



# GUIDE TO SELLING A HOME



  
**Windermere**  
REAL ESTATE



# How I Help Sell Your Home

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

## MY SERVICES

- › Explain basic real estate principles and paperwork
- › Do a Comparative Market Analysis (CMA) to help determine your home's value
- › Help determine the right selling price
- › Assist you in preparing your home for sale
- › Market your home to buyers and other agents
- › List your home on Realtor.com, Windermere.com and other real estate websites
- › Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- › Assist you with the purchase and sale agreement
- › Negotiate with buyers and their agents on your behalf
- › Track contingencies and ensure contract deadlines are met
- › Work with the escrow company to ensure all documents are in order and on time

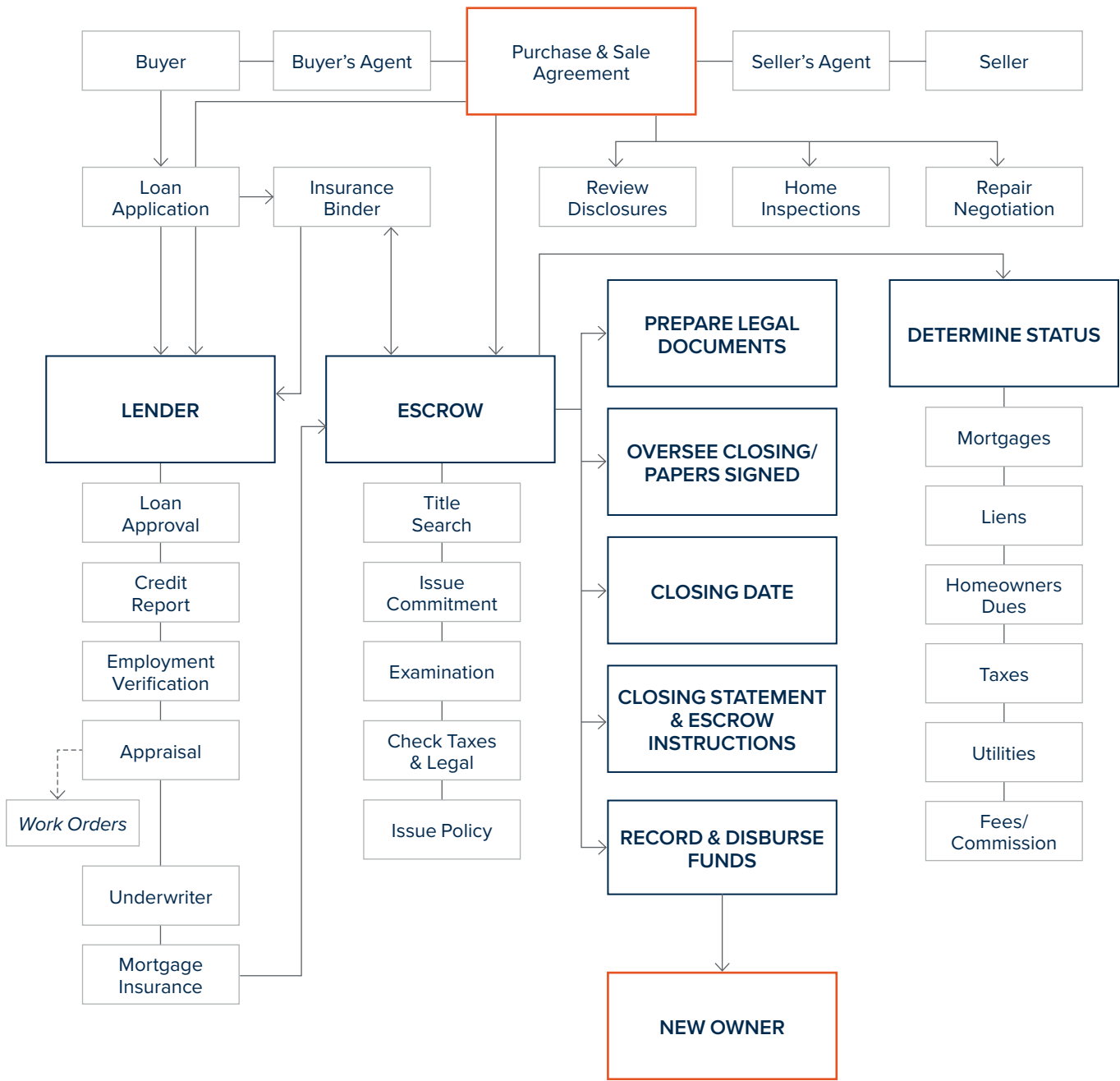
## YOUR BENEFITS

- › Be more likely to get the highest return on your investment
- › Decrease your days on market
- › Understand all the terms, processes and paperwork involved
- › Have exposure to more buyers and agents with qualified buyers
- › Have current market information to make informed decisions
- › Have a skilled negotiator on your side
- › Have peace of mind that the details are being handled





# Coordinating the Closing





# Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

### DANGERS OF PRICING ABOVE MARKET VALUE:

- › True target buyers may not see your property because it's listed out of their price range.
- › Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- › It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

<b>YES</b>	<b>WE CAN CONTROL:</b> <ul style="list-style-type: none"><li>› Price</li><li>› Terms of Sale</li><li>› Condition of Property</li></ul>
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<b>NO</b>	<b>WE CANNOT CONTROL:</b> <ul style="list-style-type: none"><li>› Location</li><li>› Competition</li><li>› Market Conditions</li></ul>
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### HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- › Analyze current market conditions and sales prices of comparable properties.
- › Discuss your goals and needs.
- › Advise you about ways to make your property more attractive to buyers.
