



LANDMARK
TITLE ASSURANCE AGENCY

A SHADDOCK COMPANY

THE PROFESSIONAL GUIDE FOR
HOME SELLER'S

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Quick REFERENCE

Escrow #	
New Address	
City/State/Zip	

Complete the following information as it becomes available.
IMPORTANT: Do not cancel your home insurance or disconnect utilities prior to the close of escrow.

REAL ESTATE AGENT

Name	
Team Members	
Company	
Address	
City/State/Zip	
Phone #	
Cell #	
Fax #	
E-mail	
Website	

LENDER

Name	
Team Members	
Company	
Address	
City/State/Zip	
Phone #	
Cell #	
Fax #	
E-mail	
Website	

LENDER

Name	
Team Members	
Company	
Address	

CLOSING AGENT OR ATTORNEY

Name	
Phone #	
Fax #	
E-mail	

Assistant	
Phone #	
E-mail	

Address	
City/State/Zip	

HOME INSURANCE

Current Agent	
Phone #	
Policy #	
End Date	

New Agent	
Phone #	
Policy #	
Start Date	

Home Warranty	
Plan #	
Policy #	

PHONE SERVICE

Company	
Phone #	
Account #	
New Phone #	
Activation Date	

LENDER	COMPANY	PHONE #	ACCOUNT #	ACTIVATION DATE
Name				
Team Members				
Company				
Address				



HOME SELLING

Checklist

01 ENTRYWAY

- Overall appearance.
- Clean and unclutter.
- Excess furniture removed.
- Light fixtures work and are polished.

02 LIVING ROOM

- Overall appearance.
- Walls and ceiling freshly painted/clean.
- Wood floors or carpet are clean and in good condition.
- Curtains, drapes and windowsills are clean.
- Doors are in good condition and polished.
- Room is free of clutter.
- Excess furniture removed
- Fireplace is clean (wood stacked neatly and ready to use)
- Lights and outlets working and polished

03 DINING ROOM

- Overall appearance.
- Walls and ceiling freshly painted/clean.
- Wood floors or carpet are clean and in good condition.
- Curtains, drapes and windowsills are clean.
- Doors are in good condition and polished.
- Room is free of clutter.
- Excess furniture removed.
- Lights and outlets working and polished.

04 BEDROOM

- Overall appearance.
- Walls and ceiling freshly painted/clean.
- Paint and wallpaper are fresh.
- Wood floors or carpet are clean and in good condition.
- Curtains, drapes and windowsills are clean.
- Doors are in good condition and polished.
- Room is free of clutter.
- Excess furniture removed.
- Closets and dressers are tidy.
- Lights and outlets working and polished.

05 LAUNDRY ROOM

- Overall appearance.
- Washer and dryer are clean and empty.
- Floors are clean and in good condition.
- All lighting in good condition.

06 KITCHEN

- Overall appearance.
- Ceilings, walls and floors are clean.
- Paint and wallpaper are in good condition.
- Sinks clean and working without leaks or drips.
- Pantry, cupboards and drawers are clean and uncluttered.
- All appliances are clean inside and out/
good working condition.
- Counters uncluttered.

07 BATHROOMS

- Overall appearance.
- Walls and ceilings freshly painted/clean.
- Paint and wallpaper look new.
- Floors are clean and in good condition.
- Sinks and tubs scrubbed.
- No leaks or drips.
- Fixtures sparkling and in good working condition.
- Tile is clean and un-cracked (caulking is in good repair).
- All cabinets are cleaned out.
- Toilet working. Seat cleaned and firmly fastened.
- Hang bright and fresh towels.

08 HEATING/COOLING SYSTEMS

- Furnace clean and inspected.
- Hot water heater is clean and in good condition.
- Hot water heater is inspected.
- Air conditioner is clean and working.
- Heating and air system filters replaced.

Meet with a Real Estate Professional.

Establish a price.

Your agent will provide a market analysis, which will help you set an asking price.



Strategic Price.

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



List your home for sale.

When everything is in place your agent will put your home on the open market. It's critical you make it as easy as possible for potential buyers to view your home.



Prepare your home.

View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.



Offers and negotiations.

If everything goes well, a buyer and (most often the agent who represents them) will present your agent with an offer.

HOME SELLING Process

Begin showing your home.

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.



Choosing an offer.

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter any offer based on its merits.

Under Contract.

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreement.



Final Details.

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.



Inspections.

The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.



CLOSING!

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COMMON HOME-SELLING *Mistakes*

SETTING A PRICE WITHOUT CAREFUL RESEARCH.

You may think that you can figure what your home is worth by checking listing portal estimates or list prices of homes in the area, but the real value can vary based on available inventory, time of year, recent sales prices and more. To arrive at a reasonable price range, get a comparative market analysis.

PRICING TOO HIGH FROM THE START.

Statistics show that overpriced homes generate fewer showings than those priced closer to the market average. Also, homes priced correctly when first offered usually sell closer to the asking price than homes that start too high.

USING AN ODD LISTING PRICE.

