775 REALTY

SELLER'S GUIDE



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"FROM OUR VERY FIRST MEETING, I KNEW I WAS IN GOOD HANDS."



“I am a senior, and I have bought and sold almost a dozen homes and properties over my lifetime, and I have to say Lorena Godfrey is absolutely the best agent I have ever had. She goes above and beyond, she makes sure the house is completely ready to sell. When you buy a house from her, she is with you every step of the way, even when problems pop up along the way. She is always ready to help with anything necessary.”

“Lorena was very knowledgeable and helpful. She was quick to offer information about the property and what was needed to begin the purchase process”

“Lorena was amazing to work with. I had several realtor choices but I chose Lorena because I had the confidence she could get my house sold quickly and for top market value. She definitely did not disappoint and went beyond every expectation I had. She was very communicative, professional, thorough and by my side the entire process. She is one who has passion and loves what she does. I would recommend Lorena to anyone looking to buy or sell a home.”

“I have sold a few houses in my day but i never had an agent as great as Lorena Godfrey. Lorena Godfrey is very professional . She goes over and above to help in every way. Very honest , very smart ! She really knows what she is doing and i would recommend her to everyone and know they would not be sorry they hired her to sell their property.”

SELLER'S ROADMAP

1

AGENT

Select a reputable and experienced real estate agent to represent you and your property.

2

PRICE

Look at comparable sales in the area, market trends, and the condition of your property to help you set an asking price.

3

PREP

Make necessary repairs, declutter, and stage your home to make it appealing to potential buyers.

4

MARKET

Your agent will list your property on the MLS with high-quality photos, host open houses, and advertise to potential buyers.

5

OFFERS

Your agent will present any offers received, and you'll have the opportunity to negotiate with the buyer.

6

UNDER CONTRACT

You and the buyer have agreed to the terms of the offer and both parties have signed the agreements.

7

FINAL DETAILS

The buyer works with their mortgage provider to finalize the loan and complete final tasks such as inspections.

8

CLOSING

Transfer of funds and ownership are complete and seller is all packed up and ready to move.

SELLER AGREEMENT

COMMITED TO YOUR HOME SELLING SUCESS

Thank you for entrusting us with the sale of your home. We are committed to providing professional service, strategic marketing and skilled negotiation to help you achieve the best possible outcome. This agreement outlines the terms of our working relationship.

SERVICES WE PROVIDE

- **Market Analysis** - We will evaluate your home and provide a data-driven pricing strategy.
- **Professional Marketing** - We will schedule, coordinate and manage all showings professionally.
- **Showings Management** - We will schedule and attend all home showings.
- **Negotiation** - We will negotiate on your behalf to achieve the best possible price and terms.
- **Transaction Coordination** - We will oversee every step of the transaction from contract to closing.
- **Communication** - We will keep you informed throughout the entire process.

BUYER'S AGREEMENT

- **Exclusivity** - You agree to list your property exclusively with us as outlined in this agreement.
- **Accurate Information** - You agree to provide complete and accurate information about your property.
- **Property Preparation** - You agree to make your property available for showings and present it in its best possible condition.
- **Timely Response** - You agree to respond promptly to requests for information and decisions.
- **Documentation** - You agree to provide all required documents and disclosures in a timely manner.

By signing the agreement you confirm that you have reviewed and accepted the terms of this Seller Representation Agreement.
We're honored to represent you and your property.

OUR PROMISE TO YOU

Strategic marketing, expert negotiation and dedicated support *every step of the way!*





About Your Home

HELP ME UNDERSTAND YOUR HOME

- ✓ What drew you to this home when you bought it?
- ✓ What is your favorite feature of your home?
- ✓ What do you like most about your neighborhood?
- ✓ What are your favorite nearby attractions and amenities?
- ✓ What don't you like about your home?

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS







01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

PREPARE YOUR HOME



01

DECLUTTER & DEPERSONALIZE

Start by removing any clutter and personal items from your home. Buyers want to be able to envision themselves living in the space, and too many personal items can be distracting.



02

CLEAN AND ORGANIZE

Make sure your home is spotless and organized. This includes deep-cleaning carpets, scrubbing bathrooms and kitchens, and organizing closets.



