

# HOME SELLER GUIDE



**MAKING  
DREAMS COME  
TRUE ONE  
HOMEOWNER  
AT A TIME**



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SCAN CODE TO START  
LOOKING AT HOMES!

# RHYNES REAL ESTATE

# Nice to meet you!



**TAKESHIA RHYNES**  
*Real Estate Broker*

I have built my business on results and reputation and I'm confident I can deliver for you. It is my goal to have your home sold in the shortest time possible, for the best price and with the utmost convenience to you. I don't simply list homes. I market them... and do so with passion!

We will discuss your objectives in order to tailor the marketing of your property to best fit your goals. I am always available to answer your questions, offer guidance, and provide you with information to ensure that you make sound decisions. I'll stand by you every step of the way.

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to helping you.

*Let's Connect*

**FOLLOW ME ON  
SOCIAL MEDIA FOR  
REAL ESTATE  
UPDATES, MONDAY  
MOTIVATION AND  
THINGS GOING ON  
IN THE  
COMMUNITY**



## EASY EXIT LISTING AGREEMENT

**NO PENALTY**     **NO EXTRA FEES**     **NO HASSLE**

Because a lot of the homes we sell were previously listed with another agent we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. I wouldn't want to put any of our clients through that experience.

**When you are ready to sell your home make sure the broker you hire offers an Easy Exit Listing Agreement.**

# Customer TESTIMONIALS

The transaction process can be lengthy and complicated and you need the right agent walking you through the process. You need an **ASSERTIVE, AGGRESSIVE, and KNOWLEDGEABLE** agent that will protect **YOUR** best interest! You need someone who is assertive in their negotiating skills to get you the best possible outcome.



## SEE BELOW WHAT MY PAST CLIENTS SAY ABOUT THEIR EXPERIENCE WORKING WITH ME:

### Traci

*"Just amazing!! Takeshia Is a super star - She listed, marketed and SOLD 2 of our homes WITHIN 30 days! She was kind, efficient and a true asset during the whole process!!"*

### LORI

*"Takeshia Rhynes is the best real estate broker. She not only sold my house in a day and a half but she walked with me every step of the way. She talked me through my emotions and kept me on track. Best advice she gave me was to trust the process. She is simply amazing."*

# WHAT FACTORS DETERMINE HOW LONG IT WILL TAKE FOR YOUR

# home to sell?

## PRICING

I am not the one who decides how much your home is worth. The market does. It tells us exactly where to price your property to sell and how to approach the marketing of it. Pricing your home properly from the start is the deciding factor on how long it will take to sell it. Using a scientific market analysis in your area we will price your home correctly the first time so it will sell quickly.

## HOW IT SHOWS

The condition of the property affects the price and the speed of sale. As perspective buyers often to make purchases based on emotion, first impressions are important.

## MARKETING

I offer superior marketing techniques to help get your home sold faster and for more money than the competition. The second you sign with me, I go to work on marketing your home! Sneak peak, marketing, social media, marketing, and print marketing are all part of the success of getting your home seen by the most potential buyers.

# FROM LISTED TO SOLD IN 7 STEPS

## 01 PREPARING TO LIST

Pre-listing appointment gets you prepared to list. Learn what you need to do and what you can expect.

## 02 MARKETING THE PROPERTY

Superior marketing techniques help get your home sold faster and for more money.

## 03 SHOWING YOUR HOME

Be ready to start showing home at least 24 hours from when your home goes live.

## 04 OFFERS

I will negotiate and get the offer accepted.

## 05 INSPECTION

Buyer will choose and purchase inspections.

## 06 APPRAISAL & TITLE SEARCH

Buyers lender orders appraisal. Title company handles the title search.

## 07 CLOSING DAY

Buyer performs final walkthrough. Sign papers. **Congratulations your home is sold!**



# Advantages OF LISTING WITH ME



It is crucial that you have an agent that knows the importance of marketing in today's real estate market. If they do not have robust marketing plan you need to rethink who you want representing your home. I don't just place a home on the MLS and hope for something to happen, I get out there and make it happen!

## SIGNAGE

Your home will be displayed in a variety of ways including signage at our office in Volusia Mall. All print/digital content and signage is custom made in order to stand out.

## COMMUNICATION

I will actively communicate with you every step of the process. Diligently sharing feedback from showings, following up with the buyer's agent after viewing the home, and calling weekly to discuss the progress from the previous week.

## NETWORKING

I prospect daily for potential buyers. I have been teaching first time homebuyer seminars every month for over 5 years. I have over 1000 buyers contact information that I can send your property to.

## **SUPRA LOCKBOX**

Supra lockboxes are more secure since only Realtors are able to access them. Also the showing realtors information is recorded including contact information and the time they were showing the home.

## **BOOSTED ONLINE EXPOSURE**

**Today's market is centered on technology. Buyers are performing their own searches online so it's important to rank high and shown in the best light. Rest assured I take the extra steps to get maximum exposure of your listing and give the online shopper a wealth of information and quality photos and videos.**

## **PHOTOGRAPHY & VIDEOS PROVIDED**

Since most homebuyers will begin their search online that means you have only one chance to make a great impression. Professional photos along with multiple videos optimized for different online platforms will help your home sell quicker, for more money, and attract more buyers.

