



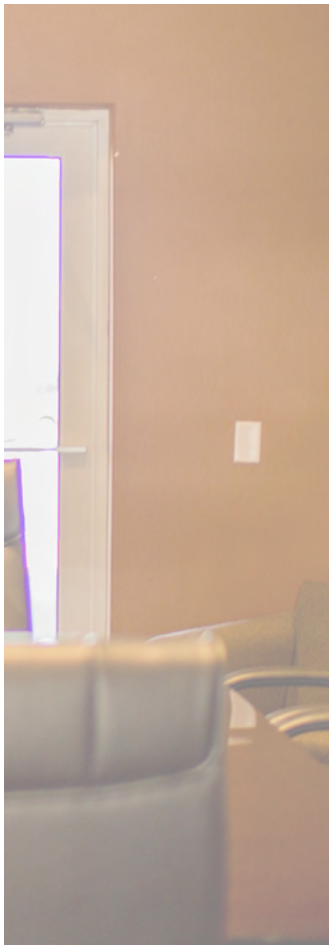
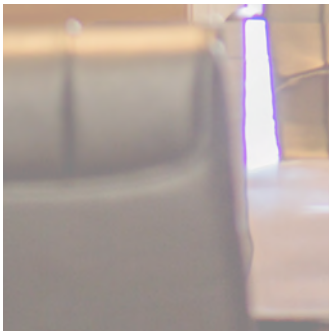
The Seller's Guide:

9 Steps to Selling Your Home

Presented by EverStar Realty




EverStar
REALTY





Welcome!

We're excited that you're interested in beginning the rewarding process of selling your home! Here at EverStar Realty we strive to provide customer service that goes beyond expectations each and every time. To that end, we've put together this **Seller's Guide** to help you on your journey.

This booklet will break down the process into 9 easy to understand steps along with helpful information and checklists to help you be prepared for all the intricacies that go into a real estate sale. If you follow this guide your sale will be as simple and stress-free as possible!

As you begin to read through this guide, know that we are available to answer any questions. Every member of my team is committed to your success and satisfaction, and would be happy to assist you further.

That said, we wish you luck! We sincerely hope that you are able to realize your goals with little to no stress.

We're here for you, *Every Step of the Way.*

Best,

Gayle Stack

Gayle Stack, CCIM, CPM
Owner/Designated Broker/Realtor®



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Step 1: Set Your Goals/Make a Plan

Before you begin searching for the right Realtor, your first step in selling your home should be to sit down and analyze your situation. After all, a home sale can be a highly disruptive process if you aren't prepared!

Taking the time to address your own unique needs and wants before calling a Realtor will have you better situated to convey what you're looking for, as well as helping you recognize potential issues ahead of time. Do yourself this favor!

Details to consider at this stage include;

- Any obvious repairs and their cost
- Moving costs – Truck rental/movers
- Any desired home improvements
- Job relocation (if applicable)
Timeline and employer compensation
- What you expect to get out of the home
A loose estimate for your early planning
- When you want to be out of your home
Timeline for your move
- Your Showing availability
Come up with a flexible plan to allow for many Buyer walkthroughs once on market



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Step 2: Finding Your Realtor

Now it's time to look around for a Realtor!

Choosing the *right* agent for you is crucial to the smoothness of your home sale, so it can be beneficial to consider several agents before making your decision. Attributes to seek in the right agent for you include a proven track record, a personality you can connect with, and expertise in the field!

As a starting point, you can ask friends and family for referrals of agents they've used personally in the past and meet with them to see if they're a good fit! In doing this though, be sure that the agent works in your area.

A local agent will know your specific market best and be able to position your home to be more competitive and attractive to Buyers compared to an agent unfamiliar with your locale.

Once you've found the right Realtor for you, discuss with them your plan and goals. **They represent you and have a fiduciary responsibility to look out for your best interests, so the more you communicate the better!** After a discussion and a walkthrough of your home, your Realtor will be able to discuss with

you a proposed listing price, commission rate, and go over the details of what should be done with the property before it gets listed. With this new knowledge, it's time to move on to the next step in the home selling process - getting the home ready!



Meet the EverStar Realty Team

It takes a team of experts to succeed in this business.

EverStar prides itself on having Realtors which value the customer and their experience over all else.