- › Create a comprehensive marketing plan targeting the most likely buyers.
- › Market your property to other agents, and get their feedback on its price and presentation.
- › Keep you up-to-date on sales activity and market conditions.





# Windermere.com

Let the power of Windermere.com and the latest online technology work for you to get your home sold quickly.

## WINDERMERE.COM HAS:

- › Online collaboration with your Windermere agent
- › On average one million monthly visits
- › On average 500,000 property listings
- › Information about every MLS listing available in your area
- › Enhanced search capabilities and image viewer
- › A “save your favorite” feature
- › RSS feeds of new listings that match your search criteria
- › Open House search
- › Featured “Showcase” and “Premier” homes on the home page
- › Share tools for email and social media

## YOU CAN ALSO USE OUR WEBSITE TO:

- › Better understand the buying and selling process
- › Read the Windermere blog
- › Get economic updates from Windermere’s Chief Economist
- › Use the mortgage calculator
- › Search for agents and offices





# Market Preparation Guide

Properly preparing your home for sale is one of the best ways to make a favorable impression that will help it sell more quickly and for the best price. I can help you stage your home or refer you to an accredited staging professional. But there are a lot of things you can do yourself, both before and during showings, to improve its appeal.

## BEFORE SHOWINGS

- › Turn on all interior lights, even during the day, and exterior lights at night.
- › Make the temperature comfortable—approximately 68 degrees.
- › Keep pets in a separate area, and change litter boxes daily.
- › Put money and other valuables out of sight.
- › Keep curtains, drapes and shades open.
- › Open all doors inside the home, except closets.

## DURING SHOWINGS

- › A buyer will likely spend more time previewing your home if you're not there.
- › If you can't leave the home, try to stay out of the way, and keep children quiet and out of the way.
- › Don't precede or follow potential buyers through your home.
- › Let the sales associate show and sell your home.

Here's a checklist to help you identify areas in your home that may need improvement in order to make the best impression on potential buyers.

