

Guide to Selling

HARMON HOME
TEAM



Process at a Glance

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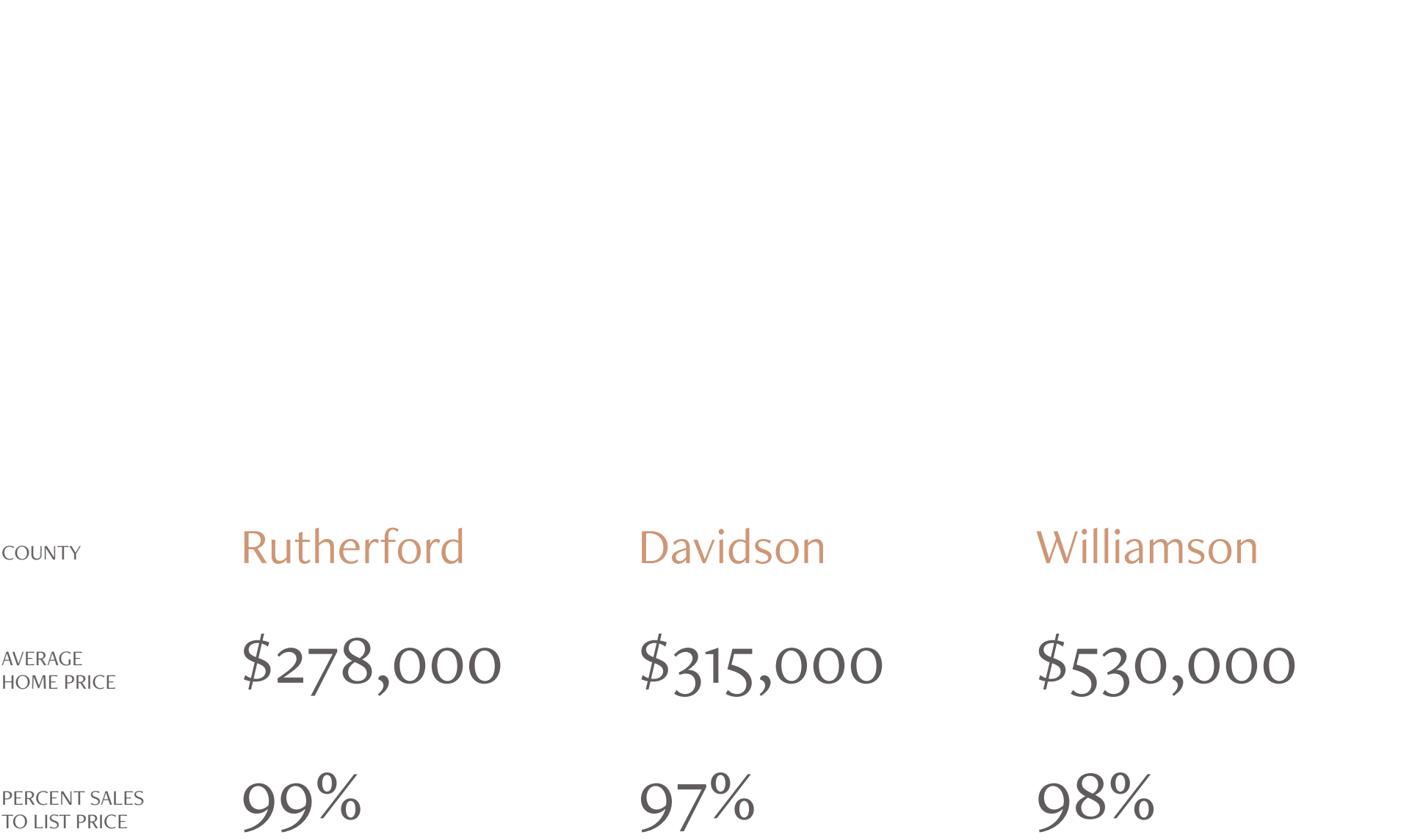
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PLUS COSTS & FEES

Plan & Prepare

Section 1



KNOWING YOUR MARKET



GETTING YOUR HOME SHOW-READY

Position your home in its best light for showings.