Buyers search real estate websites for price ranges, such as "homes between \$250,000 - \$300,000." If you set an odd price to make your listing stand out, say \$302,499, you may miss some of your best potential customers.

OVERPRICING BECAUSE YOU'RE IN NO RUSH.

Think that pricing high and waiting will yield the most money? Think again. Interest is greatest during the first few weeks. The longer a home is on the market, the less likely you are to get showings, let alone your price.

GETTING EMOTIONALLY INVOLVED.

At the end of the day, selling your home is a business transaction. So don't get offended if you get a low offer. Consider it an opportunity for negotiation.

EXPECTING THE HOUSE TO SELL ITSELF.

Even in a seller's market, you need to make sure your home is in tiptop condition, tastefully staged and effectively marketed if you want to sell quickly and at a good price.

TRYING TO SELL ON YOUR OWN.

According to the National Association of REALTORS®, for-sale-by-owner homes stay on the market longer and sell for \$39,000 less than those sold with the help of a real estate professional.

HIRING THE WRONG AGENT.

FAILING TO PREPARE THE HOME.

NOT DE-CLUTTERING.

FORGETTING ABOUT CURB APPEAL.

NOT REMOVING PERSONAL ITEMS.

LIMITING SHOWINGS.

IGNORING MAJOR REPAIRS & RENO.

DE-Clutter

Tips that can help you sell your home faster.

LIVING ROOM:

- ◆ Remove anything that doesn't belong in the living room and put it away.
- ◆ Decide on storage solutions that fit your needs. You may need places to store books, other media, photos, family nick nacks, remotes, electronics, or other items. Baskets, book shelves, storage ottomans, trunks, and tables with drawers are all great options.
- ◆ Put away anything that's sitting on the floor or furniture.
- ◆ Clear off surfaces of tables, shelves, and your entertainment center. Find a home for everything that usually lives on a surface.
- ◆ Clean out drawers and shelves.
- ◆ Organize electronics, including all their cords and accessories. Put like items together; for example, store games and controllers near the console they belong to.
- ◆ Try not to let the living room be a dumping ground. Once it's de-cluttered, make an effort to regularly clean out items that end up there, but don't belong there.

ENTRYWAY / FOYER:

- ◆ Remove everything from the floor and surfaces. Put away anything that belongs in a different part of your home.
- ◆ Go through any desks, consoles, or tables with drawers. Remove the contents, decide what to keep, and put back only what needs to be in the entryway.
- ◆ Use wall hooks to hang up coats, backpacks, and other belongings.
- ◆ Clean out entryway closets just like bedroom closets - start small, and work your way through the closet one section at a time.

GARAGE:

- ◆ Take everything out and sort through all your items, putting like things together. Make piles for tools, sporting equipment, gardening supplies, hardware, etc.
- ◆ Tackle the piles one at a time. Decide what to keep and what to get rid of. You should probably get rid of duplicates, anything worn out, and anything you haven't used in a long time.
- ◆ As you move things back into the garage, add storage where you need it. Use shelves and bins to keep things organized and give everything a home.
- ◆ Having the garage look tidy, in the space you have, will make it more appealing to potential buyers.

STAGE YOUR HOME TO SELL

CLEAN THOROUGHLY:

A clean home is a sign that you've taken good care of your property, so ensure yours is spotless. Give everything a deep clean from floor to ceiling, keeping in mind that home-buyers will look in closets, cabinets and under sinks.

DE-CLUTTER:

Not only is clutter an eyesore, but it also makes your home appear smaller. Now's the time to get rid of things you no longer need or consider getting temporary storage unit. Give extra attention to closets, cabinets and pantries to give the impression of ample storage.

LIGHTEN UP:

Great lighting can make your home feel more inviting. Let in as much natural light as possible by opening all curtains and blinds. Turn on all the lights in every room, including closets - this saves buyers from having to hunt for light switches - and upgrade to higher wattage bulbs.

SET THE STAGE:

Buyers want to envision themselves living in your home. Remove items like family photos, framed diplomas, keepsakes, kid's artwork or toys. If you have pets, remove their toys, beds and feeding dishes.

CURB APPEAL:

Don't forget about the outside of your home as well. In the winter make sure the deck and walkways are shoveled. In the summer mow your lawn, get rid of weeds, clean gutters, trim bushes, and replace tattered welcome mats with inviting new ones.

ODORS & SCENTS:

Some people are highly sensitive to smell. For showings & open houses limit the number of air fresheners and candles in your home. If you have a pet, consider letting friends or family look after them for the day. This is always a good idea since some people are allergic.

TOP Renovations

for the greatest return on investment

MINOR BATHROOM REMODEL

Before putting your home up for sale, consider making small updates that will excite anyone looking at your house.

- ◆ Re-caulk the tub
- ◆ Replace the vanity
- ◆ Change the shower head
- ◆ Replace the faucets
- ◆ Change the light bulbs

ADD A FRESH COAT OF PAINT

A simple coat of paint in a neutral shade is a great place to start. Popular options are:

- ◆ Grey
- ◆ White
- ◆ Beige
- ◆ Charcoal
- ◆ Light Blue

MAKE YOUR HOME MORE ENERGY EFFICIENT TO INCREASE VALUE

By adding insulation to your home or replacing old appliances for more efficient ones, you can reduce your own electric bill, increase your tax return and improve your resale value. Avoid adding solar panels since they require maintenance that many buyers will not want.