### ENTRY, LIVING, DINING, FAMILY ROOMS

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Fireplace
- Floors/Carpet
- Walls & Ceilings

### KITCHEN

- Countertops
- Cabinets—Exterior & Interior
- Appliances
- Faucets & Sinks
- Floor
- Walls & Ceiling

### BATHROOM(S)

- Tub
- Shower Enclosure
- Tile & Grout
- Sinks & Counters
- Toilet
- Faucets
- Floor
- Walls & Ceiling

### BEDROOM(S)

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Closets
- Floor/Carpet
- Walls & Ceiling

### YARD

- Lawn
- Hedges & Shrubs
- Flower Beds
- Fences & Gates
- Walks & Driveways

### HOME EXTERIOR

- Paint
- Trim Paint
- Porches, Decks, Railings
- Brickwork
- Siding
- Front Door
- Roof

### BASEMENT

- Stairway
- Floor
- Storage Areas
- Finished Areas
- Windows & Window Coverings

### GARAGE

- Storage
- General
- Doors
- Windows
- Window Frames
- Lights



# Timing the Market

A commonly asked question is, “Is there a best time to put your home on the market?” The answer is “Yes.” The best time to market your home is exactly when you are ready.

What is important is to have a good game plan and time for preparation. When you are ready, I will be there to assist you with information that will help you get the greatest return on your investment.

Let’s talk about your personal goals and current market conditions to determine when the time is right for you.

## I WILL

**DETERMINE HOW MUCH  
YOUR HOME IS WORTH**

**PROVIDE INFORMATION  
ON MARKET CONDITIONS**

**PREPARE YOUR HOME  
FOR SHOWINGS AND  
FOR SELLING**



Professional  
**Photography**

The old adage says, “A picture is worth a thousand words.” There is a reason that some adages become old ... because they are so true.

Statistically we know that 95 percent of buyers use the Internet during their home search, and 89 percent of them cite photos as a “very useful” aspect of their online search\*. If they don’t like what they see, many potential buyers won’t bother to see your home in person.

In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.

Professional photographers have the lighting, equipment, and know-how to showcase your home’s most flattering aspects.

This helps your home stand out from the competition, increasing buyer interest and potentially your final sales price.

*\*National Association of REALTORS® 2017 Profile of Home Buyers and Sellers*





# Open Houses

One powerful way to create traffic and exposure for your home is by holding open houses. Fifty-two percent of buyers describe open houses as an important information source when looking for a home\*.

The more people that see your home, the faster it will likely sell, and open houses help achieve that goal. They also allow me to answer any questions about the home or neighborhood while I'm face-to-face with potential buyers. Neighbors also love to attend open houses, which can lead to increased word of mouth and greater exposure.

Furthermore, open houses allow me to hear feedback directly from buyers and agents, which can be valuable in gauging interest and addressing concerns for future showings. All in all, open houses are an important tool in getting your home sold quickly and at the best price.

*\* National Association of REALTORS® 2017 Profile of Home Buyers and Sellers*

## BENEFITS

**YOU CHOOSE THE TIMING**

**AGENT IS PRESENT  
THE ENTIRE TIME**

**GREATER EXPOSURE  
FOR YOUR HOME**

**OPPORTUNITY TO ANSWER  
BUYER QUESTIONS**

**CREATES  
NEIGHBORHOOD "BUZZ"**

**GATHER VALUABLE FEEDBACK**



# Realtor.com®

All Windermere listings are featured on Realtor.com®, the most trusted real estate website in the country.

As the official website of the National Association of REALTORS®, Realtor.com® empowers consumers to make smart home buying, selling, and renting decisions by leveraging its direct, real-time connections with more than 8,000 multiple listing services around the country.

**realtor.com®**

**UP TO 30 MILLION UNIQUE VISITORS EACH MONTH**

**LISTINGS FROM EVERY MAJOR MULTIPLE LISTING SERVICE IN THE U.S.**

**THE INTERNET'S LARGEST REAL ESTATE MARKETPLACE**

  
**Windermere**  
REAL ESTATE





# The Path to Closing

Once a buyer and seller have agreed to the details of a home sale, there's one final piece—the closing.