1 CURB APPEAL

This is a buyer's first impression of your home. Making sure your lawn is trimmed and your flower beds and shrubs are well-tended starts off showings on the right foot.



2 REPAIRS & UPGRADES

PRE-CONTRACT HOME INSPECTION

Although this isn't required until you have a contract in hand, most buyers will ask for a home inspection. To eliminate this being an area of concern further into the process, we recommend having a home inspection before you ever list your property. This way you can address any issues for potential buyers in advance.

No-Worry Repairs

With our expertise in the construction and housing industry, we facilitate all estimates and upon your approval, all contracted work for repairs, making it a stress-free, seamless process for you.

GETTING YOUR HOME SHOW-READY

3 CLEAN & DECLUTTER

THE TOP THREE AREAS TO
FOCUS YOUR DECLUTTERING —

Kitchen, Living Room & Closets



Make it Shine

Consider hiring a cleaning company if you don't have the time for extensive cleaning. If carpets are soiled or worn, consider cleaning or replacing.

4 FURNISH WITH A PURPOSE

5 mins

HOW LONG BUYERS STAY
IN A VACANT HOME

40 mins

HOW LONG BUYERS STAY
IN A FURNISHED HOME

Buyers want to imagine themselves in the home. Rooms that lack a clear function are confusing so remove conflicting furniture and choose a specific purpose for each space.

Keep it Neutral

Consider giving walls a fresh coat of paint with neutral colors. We can also recommend our most-loved neutral paint colors for you!

PRICING YOUR HOME

We use optimal positioning & strategic pricing to ensure your home sells for the highest value in the shortest time frame.

**First
2 wks** ARE CRUCIAL
AS BUYERS ARE
SEEKING NEW
LISTINGS

77% OF SELLERS
OVERPRICE
THEIR HOME

KEY FACTORS THAT INFLUENCE THE PRICE OF YOUR HOME

HOME SIZE (SQ. FT.)
& NO. OF BEDS & BATHS

NEW CONSTRUCTION
OR RENOVATIONS

OVERALL CONDITION
OF YOUR HOME

COMPARABLES in your specific neighborhood as well as the surrounding area with similar home conditions and updates.

INVENTORY that is available as well as homes under contract and sold in the last 3-6 months.

SEASONALITY can also play a role in how long it will take your house to sell (days on the market).

Market

Section 2



MARKETING YOUR HOME

We apply over 15 years of experience in professional advertising and marketing strategies to sell your home.



ON-SITE

PREPARING YOUR HOME
PROPERTY SIGNAGE
PRE-MARKETING TECHNIQUES
HOSTING UNIQUE & ENGAGING
OPEN HOUSES FOR BUYERS &
SPECIFIC TO BROKERS

ONLINE

PROFESSIONAL
PHOTOGRAPHY & VIDEO TOURS
PRE-LISTING MARKETING
INNOVATIVE TECHNOLOGY TOOLS
PRE-LISTING COMMUNICATION
WITH REALTOR NETWORK
HOME SEARCH APPS
SOCIAL MEDIA CAMPAIGNS
BOOSTED DIGITAL ADS
EMAIL

TRADITIONAL

FLYERS & TAKEAWAYS
FOR SHOWINGS
DIRECT MAILINGS
HARMON HOME ONGOING
BRANDED CAMPAIGNS
HOME GUIDES

SHOWINGS

1 EASY SCHEDULING

Showings will be scheduled through the Showing Time App.

3 FLEXIBILITY IS KEY

We'll determine the best time frames for your showings, *but note that your flexibility is key. The first 2 weeks are critical weeks.*

2 SECURE SHOWINGS

We'll install a secured Sentrilock that only Realtors can access for showings.

34% OF SELLERS ARE NOT FLEXIBLE ENOUGH WITH SHOWING TIMES



THE GOAL IS TO ACCOMMODATE AS MANY POTENTIAL BUYERS AS POSSIBLE TO VIEW YOUR HOME

THE PROCESS: WHAT TO EXPECT

- 01 A buyer's agent will request a showing through Showing Time.
- 02 You will be notified with a request.
You'll receive this as soon as a request is made so you have as much notice as possible. Keep in mind, some buyers may stumble upon your listing while with their Realtor out viewing properties and request a fast showing.
- 03 You approve showing.
(We will also be notified.)
- 04 Buyer's agent will be notified of confirmed showing.
- 05 After the showing, we will request feedback from buyer's agent.