Reach out to one of our Realtor's to experience what a real estate transaction *should* be like.

www.everstarrealty.com/our-agents | 509-735-4042 | info@everstarrealty.com



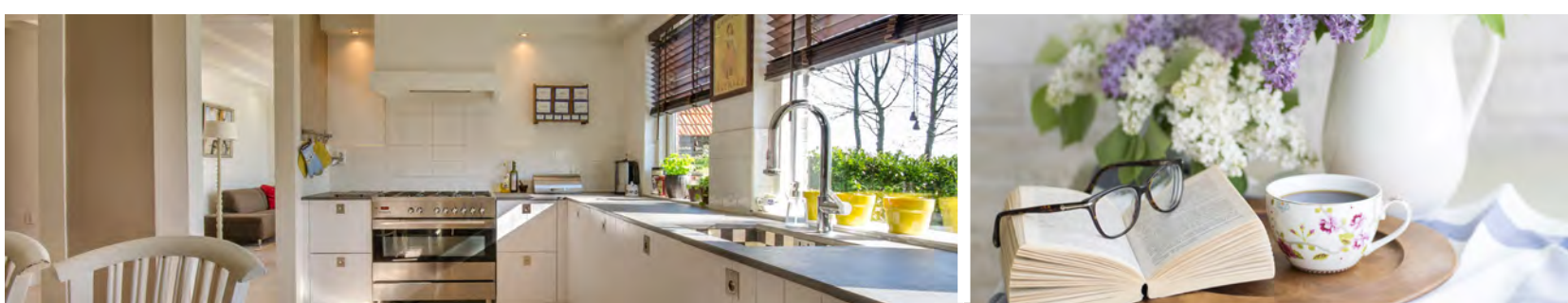
Step 3: Make Repairs/Improvements

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Armed with invaluable knowledge from your chosen Realtor, you should now begin working through your list of improvements/repairs. While you do this, it's crucial to keep in mind that any work is being done to improve the value of your home. That means you should make budget-conscious decisions to ensure you get a positive Return on Investment (ROI) for your time and effort.

Some of the best spots to dedicate your time and energy include the Kitchen, Bathrooms and the exterior of the home. Once you've completed your list, you're almost ready to put the home on the market.

But first, it's time to consider your potential Buyers one more time.



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Step 4: Stage your Home

This is where home staging enters the picture. While your home may be your ideal abode, a seller should strive to tailor the home to the widest possible audience. This means sticking to décor standards, removing personal effects, and doing your best to make your home into a showroom which best highlights the positive attributes of the property. A well-staged home will allow a Buyer to easily visualize the space as their own.

You can enlist the help of professional home stagers for this step if you prefer, and your Realtor can also offer valuable advice about what could be done. For the more tech-savvy sellers, there are even virtual staging apps which can be an affordable alternative!

Should you choose to do it yourself though, we recommend walking through your house as a prospective Buyer would and seeing what route they would take. Rearrange furniture (or remove some) to create the best possible experience!

Then remove all the clutter – and don't put it in the closet. Buyers will look for storage space, so here is where everything that doesn't need to be visible is packed and set out of the Buyer's path. Half empty helps your storage space seem larger and conveys to a Buyer that there's room for their stuff!

When you're done with this, your Realtor will take your property photos. Afterwards, it's finally time to hit the market.



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Step 5: Getting the Home on the Market

At this point, if you haven't already, you should have an agreed upon listing price, conveyed your desired timeline and settled what you're willing to negotiate on with your Realtor. Will the Buyer pay the closing costs? Will you make any additional repairs? What's the lowest offer you'll consider?

Once these questions have been settled, your Realtor will take you through seller disclosures and other paperwork to get your home entered into the local real estate market Multiple Listing Service (MLS). Once it's in the system, your Realtor will begin the process of advertising your property to the public.

This typically includes forms of both digital and print advertising, as well as coverage on various social media platforms. Be sure to ask your Realtor if you have any concerns or wish to know all the advertising venues that are being utilized for your listing!

Set for Success; Why your Realtor's MLS listing and Online Ads WORK

In 2018, the National Association of Realtors did a study to see where Buyers found the home they purchased. In total, 50% of them reported that they found that home online! Additionally, the next most popular answer reported finding their home through a Real Estate agent (28%). By signing on with a Realtor AND utilizing their marketing strategy/local MLS, you're setting yourself up for success by getting your home advertised where prospective Buyers are looking!



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Step 6: Be Ready for Walkthroughs

After listing day, your job as the seller becomes one of maintenance, communication and remaining flexible. You've put in all the effort to present your home as the gem it is, so now comes the task of keeping it that way!

Strive for each prospective Buyer to see your home in its best possible condition.

Your Realtor will communicate with you when showing requests come in, and you'll need to vacate at your agreed upon times (including pets). Expect most Buyers to want to view the property in the evening of weeknights as well as most times across the weekend. Being accommodating to these times is crucial to selling your house quickly.