“Closing” is when you and the buyer sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. My job is to manage those complex details to make it as easy as possible for you.

## I WILL

**COORDINATE WITH CLOSING SERVICE PROVIDERS**

**WORK WITH THE ESCROW COMPANY**

**HELP FACILITATE A TIMELY CLOSING**

**GUIDE YOU THROUGH THE PROCESS**

**PROVIDE TIMELY UPDATES**





# Considerations for Title Review

In order to properly prepare your home to go on the market, we will order a title report from a reputable title company.

A buyer has the future in mind when they buy a house, but with homeownership comes the need to protect the property against the past as well. A title report will provide peace of mind for all parties involved.

## TITLE REVIEWS DISCLOSE

**UNFORESEEN LIENS  
OR JUDGMENTS**

**BOUNDARY DISPUTES**

**UNRESOLVED TITLE ISSUES**

**COVENANTS, CONDITIONS  
AND RESTRICTIONS (CC&RS),  
AND EASEMENTS**





# Guiding You Through The Inspection

Home inspections are a critical part of the home buying and selling process.

Inspections take the mystery out of selling your home and may make it easier for prospective buyers to imagine themselves living there. By making repairs and disclosing the home's condition to a prospective buyer before negotiations begin, you can create an atmosphere of good faith and instill confidence about your home's condition. This, in turn, may help sell your home faster and at a higher price.

A home inspection benefits all parties involved by providing insight into the condition of the home, thereby helping to reduce the overall listing time of your property.