UPDATE YOUR FRONT DOOR

The front of your home is the first thing potential buyers see. Improve your first impression by painting your front door or replacing it with a new one. Don't overspend on a front door that doesn't match the home's exterior.



ADD SIMPLE LANDSCAPING

The best home remodels for resale include adding low maintenance curb appeal with attractive landscaping.

- ◆ Remove any high maintenance plants or trees
- ◆ Clear weeds
- ◆ Edge your sidewalks and driveway
- ◆ Trim trees and bushes
- ◆ Fertilize your yard
- ◆ Plant brightly colored flowers

UPDATE FLOORING

Updating your floors is a great way to improve the look and value of your home. While hardwood floors are one of the most expensive options, installing them is one of the best ways to increase your home's value. If your home currently has them, refinishing hardwood floors is also a great way to increase home value and attract buyers.

More affordable options for updating your floors include replacing worn carpeting or installing vinyl floors, either of which may impress potential buyers.

DECK, PATIO OR PORCH ADDITION

Adding or updating a deck, patio or porch can increase your chances of selling.

- ◆ Add eye-appeal with decorative planters on the front porch, patio and decks
- ◆ Use bold plantings to emphasize features, or to distract the eye from flaws
- ◆ Camouflage unattractive air conditioning units with a wooden trellis
- ◆ Give a courtyard an impressive entry with an inviting gate, lighting and mature plantings. Small improvements will have a big impact at closing

DON'T INVEST MONEY IN HOME IMPROVEMENT PROJECTS THAT WON'T INCREASE THE RESALE VALUE OF YOUR HOME.

- HOW AND WHEN ARE YOU COMPENSATED?
- WHAT SETS YOU APART FROM OTHER REALTORS®?
- ARE OUR CONVERSATIONS CONFIDENTIAL?
- HOW WELL DO YOU KNOW THE AREA WHERE I AM INTERESTED IN PURCHASING OR SELLING A HOME?
- IF YOU ARE OUT OF TOWN OR UNAVAILABLE, ARE THERE OTHER REALTORS® THAT YOU WORK WITH THAT CAN ASSIST ME?
- CAN YOU PROVIDE CLIENT REFERENCES?
- HOW WILL YOU COMMUNICATE WITH ME AND HOW OFTEN?
- WHAT RESOURCES WILL YOU PROVIDE TO ENSURE THAT I HAVE A POSITIVE REAL ESTATE EXPERIENCE?
- HOW MANY CLIENTS DO YOU WORK WITH AT ONE TIME?
- WHAT IS YOUR BROKERAGE'S BUSINESS MODEL AND HOW IS IT BENEFICIAL TO ME?

QUESTIONS TO ASK **YOUR** *Realtor*®

ADVANTAGES OF SELLING YOUR HOME THROUGH A *Realtor*[®]



OPEN HOUSE

Prep Checklist

01 HOUSE-WIDE

- Make sure the entire house is clean and tidy.
- Open all window coverings to let in lots of natural light.
- Turn on lights and lamps so the space is extra bright.
- Remove family photos so buyers can imagine themselves in the space.
- Secure all valuables.

02 LIVING / DINING AREA

- Fluff couch cushions and throw pillows.
- Turn off the TV and put away remotes and controllers.
- Wipe down the entertainment center, coffee table, end tables, and dining table.
- Vacuum any rugs or carpeting.
- Make sure the coat closet is reasonably organized.
- Hide any signs of pets if possible (make arrangements to take pets with you during the open house).

03 KITCHEN

- Store small counter-top appliances in the cabinets.
- Wash and put away all dishes.
- Wipe down counter-tops and appliances.
- Empty the trash and recycling bins.
- Make sure the inside of the fridge/freezer and cabinets look reasonably organized.

04 BEDROOMS

- Put away all clothing.
- Make sure the closets are reasonably organized.
- Put away any personal belongings.
- Vacuum any rugs or carpeting.

05 BATHROOMS

- Wipe down the mirror, counters, and fixtures.
- Make sure the sink, toilet, and tub/shower are clean.
- Close the toilet lid.
- Empty the trash bin.
- Put away your personal products.
- Stage with some fresh white towels and a new soap.
- Make sure linen storage is reasonably organized.

06 EXTERIOR

- Make sure the landscaping is well-maintained and free of debris.
- Make sure the entry area is clean and tidy.
- Put away any toys.
- Make sure the garage is reasonably organized.
- Remove your personal vehicles from the property.

06 MISCELLANEOUS

- Play soft music in the background.
- Burn some nice clean candles 1-2 hours prior to the event.
- Do a final walk-through of the entire home 1-2 hours prior to the showing.
- Set up a welcome station that includes a sign-in sheet, guest information cards, feedback cards, property flyers, drinks, snacks, etc.





HOME SELLER'S *Guide to Success*