



HOME SELLER'S GUIDE

WHAT TO EXPECT... FROM START TO FINISH

PRESENTED BY:

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Jessica Dembinski
REALTOR®

**BERKSHIRE
HATHAWAY**
HOMESERVICES

AMBASSADOR
REAL ESTATE

THANK YOU



Thank you so much for choosing me as your agent, and I look forward to working together!

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TESTIMONIALS



Jessica was super informative and patient with my husband and I as first-time home buyers! She was flexible in making appointments with our ever changing military schedule which we appreciated so much. Lastly, Jessica always looks out for the best interest of her clients throughout the entire home buying process! We truly loved working with her and would highly recommend her to anyone looking to buy a house here in Omaha!



We started our process of selling our house and purchasing a new one months ago. It was a very hard, and bumpy road due to the current market. Jessica was more than we could have ever expected. She never gave up on us and kept such a positive attitude when we lost our positivity at times. I highly recommend Jessica. And if anyone decides to make the plunge to purchase/sell. She is your girl and you will NOT be disappointed!



We can't even imagine going through this experience without Jessica! She was so helpful every step of the way— from getting the ball rolling on our new house and coordinating the timeline of selling our old house all so we could close on both houses on the same day! I appreciate Jessica's stellar communication & attention to every little detail to ensure everything was going smoothly on both sides, at all times. Jessica is truly an advocate for her clients and will do whatever it takes to make your house dreams come true! I will continue to recommend THE BEST agent in town at every opportunity!!



Working with Jessica Dembinski gave us both confidence that all of our needs and dreams would be able to come true in this first brand new construction home we've ever purchased. Jessica listened and then delivered on every aspect of our purchase. She's a real pro! Everyone that works with her will feel like they are her top priority! She also came through on the sale of our existing house getting us a great offer and super smooth closing. This woman does it all!



MY PROMISE TO YOU



I promise to always tell you the truth.



I promise to respect you, your home, and your privacy.



I promise to always work to promote your best interests and goals.



I promise to maintain clear, consistent, and predictable communication throughout the home selling experience



I promise to present any and all offers or counter offers in a timely manner.



I promise to connect you with vendors and local businesses that will help you with your home's needs for years to come.



I promise to always follow through and follow up every step of the way.



I promise to continue to be an ongoing resource for you long after closing occurs for all things house, home, and home ownership.

CLOSING DAY

You will not attend the buyers' closing. You will actually sign all of your closing documents weeks before the scheduled closing date. The title company will contact you to make arrangements.

When you leave the house for the last time, you will need to leave all additional keys and garage door openers on the kitchen counter. You will also be passing on any garage codes, mailbox keys, and owner's manuals for appliances that are staying in the home. I have included a form in this packet for you to complete to pass along all of this information.

After the closing, there will still be a lot going on behind the scenes. Many documents will still need to be processed and recorded. Once it's all complete, the final documents will be mailed to you at your new address.

I will always be available if you have any questions or concerns, even after the closing. Never hesitate to reach out to me!

08

THE FINAL WALKTHROUGH

Before your buyer heads to the closing table, they will have the opportunity for a “final walkthrough”. This is usually done within a few days prior to closing.

During the walkthrough, the buyer and their agent will be taking one last look at the property to make sure that:

- No damage has occurred since the date they agreed to purchase it.
- All of the repairs that were agreed upon have been completed.
- The house is in “broom clean” condition
- The appliances, window coverings, and personal property you agreed to leave behind is still there
- All fixtures, appliances, mechanical items, and utilities are in working order.

You do NOT have to be completely moved out before the final walkthrough. Most buyers understand that you are in the process of moving and expect to see a fair amount of moving boxes. Do your best to at least keep the areas clear where repairs have been made so that the buyer can verify completion.

07

THE APPRAISAL

Although you and the buyer may agree on a price for your house, if a lender is involved, there is one more party to consider in this transaction.

The buyer's lender needs to ensure that the amount they are lending the buyer to purchase your home is justified and protected. They do this by having an appraisal done.

While appraisals aren't always an issue, they can be if the appraiser can not find data to support the price that a buyer and seller have agreed upon or if they find problems with the home that could affect the resale value.

If the appraisal comes back low, we will review and discuss your options, such as:

- Appealing the report and providing additional data
- Lowering the sale price to match the appraised amount
- Persuading the buyer to increase their down payment
- Parting ways knowing the appraisal on a future deal may come in low as well

The approach we use to handle an appraisal shortfall will depend on many factors, including the buyer's financial situation, your goals, and the appraiser we are assigned.

06

THE HOME INSPECTION

Many buyers choose to order a home inspection. During the home inspection, you and your pets should not be at the house. The inspection typically takes about four hours.

The inspector they hire will complete a whole house inspection, write a report, and during the final hour of the inspection time slot, they will walk through the home with the buyer, pointing out existing and potential problems.