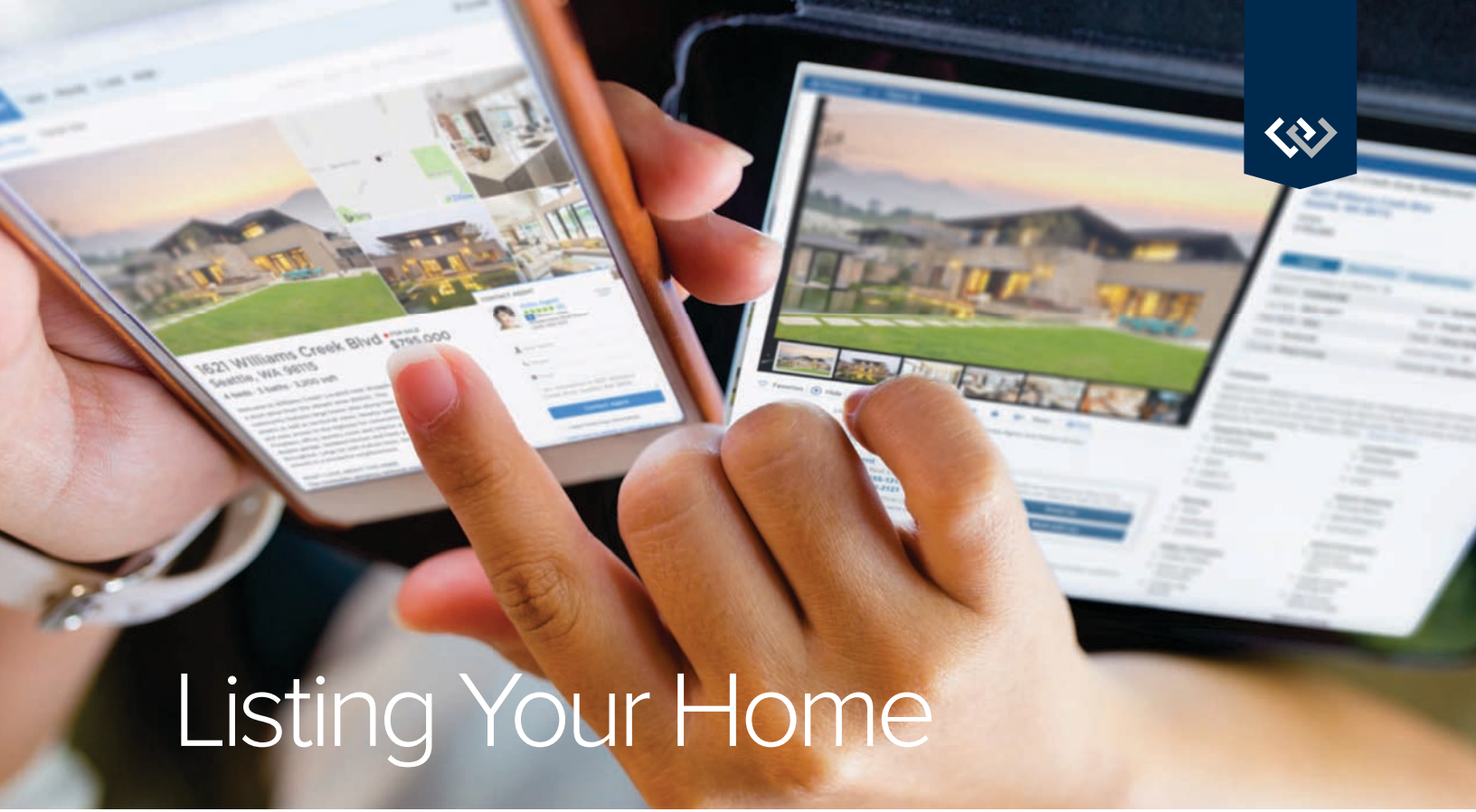
## I CAN HELP YOU

**FIND A REPUTABLE  
INSPECTOR AND HOME  
REPAIR CONTRACTORS**

**PREPARE FOR WHEN  
UNKNOWN PROBLEMS  
ARE DISCOVERED**

**REVIEW INSPECTION OPTIONS**

**NEGOTIATE FAIR AND  
APPROPRIATE SOLUTIONS  
IF NECESSARY**



# Listing Your Home

Uploading photos and detailed information about your home quickly and accurately is an important part of getting it sold.

Once you have listed your property, we will immediately upload photos and information your home on the Multiple Listing Service (MLS). Within minutes, every real estate agent in the system will know that your property is on the market.

Simultaneously, your property will be listed on Windermere.com, which receives an average of one million page views every month. Windermere listings are also accessible through top real estate sites such as Realtor.com®, Zillow and Trulia.

realtor.com®

trulia®

Zillow.com®

  
**Windermere**  
REAL ESTATE



Marketing

# Your Home Online

According to a national survey\*, 95 percent of home buyers use the Internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

I will post your home on Windermere.com, and because I am a member of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on real estate search sites like Realtor.com®, Trulia and Zillow, with a combined reach of nearly 200 million viewers.

Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.



*More than 200 million combined viewers*

*\* National Association of REALTORS®  
2017 Profile of Home Buyers and Sellers*





Reach Chinese Buyers  
Through Juwai.com

Windermere Real Estate’s Chinese marketing partner, Juwai.com, provides innovative ways for your listing to reach a Chinese audience and overcome the barriers of language, distance, and culture.



THE #1 CHINESE INTERNATIONAL PROPERTY PORTAL | 2.6 MILLION VISITORS A MONTH  
2.5 MILLION PROPERTY LISTINGS | BROKERS FROM 89 COUNTRIES

For many Chinese, global property investment is an opportunity that was once out of reach. Chinese buyers have started to make their presence felt in global real estate, buying properties ranging from luxury homes to more modest condominiums.

Juwai servers are located behind the Great Firewall, providing your listing easy, instant access to an exclusive audience of high-net-worth Chinese buyers, and making it much easier for them to find and view your property listing.







