

# HOME SELLER

# Guide



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# JENNIFER BARRIFFE

## *Broker Associate*

Selling a home is a significant decision that involves emotions and memories. It is important to be thoughtful about how you prepare your home for potential buyers. To ensure success and happiness with the process, it is crucial to work with an experienced full-time agent. As a Five-Star Rated agent, I can help you prepare your home for sale and explain the importance of certain decisions that can impact the outcome. Let's begin with this guide.



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# Comparative Market Analysis

3506 AUSTIN TRAIL LANE  
PLANT CITY



## PRICE RECOMMENDATION

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### General Facts About Pricing...

A property priced at market value will attract more buyers than a home priced above market value. Consider that a competitively priced property will also attract a greater number of potential buyers and increase your opportunity for a quick sale.

### Quick Statistics...

	Min	Max	Avg	Med
List Price	\$380,000	\$575,000	\$452,475	\$427,450
Sale Price	\$435,000	\$570,000	\$490,500	\$490,500
Sale / List	99.1%	102.4%	100.7%	100.7%

Figures are based on selling price after adjustments, and rounded to the nearest \$100

### Summary...

After analyzing your property, comparable properties on the market now, recent sales and comparable properties that failed to sell, I conclude that in the current market, your property is most likely to sell for \$450,000-\$480,000

Recommended Listing Price: **\$450,000**

Commision: **4.40%**

*Added Benefit for using me: Free Professional Photos of the property.*



# HOME SELLING **PROCESS**

## **Interview Listing Agent**

Your listing agent will be guiding you throughout the entire selling process, so be sure to interview several agents to find the right one. The best agents should inform you and serve as your advocate through each step of the selling process.

## **Price Your Home Competitively**

Your listing agent will provide a competitive market analysis to help determine the best possible listing price. The biggest mistake sellers can make is to overprice their property, which may cause the property to sit on the market for longer than expected.

## **Understand Your Marketing Plan**

Your listing agent will help determine a marketing plan that will help your listing stand out from the competitors' properties. Usually, your property will be marketed through the MLS and other listing websites, while your agent will tap into their own networks, plan open houses, and follow up on advertisement responses and inquiries.

## **Prepare Your Home For Sale**

Before you start showing your home, prepare the property by cleaning the interior and exterior, touching up paint, eliminating pet odors, and removing personal decorations. Your agent will provide a list of guidelines and details to help your property achieve a sellable look.

## **Show Your Home**

Most sellers will leave property showings to the agent, as they have the expertise on how to best show the property. Allowing your agent to use a lockbox will help schedule more showings.





## Negotiate The Final Price

Your agent will negotiate on your behalf, and can guide both parties to an agreeable price point. If you are truly motivated to sell, be prepared to entertain low-ball offers, make counter offers, and make compromises.

## Open Escrow

Once the purchase agreement is signed, your agent will open escrow and order a title report. The buyer and seller will work together to pick a closing and move-out date. Sellers should pay close attention to any contingencies included in the purchase contract.

## Schedule Appraiser Appointment

It is a good rule of thumb to clean and organize the property in advance of any home selling appointments. The buyer is entitled to back out if appraisal results are negative, so be sure to ask your agent about your rights and alternative actions if a worst-case scenario were to occur.

## Cooperate With Home Inspection

Before you start showing your home, prepare the property by cleaning the interior and exterior, touching up paint, eliminating pet odors, and removing personal decorations. Your agent will provide a list of guidelines and details to help your property achieve a sellable look.

## Schedule Appraiser Appointment

Once the closing date arrives, your agent will help walk you through all of the required documentation and paperwork, such as the property deed, reconveyance and deed of trust. Once all the necessary paperwork is verified and signed by all properties, the property is officially solid!

# HOME SELLING **PROCESS**



# BEFORE YOU LIST



## Tips

### **Start spreading the word**

Just because your home isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available. Some realtors will provide you with a "coming soon sign that you can post up in your front yard, but even if yours doesn't, you can take the initiative and start letting people know on your social channels.

### **Toss out, recycle, or donate what you don't need anymore.**

You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Buyers want to be able to see themselves in homes when they go for a showing, and having a bunch of the previous owner's things lying around can really mess with that vision.

### **Start staging. Staging is the art of designing your home to highlight its best features.**

Even if decorating isn't your strong suit, it's a part of the home selling process you can't really ignore-49% of buyers' agents state that home staging has a positive effect on how buyers view a home, according to the National Association of Realtors 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a home and decreases the time it sits on the market.

### **Figure out a plan for kids and/or pets.**

If you have little ones at home, two-legged or four, make sure that you have a plan in place for when showings happen.

### **Set expectations with your realtor.**

The first couple of weeks that a home is listed for sale tend to be pretty busy in terms of market activity. Talk to your realtor now, in the week before you go live, about expectations you have about how things should go so that you know exactly what to anticipate.

### **Boost your curb appeal.**

In addition to staging inside your home, you also want to put some effort into making the exterior of your home look as inviting as possible. After all, while the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, and tidy up as necessary. •

### **Find another place for personal items.**

A fundamental part of selling your home quickly and in as stress-free a manner as possible is depersonalizing it.

### **Deep clean**

Part of the stress that comes with living in a for sale house is having to keep it museum-levels of clean all of the time.



# HOME SELLER

## *Common Mistakes*

### **UNDERESTIMATING THE COST OF SELLING**

The total cost to sell a home can amount to much more than the 5-6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

### **SETTING AN UNREALISTIC PRICE**

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which can have consequences.

### **IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS**

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection-many buyers will require an inspection before closing

### **LIMITING SHOWINGS**

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours-or most of the day-for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

### **NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION**

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours-or most of the day-for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

# ENHANCING YOUR *Home*

## I N T E R I O R



### LIGHTEN UP DARK SPACES

Countering a design weakness can involve a simple fix. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.