## **SOCIAL MEDIA MARKETING**

I post daily on today's top social networks including Facebook, Instagram and Tik-Tok. I stay up to date on changes to the algorithms in order to get the most engagement. I understand the strategies it takes to market to buyers, how to hook them, and how to convert them. I get thousands of image views and videos plays weekly.

## **EMAIL MARKETING**

A new listing alert will be sent to thousands of buyers who are looking for a home similar to yours.



# Showings

A FEW TIPS TO HELP YOUR SHOWINGS  
GO AS SMOOTH AS POSSIBLE

**Be as flexible and accommodating as possible. We want to avoid having missed opportunities.**

**Make sure that you place all valuables and prescriptions out of sight and in a safe place.**

**Vacate whenever possible. Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay a while.**

**Avoid any strong odors. If you smoke in your home consider using some kind of air freshener.**

**Keep pet areas clean. Not everyone is a pet person and it may hinder their ability to pictures themselves living there.**

**Open blinds and curtains and let in as much light as possible. Leave lights on before you leave for a showing.**

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

**If the home is vacant consider leaving on the utilities until closing. Most buyers will want to do an inspection as well as a final walkthrough .**

**Be mindful of curb appeal. A buyer's first impression is made when that person pulls up to the driveway. Make sure you're home is tidy and welcoming.**

**Keep your home clean and decluttered. A dirty home does not look well maintained.**

# WHAT HAPPENS NEXT?

After a buyer submits an offer you can:

- **ACCEPT THE OFFER**

- **DECLINE THE OFFER**

This happens if you think the offer isn't close enough to your expectations to further negotiate.

- **COUNTER OFFER**

A counter offer is when you offer the buyer different terms. You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**PRICE IS JUST ONE OF MANY CONSIDERATIONS WHEN DECIDING WHICH OFFER IS BEST FOR YOUR HOME. HERE ARE SOME OTHER FACTORS THAT MATTER:**

#### **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

#### **CASH OR LOAN BUYER**

A cash offer is usually more appealing than a finance offer as you don't need to worry about the bank approving the loan. A conventional loan is often the least complicated. An FHA and VA loan can cause delays if they require certain repairs and approvals.

#### **CLOSING COSTS**

Sometimes an offer can ask the seller to pay a portion of the buyers closing costs.

#### **CLOSING TIMELINE**

You might need to close quickly or you might to extend closing to allow for time for the next home to be ready. Choosing the offer with the closing time that fits your needs may be the best for you.

# OFFER ACCEPTED!

**Congrats! You will sign the purchase agreement and now you are officially under contract! This period of time is called the contingency / inspection period. Now inspections, appraisals, or anything else built into the purchase agreement will take place.**

# HOME INSPECTIONS

## INSPECTION TIME FRAME

Within 15 days  
of accepted  
offer.

## COSTS

No cost to  
seller. The buyer  
will choose and  
pay for the  
inspections.

## WHAT DOES IT TYPICALLY INCLUDE:

- Roof & Components
- Exterior
- Foundation
- Crawl Space
- Structure
- Heating & Cooling
- Plumbing
- Electrical
- Attic & Insulation
- Doors, Windows & Lighting
- Appliances (limited)
- Garage & Garage Door
- Grading, Drainage & Stairs

## UPON COMPLETION:

**BUYER CAN ACCEPT AS IS**  
**BUYER CAN OFFER TO RENEGOTIATE**  
**BUYER CAN CANCEL CONTRACT**

## Appraisal

**If the buyer is using a loan to purchase your home, they will need to have an appraisal done ordered by the bank to verify the home is worth the loan amount.**

## IF APPRAISAL COMES IN BELOW ASKING PRICE YOU CAN:

- **Renegotiate the sales price with the buyer**
- **Renegotiate with the buyer to cover the difference**
- **Cancel and re-list, or**
- **Consider an alternative cash offer**

# CLOSING DAY

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The title company 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 payments that are due to you.

## TRANSFER FUNDS

the transfer of funds may include payoffs to:  
sellers mortgage company as well as any lienholder  
local government if any taxes are due

third-party service providers  
real estate agents, for payment of commission sellers, if there are any proceeds from the sale of the home

## TRANSFER DOCUMENTS

the transfer of documents may include:

the deed to the house  
certificate of title, bill of sale, and other real estate related documents  
signed closing instructions and/or settlement statement  
receipts if needed for completed repairs, per sales contract

## TRANSFER PROPERTY

the transfer of property may include:  
exchange of keys, garage door, opener, security codes, and/or devices,  
appliance manuals  
homeownership legally transfers to the new owner when the signed deed is recorded at the sellers local county courthouse

## SELLERS COMMONLY PAY:

- MORTGAGE BALANCE
- ANY CLAIMS AGAINST PROPERTY UNPAID ASSESSMENTS
- REAL ESTATE AGENTS COMMISSION
- TITLE INSURANCE POLICY

## AFTER CLOSING

KEEP COPIES OF ALL CLOSING DOCUMENTS