

# HOME SELLER GUIDE

## YOUR COMPLETE GUIDE TO THE HOME SELLING PROCESS



*Andrea Garcia*

A TAILORED APPROACH TO REAL ESTATE



As a proud Arizona native and seasoned real estate professional, I am passionate about sharing my knowledge, experience, and love for this state as clients begin the exciting next chapter of their lives. I value the trust placed in me as a true expert in this market and it is my greatest joy to guide individuals through the real estate buying and selling process in the place I call 'home.'

Selling a home requires tenacity, patience, and creativity. With clear, open, and honest communication as well as a collaborative, customer-first approach, I actively listen to my clients' needs to better help them achieve the best possible outcome. Additionally, as a RESACertified Staging Advocate and Certified Negotiation Expert (CNE) with years of experience helping buyers and sellers come to win-win resolutions, I am a dedicated advocate for my clients – always keeping their best interest and long-term vision at heart.



As we work together to bring your real estate goals to fruition, it is my top priority that you experience harmony, peace, trust and financial success through the buying process.

- *Andrea*

# T H E   P R O C E S S

## A STEP-BY-STEP GUIDE OF THE HOME SELLING PROCESS



### \_ 0 1

#### LISTING APPOINTMENT

I will tour your home and give my insights on what will help your sale. We'll discuss the value of your home, sign documents, and get ready to list your home!

### \_ 0 2

#### PRE-MARKET & STRATEGY PLANNING

All marketing materials are collected - home is placed on coming soon on MLS, photography, videography, signs, and lock boxes are ordered and complete.

### \_ 0 3

#### LAUNCH DAY

Your home is listed online and all marketing materials will be rolled out.

### \_ 0 4

#### BUYER PROSPECTING

Constant online exposure, private showings at your home, and regular open houses will occur in effort to find the perfect buyer.

### \_ 0 5

#### SALES AGREEMENT

Once an offer has been made, we'll review the terms and respond or negotiate as needed and go under contract.

### \_ 0 6

#### INSPECTION

The buyer will most likely hire an inspector to review your home and will give recommendations on necessary repairs.

### \_ 0 7

#### BINSR-APPRAISAL

Buyer performs inspections, asks for repairs, seller accepts or negotiates, buyer cancels or proceeds as is.

### \_ 0 8

#### APPRAISAL

Appraisal scheduling, appraisal, then results of appraisal takes 7-10 days. If home appraises for value, you proceed. If not, we negotiate a price.

### \_ 0 9

#### CLOSING

Documents are approved, keys are exchanged with your buyer, and the yard sign will be removed.

# REAL ESTATE TERMS

## HELPFUL TERMS FOR SELLERS TO KNOW

### APPRAISAL

A determination of value for your house you plan to buy. A professional appraiser makes an estimate by examining the property & comparing it with recent sales of similar properties.

### CLOSING COSTS

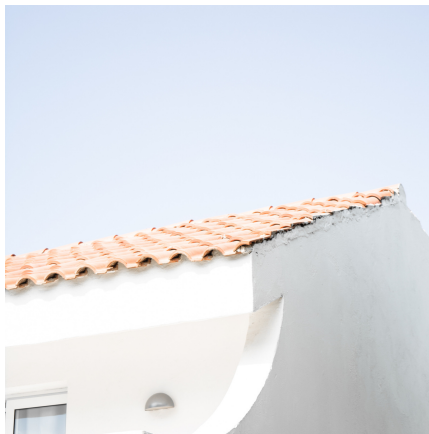
Expenses incurred when you close on your house, beyond the down payment. Includes fees for an attorney, a title search, title insurance, taxes, lender costs, and other associated expenses.

### BINSR

Buyers Inspection Notice and Sellers Response. Buyer's list of repair requests. Seller is not obligated to fix anything, but shows good faith if you fix a few items.

### EARNEST DEPOSIT

A good faith personal check you write day after going under contract.



### INSPECTION PERIOD

A set amount of time you have to inspect a home with any inspector - paid for by the buyer.