The more showings you're flexible towards, the more you increase the odds of the *right* Buyer seeing your property! During this time, your agent will be handling the marketing of your property and making sure it's visible to as many prospective Buyers as possible.

Tip for your Last-minute showing cleanup:

We recommend giving yourself approximately 5 minutes per room before a viewer comes to check out your place. This allows you to have one final check before they arrive, and with such a short time limit per room you'll be forced to focus on the most important aspects to tidy up.

Step 7: Negotiating Offers

In an ideal world, the first offer to come in would be exactly what you're looking for. However, it's more than likely that there will be a need for at least some negotiation. This is where the prior planning and setting of things you are and aren't willing to do comes in handy. Your Realtor is responsible for communicating these details back and forth and can offer advice on the specific offer.

Be sure to ask any questions you may have about the offer and utilize your Realtor's expertise to know which ones are worth further consideration. After all, you may even end up with multiple offers at once!

Have your Realtor explain any contingencies attached to the offers you receive, and be prepared to counteroffer low bids that may come your way!

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Step 8: Accepting an Offer

Before you know it, the right offer will come in. You'll give the go ahead to your Realtor and start in on the necessary paperwork. From the time both Seller and Buyer sign an agreement, there is usually 30 to 60 days for both sides to complete all necessary contingencies and special conditions required for closing. These details will have been discussed between yourself and your Realtor and may require you to make further repairs.

Immediately following your acceptance of an offer, the Buyer will be responsible for scheduling a Home Inspection to assess the current condition of the property.

Should the inspection come back revealing issues previously unaddressed, these may need to be resolved before you're able to proceed. In that situation, you may be responsible for taking care of the repairs, or you may have the option to offer the Buyer a closing cost credit to enable them to make the repair themselves after closing.

Following a successful inspection, the Buyer will then schedule an appraisal. **The appraisal serves to reassure the Buyer's chosen lender that the home is worth the price offered.** If the appraisal comes back and is equal to or greater than the offer, then you're in good shape!

However, if the appraisal on your property comes back lower than the accepted price, then the lender may not finance your Buyer. In that instance, you'll need to discuss with your Realtor to come up with a solution.



Finally, with both the inspection and appraisal completed, there will be one final walkthrough by the Buyer to ensure any specified repairs have been made. Barring any surprises at this stage, you'll get a closing date set and be ready to finish up!

Step 9: Signing on Closing Day

The day finally arrives where all your hard work is going to pay off. Your Realtor will set you up with a closing agent and can be there at signing to explain the forms as you go along. After the final page has been signed, you'll hand over your keys and have any proceeds wired to your bank account (or given as a check). Your forms will then be processed by the title company.

And with that, congratulations! You've successfully sold your home!

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CHECKLIST:

Step 1: Set Goals/Make Plan

- ☐ ASSESS FINANCES
- ☐ MAKE OBVIOUS REPAIRS
- ☐ DECIDE ROUGH TIMELINE

Step 2: Find a Realtor

- ☐ GET REFERRALS
- ☐ MEET WITH AGENTS
- ☐ DISCUSS SPECIFIC GOALS

Step 3: Make repairs/imp.

- ☐ GET REALTOR INPUT
- ☐ MAKE A LIST
- ☐ BUDGET YOUR WORK
- ☐ FINISH YOUR LIST

Step 4: Stage your home

- ☐ GET ADVICE (REALTOR, WEB)
- ☐ ADJUST FURNITURE
- ☐ REMOVE CLUTTER
- ☐ SWITCH TO GENERAL DECOR

Step 5: Getting on Market

- ☐ FINALIZE LISTING PRICE
- ☐ DECIDE SELLING TERMS
- ☐ SIGN DISCLOSURES

Step 6: Ready for Walkthroughs

- ☐ PREPARE FOR VIEWINGS
- ☐ MAINTAIN APPEARANCES
- ☐ BE FLEXIBLE

Step 7: Negotiate Offers

- ☐ BE AVAILABLE TO DISCUSS
- ☐ CONSIDER REALTOR INPUT
- ☐ MAKE COUNTEROFFERS

Step 8: Accepting an Offer

- ☐ SIGN OFFER AGREEMENT
- ☐ GET APPRAISER REPORT
- ☐ ADDRESS HOME INSPECTION

Step 9: Sign on Closing

- ☐ SHOW UP TO CLOSING
- ☐ SIGN ALL DOCUMENTS
- ☐ HAND OVER KEYS



With You Every Step of the Way.

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