03

COMPLETE REPAIRS

Fix any noticeable issues like leaky faucets, loose tiles, or broken appliances. These repairs can make a big difference in the overall impression of your home.



04

PAINT & TOUCH-UP

A fresh coat of paint can do wonders for your home's appearance. Touch up any scuffs or scratches on walls and trim.



05

STAGE YOUR HOME

Hire a professional home stager to help showcase your home's best features and help buyers visualize living in your home. If you're staging on your own, make sure to arrange furniture in a way that maximizes space and flow.



06

BOOST CURB APPEAL

First impressions matter, so make sure the outside of your home looks just as good as the inside. This includes landscaping, adding fresh mulch, planting flowers, and painting the front door.



07

GATHER DOCUMENTS

Make sure you have all the necessary paperwork in order, such as your home's title, inspection reports, and warranties.



08

SET THE RIGHT PRICE

Work with your real estate agent to set a competitive price that will attract potential buyers without undervaluing your home.

HOME STAGING

Home staging is the process of preparing a home for sale by making it more visually appealing to potential buyers. If you're a seller, it's important to know that first impressions matter, and decluttering is key. Neutral colors are the best choice for staging, and good lighting is important for creating a welcoming atmosphere. Investing in home staging can help sell your home faster and for more money.

85%

Of staged homes sold for 5% to 23% over their listing price.*

73%

A staged home spends 73% less time on the market than a non-staged home.*

86%

Of potential buyers find it easier to visualize a property when it is staged.**

*Source: Real Estate Staging Association Publications, the National Association of Realtors and Professional Staging.
**Source: Professional Staging, NAR, Investopedia, and Bankrate.



PRICING STRATEGY

01

UNDERSTAND THE MARKET

The first step in developing a pricing strategy is to conduct a comprehensive analysis of the local real estate market. We'll look at data on recent sales and current listings to get a sense of what similar properties are selling for in the area.

02

CONSIDER THE PROPERTY'S UNIQUE FEATURES

We'll evaluate your property's unique features and amenities to consider how they impact its value relative to comparables in the area.

03

SET A REALISTIC PRICE

Based on the market analysis and your property's features, we'll set a realistic and competitive price. Keep in mind that overpricing can lead to a longer time on the market and potentially lower offers, while underpricing can leave money on the table.

04

CONSIDER PRICING STRATEGIES

In a competitive market, pricing the property slightly below market value could attract more buyers and result in multiple offers. Alternatively, if the property has highly sought-after amenities or is in a desirable location, pricing it higher could lead to a quicker sale at a higher price.

05

BE OPEN TO FEEDBACK

It's important to be open to feedback from potential buyers and their agents. If you're not receiving the level of interest you had hoped for, we'll consider adjusting the price or marketing approach to better align with market demand.



MARKETING

01 PROFESSIONAL PHOTOGRAPHY

The first step is to have a professional photographer take high-quality photos and videos of your property. The photos and videos should be bright, clear, and showcase the best features of the home.

02 VIRTUAL TOUR

Creating a virtual tour of your property will allow potential buyers to view the home from the comfort of their own computer or smartphone. This will give buyers a better sense of the layout and help them visualize living in the space.

03 ONLINE LISTING

Your property will be listed on popular online real estate websites such as Zillow, Redfin, and Realtor.com. Detailed description of the property, its features, and its location to be included.

04 DIGITAL ADVERTISING

Your property will be shared on social media platforms such as Facebook, Instagram, TikTok and Twitter to reach a wider audience. Additionally, targeted ads will run to reach specific demographics and increase exposure.

STRATEGY

05

OPEN HOUSES

We'll host open houses for potential buyers to come and view your property in person. This is a great opportunity to highlight the features of the home and answer any questions that buyers may have.

06

PRINT ADVERTISING

Custom flyers, brochures and mailers will be designed and distributed to local businesses and prospective buyers. We'll also place ads in local newspapers and real estate magazines to target the ideal buyer.

07

PUBLIC RELATIONS

We will carefully craft a story around your unique property and pitch it out to local Real Estate websites and newspapers for even more exposure.

