outcome for my clients. My closing rate in 2021 is 100%. That means that every time my clients have entered into a contract, they closed.

**Communication** – Perhaps this is the most valuable service I can provide. My belief is that clear and consistent communication helps to reduce uncertainty and stress. This is my goal for every transaction. Trust has to be earned. Most of my clients state they trust me. I believe that trust is the result of the level of communication we have; before, during, and after the transaction.

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# CLIENT TESTIMONIES

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“Thanks to Frank Warren Real Estate, our home sold quicker than we anticipated and at our desired price point. I wholeheartedly recommend Frank Warren to anyone looking for a dedicated, knowledgeable, and highly effective real estate professional. Working with Frank was a genuinely rewarding experience, and we are profoundly grateful for his assistance and expertise.”

*Gary Lily*



“Throughout the process, Frank provided well reasoned and effective advice; he was always a couple of steps ahead of us with the correct resources when we needed them. Frank was always able to make time for us whenever we had questions or needed support for some aspect of the process. Importantly, Frank understands the Memphis real estate market, and the recommended strategy for buying the new house and selling the old house were on target. We can easily recommend Frank to anyone wishing to buy or sell a house in the Memphis area.”

*Mike and Anita Old*

“We initially thought we would not choose a realtor because we have several friends who are agents. He didn't push us, but he did provide guidance that was invaluable for keeping the stress level low. We couldn't have been more pleased! Thank you, Frank, for helping us have a wonderful experience.”

*Jimmy and Mary Turner*





# TIME LINE

## HOW TO PREPARE FOR MOVING DAY

### 8 WEEKS BEFORE MOVING

- Before you start packing boxes, go room by room and decide what you're going to keep, toss, and donate. This will simplify the act of packing when it's time.
- Research moving companies for estimates and select mover. Be sure to get an on-site estimate in writing.

### 6 WEEKS BEFORE MOVING

- Order boxes and packing supplies such as tape, bubble wrap, and markers.
- If needed, arrange for storage, transport of vehicles, pets, etc.
- Arrange for any repairs or installations in your new home.
- Take measurements of your new home to ensure larger items will fit through the door.
- Notify schools of children's transfer. Get school records. Check into pre-registration procedures for new school.
- Transfer/cancel insurance coverage; make sure coverage will continue if your present house will be vacant while you still own it.

### 4 WEEKS BEFORE MOVING

- Start packing now. Begin with items you use most infrequently. Make note of valuables that might need insurance.
- Label each box with description.
- Make an inventory checklist of all items packed and furniture being moved.
- Fill out a change of address form at your local post office.
- Notify important parties of your change of address.

### 3 WEEKS BEFORE MOVING

- Set turn-off dates for utility companies
- Arrange for utilities and internet at your new home
- Give away or arrange for transport of plants (most moving companies will not move plants).
- Make any travel arrangements, including interim hotel and car rentals.

### 2 WEEKS BEFORE MOVING

- Arrange to be off work on moving day.
- Gather all valuables and keep in a safe place. Carry them yourself during the move.
- Have car prepared for the trip.

### 1 WEEK BEFORE MOVING

- Gather items and clothing needed for personal travel and keep separate.
- Refill the necessary prescriptions for the next couple of weeks.
- Dispose of all combustibles/spray cans.
- Pack a separate carton for cleaning materials and tools.
- Cancel all newspapers, delivery services, garden service, etc.
- Arrange for a babysitter and pet care.
- Clean your current home; don't forget the oven and leave-behind appliances. Patch any holes left in walls.

### 2-3 DAYS BEFORE MOVING

- Prepare payment to your moving company. Don't forget to tip for a job well done!
- Double check your moving day plan: moving company arrival time and directions to your new home.
- Defrost and clean refrigerator and freezer to be moved.
- Pack immediate needs such as coffee pot, a few dishes, pots/pans, soap, and bedding.

### MOVING DAY

- Plan to spend the entire day in the house; don't leave until after the movers have left.
- Verify that the moving truck that shows up is the moving truck you hired. Beware of scams.
- Check the entire house for articles overlooked.
- Turn off water and appliances; lock windows and doors.
- Advise your neighbors and realtor that the house is vacant. Leave the keys with new owner or realtor.