Offer

Section 3



OFFER: WHAT TO EXPECT

1 REVIEW & NEGOTIATE

After an offer is submitted, we review and negotiate, taking in all factors for consideration and determine the most agreeable terms to accept.

2 EVALUATE CONTINGENCIES

Some of these terms include evaluating the contingencies (if any) included in the offer such as the sale of an existing home or a specific contract date, etc.

Other terms include the inclusion of various inspections or whether the property is to be sold “as-is.” Inspections will be addressed in the next step of the process.

3 RESPOND

We'll go over the offer in detail and determine a plan of action for your response that is in your best interest and based on our predetermined goals.

Inspection & Appraisal

Section 4



INSPECTION & APPRAISAL: WHAT TO EXPECT

1 INSPECT HOME

These can include your typical home inspection, radon, termites, soil tests, surveys, etc. and are customized to your home's specific needs.

2 NEGOTIATE REPAIRS

The typical time frame for inspections, agreeing to terms on repairs and facilitating the appraisal –

10-15 days

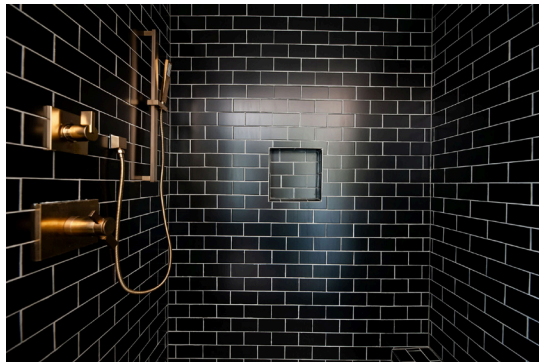
No-Worry Repairs

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3 LENDER APPRAISAL

Once we have a bound contract, the lender and title company begin working on the appraisal and your loan underwriting.

RECOMMENDATIONS



MORTGAGE LENDERS

PINNACLE FINANCIAL PARTNERS

Heather Anderson, Mortgage Advisor
heather.anderson@pnfp.com
615.690.1404 | pnfp.com

FARMINGTON MORTGAGE, CAPSTAR BANK

Christian Poling, Sr. Mortgage Loan Officer
cpoling@capstarbank.com
615.476.7079 | christianpoling.com

F&M MORTGAGE

Patrick Jones, Mortgage Advisor
patrick.jones@myfmbank.com
615.668.6838 | patrickjoneshomeloans.com

FIRST BANK

Julia Wilson, Mortgage Banker
julia.wilson@firstbankonline.com
615.540.7244 | fbmortgageloans.com

HOME INSPECTORS

DILIGENT HOME INSPECTION

Online Booking & Invoicing Available
615.200.8220 | Diligent.com

TITLE COMPANIES — CLOSING & TITLE INSURANCE

CHAPMAN & ROSENTHAL TITLE, INC.

Office Locations: Green Hills & Cool Springs
Shira Kingrey, Attorney at Law
skingrey@crtitleinc.com
615.383.9092 | chapmanrosenthal.com

WAGON WHEEL TITLE

Office Location: East Nashville
info@wagonwheeltitle.com
615.650.5100 | wagonwheeltitle.com

LAWYERS LAND & TITLE

Office Locations: Murfreesboro & Nashville
Angela Howard, Murfreesboro Accounts Manager
ahoward@lltitle.com
615.295.8347 | lltitle.com

Close

Section 5



CLOSE: WHAT TO EXPECT

STEP 1

Closing Day
at Title Co.

TYPICAL TIME FRAME
FROM CONTRACT TO CLOSE

30 days -
45 days

AVG. APPRAISAL FEES

\$350-500

STEP 2

Deed & Title
Transferred to
Buyer

CLOSING COSTS

3-5% of
mortgage loan

AVG. INSPECTION FEES

\$250-600

STEP 3

Funds
Transferred
to Seller

HOME OWNER'S INSURANCE

1% of
home cost

AVG. TERMITE INSPECTION FEES

\$35-75

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HOME
TEAM

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