### UPDATE LIGHTING

Modernizing your home with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, Giles says it's worth replacing outdated ceiling fixtures with contemporary ones.

### FRESHEN UP PAINT

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people, therefore making your home more desirable.



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# ENHANCING YOUR *Home*

## EXTERIOR



### CLEAN THE HOME EXTERIOR

Houses can become dirty over time, and not cleaning before selling can be a mistake. This is especially true in homes with automatic sprinklers, which can kick up mud around the base of the house near the garden beds. Use a pressure washer or wipe down your siding to really make your home shine.

### TOUCH UP PAINT

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce these concerns, while also greatly boosting your curb appeal.

### MAKE THE LAWN HEALTHY

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home.



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# PREP YOUR HOME

## *for photographs*



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## BEDROOMS

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- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/chargers
- Put away toys and declutter

## BATHROOMS

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- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc. from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/cleaning items

## KITCHEN

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- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/dish towels/pot holders

## EXTERIOR

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- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveways/walkup
- Remove cars from driveway

## GENERAL

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- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs
- Open blinds/curtains for natural light

# PRE LISTING *checklist*



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## CLEAN

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- Dust shelving and wall art
- Dust and clean all lighting
- Dust and wash vent covers and air returns
- Wash refrigerator and freezer (in and out)
- Wash oven and range hood
- Clean kitchen cabinets
- Clean interior doors
- Wash all windows (in and out)
- Wash walls and doorknobs
- Clean switch plate
- Magic erase baseboards
- Clean windows ledges
- Wash bed sheets and linens
- Wash curtains
- Have carpets professionally cleaned

## PAINT & CAULK

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- Touch up ceiling
- Touch up interior doors
- Re-caulk baseboards and touch up paint
- Remove nails/screws in walls, patch & paint
- Re-caulk cabinetry
- Re-caulk showers

## DECLUTTER

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- Organize pantry, fridge and freezer
- Drawers in kitchen
- Playroom
- Bookcases
- Closets
- Storage areas
- Linen closets
- Surfaces, counters, desktops
- Floor space

## TASKS

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- Replace lightbulbs
- Replace air filters
- Remove personal items and photos
- Hang mirrors in dark/small spaces
- Add lamps in bedrooms

## EXTERIOR

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- Clean windows wells/wash windows
- Pressure wash deck/patio
- Paint front door
- Add fresh doormat
- Weed and add fresh mulch
- Add fresh flowers to planters

# SELLER *etiquette*



Before a home showing here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips.

## **Completely leave the site when prospective buyers are viewing your house.**

You want perspective buyers to imagine themselves in your house and they can't do that with you there.

## **Take your pets with you.**

In addition to allergies, a barking dog doesn't really set the tone for potential buyers as they tour your home.

## **Move your car.**

Make it easy for visitors to park and view your home.

## **Lay out important details.**

It's good seller etiquette to lay out the home inspection, appraisal, home warranty, gas bill, etc. for potential buyers to view when touring your home.

## **Prep your house for your guests**

This means, bringing in light by opening all the blinds, turning on lights, and bumping down the thermostat.

## **A clean house is a happy house.**

Make sure your home is tidy before having potential customers view your home.

## **Put away personal items.**

You want potential buyers to imagine themselves in your home and it may be hard with lots of your family photos and personal items around, stash away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves in your home.





## WHAT TO EXPECT *at Closing*

The closing is an important day for you as a home seller. You will transfer the property to the buyer, fully pay off any mortgages, and receive your sales proceeds. If you are using the proceeds for a new home purchase on the same day or shortly thereafter, it is particularly important that your closing runs smoothly.

Unlike the buyer, who may have to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the seller, may or may not need to attend.

After a completed closing, you are no longer the owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the home by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances. You are expected to have completely moved your household and your possessions out by this time as well, and left the place broom-clean, at a minimum. Absent an agreement with the buyer that allows you to stay longer, you can be evicted, or the buyer may sue you for damages caused by your breach of the sales contract.

# SELLER *Costs*



## THE BREAKDOWN

Below we'll also spell out the main types of fees you'll see on your balance sheet so you can understand each cost:

- Staging and prep fees (anywhere from a couple hundred to a couple of thousand dollars)
- Real estate agent commissions (5.8% national average)
- Inspections and repairs (varies)
- Closing fees (1%-3% of the sale price)
- Title fees
- Transfer or excise taxes
- Escrow fees
- Reconveyance fee
- Recording fees
- Prorated property taxes
- Seller concessions (2%-6%)
- Overlap costs (1%-2%)
- Moving and relocation costs (varies)
- Mortgage payoff (varies)



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# CUSTOMER *Testimonials*



Blessings. My family and I had an amazing experience working with Jennifer B. She is phenomenal. We closed on our home recently, and met her in person for the very first time!!! She lead us to the right location and what a great success story we have.

**Temeka**

”



Jenn's expertise in the real estate market was truly invaluable. Not only did she help me determine the right listing price, but she also went above and beyond to connect me with potential buyers. Her knowledge of the local market and her extensive network of contacts allowed her to find interested buyers quickly and efficiently. With her guidance, you were able to sell your property in a timely manner and at a fair price. It's no wonder why so many people trust Jenn for their real estate needs.

**Isabella**

”



I had the pleasure of working with Jennifer as my seller's agent and was thoroughly impressed with her expertise and professionalism. From the moment we started working together, she provided valuable insights and guidance on how to prepare my home for sale, and her marketing strategy was spot-on. Throughout the entire process, she kept me informed and always had my best interests in mind. Thanks to her hard work, my home sold quickly and for a great price. I would highly recommend her to anyone looking for a top-notch seller's agent."

**Melanie**

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