### ESCROW

The holding of funds or documents by a neutral third party prior to closing the sale of your home.

### ZONING

Local laws dividing cities or counties into different zones according to allowed uses. Ex. commercial, residential, and mixed-use.

### TITLE

Ownership of real estate or personal property. With real estate, title is evidenced by a deed recorded in the county land record office.





## FACTORS THAT IMPACT HOW QUICKLY YOUR HOME SELLS

### PRICE POINT

Factors that influence price include:

Quality of interior finishes, interior square footage, lot size square footage, garage spaces vs. carport, pool vs. no pool, home sales in the last 6 months.

Your home's value is determined by a real estate appraiser, tasked with the project of assigning a true value to the property in an effort to make sure the lender is able to sell the loan to investors after the home closes.

### MARKET EXPOSURE

The primary factor that will have the most influence on every aspect of the home selling experience is the listing agent and how much exposure/marketing they're willing to do. Find a professional with a proven record of success marketing homes in your area that you feel comfortable with and trust. Then, allow your agent to guide you in preparing your home for sale, staging and pricing.

### PROPERTY CONDITION

Not surprisingly, a new, modern or well kept home will often sell faster than an older property that needs a lot of TLC. In addition to considering the overall state of the home, it's also important to consider the newness of major appliances, flooring and hardware fixtures. Any features that can save buyers money in the long run can add to the overall appeal of your property, making it more likely to sell faster.

### NEIGHBORHOOD DESIREABILITY

If your home is close to local attractions, is in a good school district, or is in a great family neighborhood, it will have more appeal than a similar house that faces a busy freeway or in a less sought after part of town. More appeal means more interested buyers – increasing the odds of a faster sale. The quality of local schools, employment opportunities, proximity to shopping, entertainment, and recreational centers all have an affect.



## HOW TO GET YOUR HOME READY FOR AN OPEN HOUSE IN ONE HOUR

- Make beds
- Crack open the windows, weather permitting
- Open blinds
- Put out fresh flowers
- Flip on the lights
- Vacuum
- Put away the bills and paperwork
- Take pets out of the home if possible
- Take out your trash and hide the bins
- Stash everyday clutter
- Take any valuables out of the home
- Give each room a final check

# *Congratulations!*

## We're under contract.

### WHAT HAPPENS NEXT?

#### INSPECTION

The inspection period is a length of time, pre-negotiated in the contract, during which the buyers can evaluate or investigate the property before purchasing it. If the buyers don't like what they see or find out about the property, they have the right to ask for repairs or cancel the contract all together.

#### BINSR

Part of the contract that allows, in a timely manner, the Buyer to request repairs and the Seller to respond. Home buyers have an opportunity to request repairs, the seller is not obligated to fix anything because it is an as-is contract, however, seller often will grant a few repair requests or issue a credit towards closing costs in lieu of repairs.

#### APPRAISAL

An independent assessment and analysis of what a property is worth. The bank or mortgage company hires an appraisal management company who picks an appraiser to gather comparable sales within a 1-mile to 2-mile radius of the property purchased within the last 6-12 months.

#### REVIEW TITLE DOCS

The escrow agent or lawyer oversee closing of the transaction. The seller signs the deed and closing affidavit. The buyer signs the new note and mortgage. The old loan is paid off. The seller, real estate agents, attorneys and other parties present at the closing of the transaction are paid.





# COSTS TO BE AWARE OF DURING THE SELLING PROCESS

## HOME WARRANTY

- Often times paid for by the seller, typically \$500-\$800
- A warranty that covers certain routine home repairs and sometimes air conditioning, heating, appliance repair, etc.

## INSPECTION REPAIRS

- Mainly for items that are deemed necessary from the inspector. Electrical, roof repair, plumbing issues, etc.

## TITLE/LAWYERS FEES

- Fees associated with closing escrow.

## PROPERTY TAXES


- Any unpaid property taxes will be due. Based on a 6 month rolling period.








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