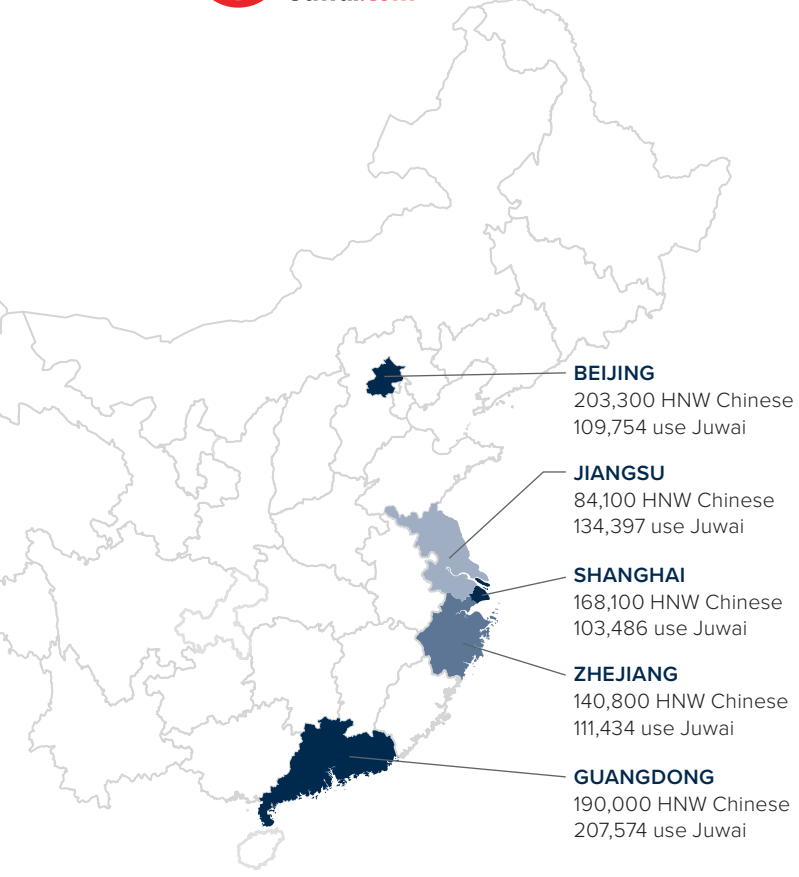
Juwai.com

# An International Audience

Every day, tens of thousands of Chinese consumers from over 514 cities in China and Southeast Asia go to Juwai.com to search and browse listings, read up on news, and learn about investing overseas.



THE #1 CHINESE INTERNATIONAL PROPERTY PORTAL | 2.6 MILLION VISITORS A MONTH  
2.5 MILLION PROPERTY LISTINGS | BROKERS FROM 89 COUNTRIES



*BAIDU INDEXED PAGES	
<b>Juwai.com</b>	<b>29,615,404</b>
world.fang.com	408,047
haiwai.anjuke.com	396,316
uoolu.com	270,338
beimeigoufang.com	244,921
meifang8.com	222,265
uhouzz.com	182,606

*\*Baidu.com is China's version of Google with 71% market share of Chinese online search. Data provided by Baidu.com, January 2018*

Windermere Real Estate's partnership with Juwai.com ensures that your listing is reaching this exceptional audience.

Juwai.com reaches more Chinese buyers than all other sites. In addition, Juwai.com is ranked #1 by Chinese internet ranking firm CNZZ and was the 2014 "Most Influential Overseas Property Portal" winner.



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# How Do Realtors® Help Sellers?

