

# SELLERS GUIDE

A COMPLETE BLUEPRINT TO SELLING YOUR HOME



WO

We count ourselves as lucky that Ruthie landed in our lives...we would have been lost without her guidance and savvy know-how...and we definitely wouldn't have sold our house for way over asking!

-MARY & TOM SMITH

RD

# THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

1



## GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

## SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



## STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

## TAKE PHOTOS

Our photographer will make your home look its best!

4



## CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



## SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



## REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



8

## CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!



# THE MARKETING

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

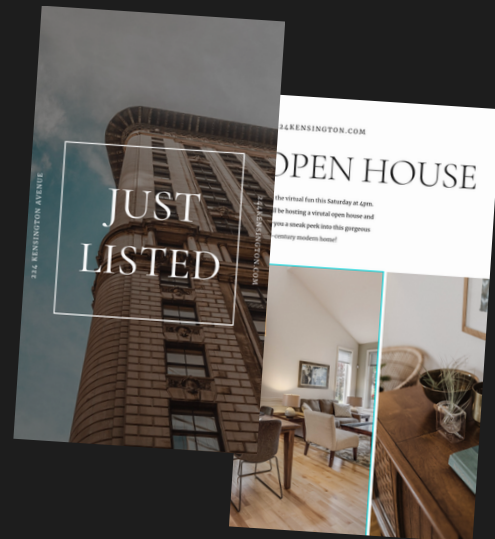


## VISUALS

Photos, neighbourhood flyers, and property brochures get your home noticed!

## ADS

Your home is distributed across all of our online platforms!



## OPEN HOUSE



## EVENTS

From neighbourhood wine & cheese to weekend open houses your home will be given the royal treatment!



## THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that's \$10,000-50,000 more money. We have partnerships with some of the BEST staging companies in town to service you!



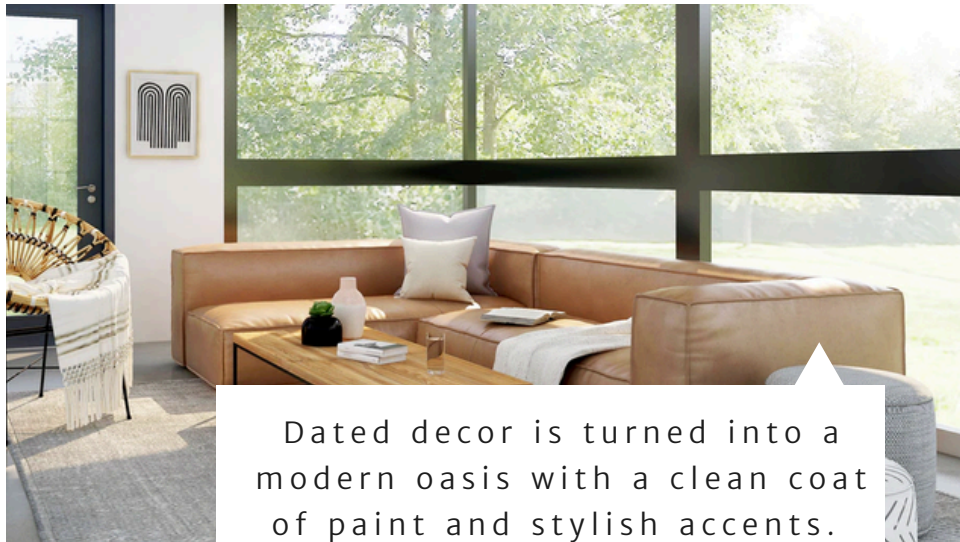
Dark and bare before is transformed into an open and inviting space after!



BEFORE



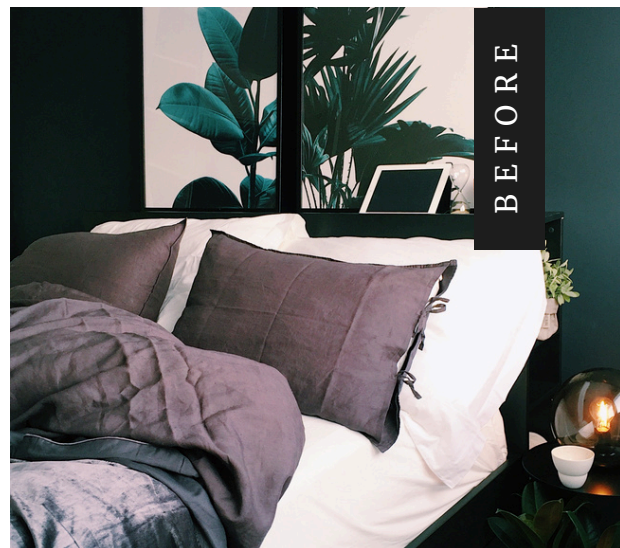
BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

## Understanding Market Conditions



### Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



### Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



### Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

## THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

### PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

### ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

### CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

### THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

A background image showing two women, one with glasses, looking at a tablet together. The text 'THE OFFER' is overlaid in a white box.

## THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

### Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

### Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

### Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

### Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

### Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

WHERE OUR PORTION OF THE COMMISSION GOES...

# BUDGET

## MARKETING

From feature sheets, to open house expenses, flyers and online ads marketing your home to the most amount of qualified buyers is our speciality.

## REALTOR FEES & ADMIN

As a realtor we need to pay dues and fees to various organizations to remain licenced and legal as well as pay our admin staff.

## AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

# SELLER'S CHECKLIST



## GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



## HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms



## TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.  
(as necessary)



## CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



## EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors



## ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

## TESTIMONIALS

Nothing could come close to describing just how amazing Ruthie is! She has an outstanding amount of patience when dealing with first time homebuyers. No matter the situation, she is always happy to help explain things. This girl really goes to bat for her clients to ensure they get exactly what they want. We would never use anyone else, and if I can help it, neither will any of our friends or family! Thank you Ruthie!!!

Morgan Heck

Ruthie worked so hard to get our home sold. She went above and beyond and it resulted in our home being sold in 8 days! She also worked tirelessly with us to find our new home! She answered our questions and seemed to always be available. I'd recommend her to anyone looking to buy or sell a home!

-Stacey Nelson

I've worked multiple home purchases with Ruthie, and she is a BEAR about protecting her clients best interests. She fights for the best deal, makes the process easy, and always pays attention to even the smallest details to ensure that her clients are taken care of.

She's remarkable at her job and always worth having in your corner.

-Adrian Hall: Movement Mortgage



I have been working with Ruthie and her team for quite some time and I have been impressed with how Ruthie always advocates for her clients and looks out for their best interests! She is a great agent and I would highly recommend her and her team for your real estate needs across East

**Tennessee!**  
- Heather Taylor

Ruthie was very responsive and wonderful to work with. She made sure we sealed the deal on our dream commercial property and I will absolutely be calling on her if I ever need to buy or sell another property or home.

-Sarah Ruther

If you're looking for an amazing realtor, Ruthie is the one. From day one she was on top of everything that was thrown our way. She made sure we were always fully informed on each and every property we viewed. She was candid with us when asked, and was never shy about discussing the ugly truth(s). She truly cares about her clients' needs and wishes, and wants to help you achieve them! Ruthie is very flexible, and always accommodated our schedules in setting up showings, explaining documentation, etc. She has earned two loyal clients in my fiancé and I, and we highly recommend her services.

-Kira James



K n o x t e n n h o m e s e a r c h . c o m

O 865.588.3232 | C 865.384.2696

Bringing T.L.C to Real Estate!