08

NETWORKING

We'll utilize our brokerage network to spread the word about your property and its unique features via email, social media and in person interactions.



SHOWINGS & OPEN HOUSE

A house showing is a scheduled appointment during which a potential buyer is given a guided tour of the property for sale. An open house is an event held by the seller's real estate agent to show the property to potential buyers.

- Make sure the property is clean, tidy, and depersonalized.
- Fix any visible damage or maintenance issues, such as leaky faucets, cracked tiles, or peeling paint.
- Hire a professional stager to set up the property in a way that highlights its best features and potential.
- Be available to your real estate agent during showings and open houses to answer any questions potential buyers may have.
- Consider safety measures, such as removing any valuable items, locking away medications, and putting away personal documents.
- Be flexible when it comes to scheduling showings, especially if the buyer expresses serious interest in the property.
- Consider accommodations for family pets during showings and open houses.

41%

Of buyers attend an open house during their home search*

*Source: NAR Report



OFFERS & NEGOTIATIONS

RECEIVING OFFERS

Once a seller lists their home on the market, interested buyers will start making offers. The seller's real estate agent will present these offers to the seller as they come in.

EVALUATING OFFERS

The seller will need to evaluate each offer carefully, considering the offer price, contingencies, and other terms. The seller may also consider factors such as the buyer's financing, contingency periods, and closing date.

COUNTEROFFER

If the seller receives an offer that is lower than the asking price, they may choose to make a counteroffer. This involves proposing different terms, such as a higher purchase price or different contingency periods.

NEGOTIATION

Once the seller has received an offer, they may need to negotiate with the buyer to come to an agreement on the terms of the sale. This can involve multiple rounds of counteroffers and negotiations until both parties reach an agreement.

ACCEPTING AN OFFER

Once the seller is satisfied with the terms of the offer and all contingencies have been met, they can accept the offer. This typically involves signing a purchase agreement, which legally binds the seller and the buyer to the terms of the sale.



UNDER CONTRACT

At this point, the buyer has made an offer on the property, and the seller has accepted that offer. The property is taken off the market, and the buyer and seller enter into a legally binding contract.

This contract outlines the terms of the sale, including the purchase price, closing date, and any contingencies that must be met before the sale can close.

After the seller has accepted an offer, the sale enters the escrow period. During this time, the buyer typically conducts a home inspection, and the lender conducts an appraisal. The seller may need to make repairs or negotiate any issues that arise during this period.



READY TO CLOSE

Once all contingencies have been met and the lender has approved the buyer's financing, the sale can close. This involves signing all necessary paperwork such as the final purchase agreement, loan documents and transferring the ownership of the property to the buyer.

The buyer typically provides the funds for the purchase to the escrow company, which distributes the funds to the seller and any other parties involved in the transaction, such as the real estate agents and title company.

The seller will receive the proceeds from the sale, minus any fees or commissions associated with the sale.



HOME SELLER GLOSSARY

MLS (MULTIPLE LISTING SERVICE)
A database of properties for sale that is available to licensed real estate agents.

APPRAISAL
An evaluation of a property's value by a licensed appraiser.

HOME INSPECTION
A thorough examination of a home's condition by a licensed inspector.

CLOSING COSTS
Fees associated with the sale of a property that are paid by the seller, including commissions, transfer taxes, and title fees.

EQUITY
The difference between the market value of a property and the amount owed on any mortgages or other liens.

TITLE
The legal documentation that establishes ownership of a property.

DISCLOSURE
The process of revealing all known defects or issues with a property to potential buyers.

COUNTEROFFER
A response to an initial offer that proposes different terms or conditions.

DOWN PAYMENT
The amount of money paid upfront by the buyer toward the purchase of a property.

CLOSING
The final step in the sale of a property, when all necessary documents are signed, and funds are transferred.

CONTINGENCY
A condition that must be met in order for a sale to proceed, such as a satisfactory home inspection or appraisal.

ESCROW
A third-party account where funds are held during the sale process.

MARKET VALUE
The estimated worth of a property based on current market conditions and recent sales of similar properties.

NOTES

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