## PRICE

- › Provide market overview
- › Produce Comparative Market Analysis
- › Design price strategy
- › Help determine inclusions & exclusions

## REPAIRS & UPGRADES

- › Recommend home improvements and/or staging to increase value
- › Recommend repairs to home

## SAFETY

- › Install lockbox for controlled access
- › Document all showing activity
- › Make safety & anti-theft recommendations

## MARKETING

- › Design & implement marketing plan
- › Hire & schedule:
  - › Professional cleaner
  - › Photographer
- › Schedule:
  - › Sign installation
  - › Pre-inspection
  - › Home measurements
- › Host broker open houses
- › Host public open houses
- › Host neighborhood open houses
- › Input home into MLS system
- › Produce property brochure
- › Send home information to syndicate websites
- › Send “Just Listed” postcards
- › Post on social media
- › Send email blast to REALTORS® & industry professionals
- › Run print advertising
- › Promote within office
- › Promote to sphere of influence

## CONTRACTS

- › Explain Contract to Buy & Sell
- › Explain listing agreement
- › Explain required disclosure documents
- › Explain deeds
- › Explain title work
- › Assemble H.O.A. documents
- › Obtain Owners & Encumbrance Report
- › Obtain & review Buyer’s Qualification Letter

## COMMUNICATION

- › Conduct pre-listing interview to determine needs
- › Guide through inspection process
- › Guide through appraisal process
- › Explain closing procedure
- › Schedule & manage vendors
- › Guide through TRID requirements
- › Track due diligence deadlines

- › Provide a weekly showing report
- › Coordinate with:
  - › Lenders
  - › Appraisers
  - › Inspectors
  - › Title company

## NEGOTIATION

- › Price
- › Inspection resolution
- › Appraisal resolution
- › Title resolution
- › Multiple offers
- › Seller concessions
- › Earnest money
- › Inclusions & exclusions
- › Conditional sale contingency
- › Survey resolution
- › Due diligence resolution
- › Closing & possession date



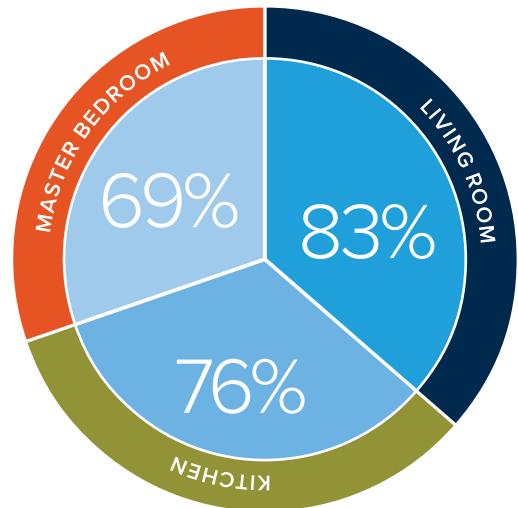
# Staged for Success

A well presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market.

- › 77% of buyers' agents say that staging makes it easier for buyers to visualize the property as thier future home
- › 49% of buyers' agents say that staging a home increases the dollar value offered
- › 62% of sellers' agents say that staging a home decreases the amount of time a home spends on the market
- › 93% of agents recommend that sellers declutter their home before putting it on the market

Source: *The National Association of Realtors® 2017 Profile of Home Staging*

**MOST COMMONLY STAGED ROOMS**





# Windermere Bridge Loan

You can buy before you sell with the Windermere Bridge Loan, from Vintage Loans, LLC. This is an exclusive tool that I can use to help you buy real estate when you find it.

You can make a non-contingent offer, which makes your offer more attractive to sellers, and you don't have to risk losing your new home while waiting for your own property to sell.

The amount you owe on your home, plus the bridge loan, cannot be more than 65 percent of the value of your current home. The approval process by Vintage Loans, LLC takes only a few days.

The loan fee is just one percent of the loan amount, due upon disbursement of the loan. No payments are necessary on the loan before your home closes unless you choose to make a payment. The principal and interest are due when the home closes, or six months following disbursement, whichever comes first.

The Windermere Bridge Loan. It's fast. It's easy. And it's at my fingertips, ready to help you get into your new home.

**STRONGER NEGOTIATING POSITION**

**SIMPLE APPLICATION PROCESS**

**FAST PROCESSING**

**NO PAYMENTS DUE BEFORE CLOSING**

**INNOVATIVE PROGRAM WITH COMPETITIVE FEES AND INTEREST RATES**