The buyer may request that specific issues be fixed, replaced, or credited, or they may choose to accept the home “as is.” In general, a buyer will make some requests following the home inspection.

We will review and respond to the requests objectively. If there is something in the report that truly needs to be addressed, like a structural or operational defect, you will likely need to address the problem, but we can usually negotiate through the more minor repair requests. The home inspection is the second and usually, the final point of negotiations.



05

WHEN YOU RECEIVE AN OFFER

When a buyer is interested in purchasing your home, you will receive an Offer to Purchase. The offer will show you:

- The price that the buyer is willing to pay for your home
- The amount they intend to offer as an earnest deposit
- The type and terms of the financing they will be obtaining
- The closing date that they prefer
- Any contingencies like the sale of their current home or relocation information
- Other terms such as inspections, warranties, appliances, etc... to be included

I will review the contract with you and discuss all terms of the offer. Together, we will decide whether the contract should be accepted, rejected or if a counteroffer can be negotiated.

The terms we negotiate will depend on:

- The buyers' financing
- The current market conditions
- The number of showings scheduled
- The contingencies listed in the contract
- Your circumstances, goals, and desired approach.

You do not have an obligation to accept any terms that are unsatisfactory and you can reject any offer for any reason as long as your decision is not based on factors that violate The Fair Housing Act.

KEEPING YOU INFORMED

I will keep you informed and up to date with the activity taking place around your home:



MAINTAIN COMMUNICATION

- I am available to answer any questions or address any concerns that may come up. Call, text, or email me anytime!
- I will keep you informed of any feedback we receive from showings.



MONITOR ACTIVITY

- I will consistently review the results of our marketing activities.
- I will monitor the market for changes in buyer activity.
- I will collect feedback from showings and other agents in my network.



ADAPT AS NEEDED

- Consult with you and fine-tune our marketing strategy, as needed.
- Monitor days on the market and showing activity.
- Communicate changes or next steps that will help us meet your goals.

04

PREPARING FOR SHOWINGS

It is important for a property to make the best possible impression on prospective buyers. The good news is that you worked so hard to prepare your home for photography that you are already show-ready! The trick is to keep your house show-ready, especially if there are children or pets living in the home.

In order to reduce stress when a showing request comes in, stay on top of keeping it tidy by doing these few things each day:

EXTERIOR

- Remove toys, newspapers, yard tools, and other clutter
- Tidy up and pick up after pets
- Park vehicles in the garage or on the street, leaving the driveway clear.
- Add color with flowers

INTERIOR

- Make all beds
- Remove clutter throughout the home and put away toys
- Make sure all dishes are either in the dishwasher or put away
- Clean up all food crumbs and spills
- Tidy up the bathroom vanities and ensure only clean towels are visible
- Freshen the air to ensure there are no odors from cooking or pets
- Give the floors a quick sweeping and vacuuming
- Set the thermostat to a comfortable temperature
- Turn on lights and open blinds
- If you have pets, make sure they are out of the house or secured

03

MARKETING YOUR HOME

MY MARKETING PLAN WILL GET YOUR HOME THE ATTENTION IT DESERVES!.

01 PROMOTE DIRECTLY TO PROSPECTIVE BUYERS

- Print advertising
- Social Media Network
- Social Media Ads
- Yard Sign
- Open houses
- Syndication with national websites

02 COOPERATION WITH OTHER REALTORS

- The BHHS Network
- Referral Resources
- Relocation Resources
- Multiple Listing Service (MLS)
- Direct promotion to other agents

03 COMMUNICATION WITH YOU

- Maintain communication with you
- Review marketing activities
- Consult with you to fine-tune our marketing strategy as needed

SOCIAL MEDIA STATS

On average, social media users spend 2 hours and 29 minutes per day on the following apps.

Facebook

2.9 billion active users.

Instagram

1.44 billion active users

YouTube

361.2 million active users

LinkedIn

310 million active users

YOUR HOME PREP TO-DO LIST

CLEAN

Do a deep clean of your home before we list it, and keep it maintained while the house is on the market.

PAINT

Touch up interior and exterior paint. When possible, switch from bold color choices to more neutral colors like grey or beige.

REPAIR

Address repairs such as damaged walls or doors, leaky faucets, or loose railings. These are all things that will be noted in an inspection and can cause buyers concern. Complete these minor repairs before listing to ensure your home looks well-maintained to potential buyers.

STAGE

Rearranging furniture, clearing clutter, and adding some finishing decor and landscape touches can increase the value in a buyer's eyes. If you need help, I will provide staging services for you!

DE-PERSONALIZE

As you declutter your home, you should also "de-personalize" it. This includes removing family photos, trophies and awards, or bold accents from your decor prior to photos and showings.

PETS

Make arrangements for pets to be either secured or away from the home during photos, showings, inspections, etc...

“ The goal is to make it as easy as possible for potential buyers to envision their belongings in a space and feel like it could be their future home.”

02

PREPARING YOUR HOME FOR SALE

Every home has minor issues that don't seem like a big deal, but perception is stronger than reality when it comes to selling your home. Home buyers' perception of the anticipated cost of any home repair can translate into a lower offer price for your home or a lack of offers altogether.

It is a good idea and a better investment to spend reality repair dollars ahead of time instead of negotiating perception repair dollars at the time of an offer.

Home Repair	Seller's Reality	Buyer's Perception
Stained Roof	Thorough cleaning	Roof needs to be replaced
Dirty Carpet	Steam cleaning	Carpet needs to be replaced
Exterior Mold/Mildew	Pressure wash house	House needs to be painted
Old stains in ceiling	Stained area needs to be painted	Roof needs to be replaced
Minor wood rot	Minor carpentry work	Termite infestation
Dirty windows	Thorough cleaning	All windows in house need replacement
Scuffed/dirty walls	Touch up paint or thorough cleaning	Whole house needs to be re-painted
Old, worn appliances	Appliance replacement	Outdated property

YOUR PHOTOGRAPHY APPOINTMENT

Our photography appointment will take about one hour. No photos will be taken of the garage or unfinished areas of your home unless previously discussed.



THE DAY OF YOUR PHOTOGRAPHY APPOINTMENT:

- Turn all overhead lights and lamps ON
- Turn ceiling fans OFF
- Turn all TV and computer screens OFF
- Open blinds to let in outside light
- Make all beds
- Place all shoes and jackets in closets
- Close shower curtains
- Close toilet lids
- Remove pet feeding dishes and kennels
- Move cars from the driveway
- Remove trash cans from front of house
- Tuck kitchen trash into closet or pantry

01

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start searching online, so quality photography is imperative when selling a home. I take considerable care when it comes to photography. I will provide you with high-quality, professional photos that will get your home the attention it deserves.

DID YOU KNOW HOMES WITH PROFESSIONAL PHOTOGRAPHY...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster.
- A home with one photo spends an average of 70 days on the market, but a house with 20 photos spends 32 days on the market.



TIMELINE



8 STEPS TO SUCCESS

01

PROFESSIONAL
PHOTOGRAPHY

02

PREPARING YOUR
HOME FOR SALE

03

MARKETING
YOUR HOME

04

PREPARING
FOR SHOWINGS

05

WHEN YOU
RECEIVE AN OFFER

06

THE HOME
INSPECTION

07

THE
APPRAISAL

08

THE FINAL
WALKTHROUGH

ONE TWO THREE... SOLD

01 BEFORE LISTING

AS WE PREPARE TO LIST YOUR HOME, I WILL:

- Work with you to prepare your home for pictures and showings.
- Provide you with high-quality photos (and staging services when necessary).
- Measure your home and assess features, amenities, and upgrades.
- Research and discuss current and projected market trends that may affect your sale.
- Discuss your goals, timeline, and any challenges you may face, such as pets, children, travel, etc.
- Discuss pricing and marketing strategies.
- Review the listing contract, property disclosures, and agency agreements.

02 LISTED AND ACTIVE

ONCE YOUR HOME IS LISTED, I WILL:

- Submit your listing to the MLS for maximum exposure.
- Actively market your home online (company and network websites, social media, etc...)
- Actively market your home offline (direct mail, neighborhood calls, flyers, etc...)
- Promote your home nationally on sites such as (Zillow, Realtor.com, Homesnap, etc...)
- Coordinate and schedule showings.
- Provide and discuss feedback from showings.
- Conduct weekly market research to assess activity that could affect your listing.
- Communicate with you often and provide sound advice when needed.

03 UNDER CONTRACT

WHEN AN OFFER IS RECEIVED, I WILL:

- Review, evaluate, and consult with you on contract details and options for negotiations on all offers received.
- Verify buyer qualifications for any offers being considered.
- Negotiate offers and counter-offers on your behalf.
- Prepare and submit counter-offers and/or amendments as necessary.
- Coordinate inspections, appraisals, title work, and financing to ensure a timely closing.
- Follow up with buyers' agent, lender, and the title company regularly.
- Review, evaluate and consult with you on any inspection requests and negotiate repairs on your behalf.
- Review all closing documents and final numbers.



Jessica Dembinski

REALTOR®

I am passionate about all things real estate. From home organization and staging to marketing and salesmanship, I will go above and beyond what you are looking for in a Realtor.

With over 12 years of strong, successful sales and leadership experience, resulting in best-in-class service to customers, Jessica always works towards consistent growth, industry-leading customer service, and attentive listening.

Please take a few minutes to review the information in this guide. I'm sure it will answer some questions you have and some that you didn't even know you had! If, at any time, something is unclear, please don't hesitate to reach out to me. I am always available via phone, text, or email.

I look forward to working with you with all things house, home, and home ownership!

Jessica

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