



Seller's Guide



Looking to Sell Your House?

Selling your home is an important milestone, and we're grateful for the opportunity to guide you through the process. Our goal is to help you feel informed, confident, and supported every step of the way. This guide outlines what to expect, how we prepare and market your home, and how we work to achieve the best possible outcome for you.

As your real estate team, we believe successful results start with understanding your goals and providing personalized service. From preparing your home for the market to navigating offers, negotiations, and closing, we'll help you make informed decisions and anticipate potential challenges before they arise. We also work with trusted industry professionals to help ensure every detail is handled with care.

Most importantly, we want you to feel that you have a team in your corner. We're here to answer your questions, advocate for your best interests, and make your selling experience as smooth and stress-free as possible.

Thank you for trusting us with this important chapter. We look forward to working with you!



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About Our Team

Our partnership extends well beyond real estate. Before entering the industry, we spent years working together in different capacities, from serving at-risk youth to building a successful online resale business. These experiences shaped the way we approach our work today, teaching us the value of patience, resourcefulness, problem-solving, and building strong relationships.

As a team, we bring different strengths to the table, but share the same commitment to helping our clients reach their goals. We understand that buying a home is about more than finding the right property. It's about finding a place that fits your lifestyle, supports your priorities, and feels right for the next chapter of your life.

We take pride in thoughtful planning, clear communication, and attention to detail. Whether we're helping you evaluate neighborhoods, develop a strategy for an offer, or navigate unexpected challenges, we work together to help you understand your options and feel confident in your decisions.

Our goal is to make the home-buying experience as smooth and rewarding as possible while building a relationship that lasts well beyond closing day.

We would be honored to be part of your journey and look forward to helping you find a place to call home.





The Selling Process

1. PRICING STRATEGY
2. PREPARING YOUR HOME
3. SHOWINGS & OPEN HOUSES
4. PHOTOGRAPHY & MARKETING
5. OFFER & NEGOTIATION
6. OFFER ACCEPTANCE
7. INSPECTION
8. CLOSING
9. ONGOING SUPPORT



Why Pricing Is So Important

Pricing your home correctly from the start is one of the most critical ways to generate a lot of traffic and sell at the highest price in the shortest amount of time. A property attracts the most attention when it's first listed, so it doesn't pay to start with a high price and reduce later if it doesn't sell. The value of your home is what buyers are willing to pay for it in today's market, so we stay informed about our local market and will do a Comparative Market Analysis (CMA) to help determine our pricing strategy. We'll also show your home to other local real estate agents and solicit their input about its price and presentation, so we can discuss and address any important feedback with you.

Preparing to Hit the Market

Selling your home begins with making it look its best inside and out. Even if your home is in perfect physical condition, things like dingy paint, clutter, and an overgrown yard can lower its value in the eyes of potential buyers. Time invested now will pay off later.

We can provide you with a checklist of tasks to get your home ready for professional photography and showings. We'll also walk through the property with you and recommend ways that you can enhance its value and prepare for showings and open houses, such as staging, removing personal items, and adding curb appeal.

There are a few documents that need to be completed before your home goes on the market. Some of these documents are between us, and others are disclosures you will need to fill out in regard to the condition of your home. It is imperative to have a clear understanding of listing terms, price, and condition of your home for potential buyers.





Tips for Successful Showings

- › Leave the home if possible when potential buyers are there so they feel comfortable taking their time, asking questions, and providing feedback.
- › Remove pets. Take them with you or keep them penned in the yard or garage. Clean litter boxes daily.
- › Turn on lights and open curtains and shades so the home is well-lit inside and out.
- › Make the temperature comfortable, at approximately 68 degrees.
- › Remove clutter from floors and surfaces. Neatness makes rooms seem larger.
- › Put away items in the yard such as garden tools, bicycles and toys.
- › Turn on gas fireplaces to create a cozy atmosphere.
- › Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.
- › Turn off all TVs and keep any music at a low volume.
- › Keep jewelry and other valuables, as well as prescription drugs, locked up.



Strategic Marketing

Effective marketing is another critical aspect of getting your home sold quickly and at the best price. We will create a customized marketing plan to get maximum exposure for your home quickly, including digital exposure on the MLS and the most popular real estate sites like Realtor.com, Zillow, and Trulia, to name a few.

We also use professional photography, flyers and direct marketing that reflect the high quality of your home, Windermere's signature yard signs to attract local attention and inquiries, and digital tools that allow me to target and follow up with potential buyers and optimize the performance of our marketing.

DIGITAL MARKETING

- › Property Website
- › Exposure on top industry websites
- › Facebook & Instagram Paid Advertising
- › Social Media Videos
- › eFlyers

SOCIAL MEDIA

- › Facebook & Instagram Posts
- › Facebook & Instagram Stories

PRINT MARKETING

- › Professional-Quality Brochure
- › Just Listed & Open House Postcards
- › High-Quality Signage
- › Listing Flyer & Flyer Box





JUST LISTED

Schedule a Visit!

1234 Main St., State, 00000

\$0,000,000

MLS #00000000

Windermere

Open House

1234 Main St.

CITY STATE 00000

1st-2nd

04/25/2024

Windermere

REAL ESTATE



\$0,000,000



Just Listed

Windermere



WINDERMERE.COM

1234 MAIN STREET CITY STATE 00000

Schedule a Visit!

1234 Main St., State, 00000

October 10th, 2023

12 pm - 5 pm

Windermere

Why work with us?

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First Last Name
 Office (Home) Name
 C: 000.000.0000
 M: 000.000.0000
 FCR: 000000
 name@windermere.com



Just Sold

1234 Main St.

City, State 00000

FOR \$00,000,000




LUXURY HOME

Just Listed.

22 PARK #9B

CITY, STATE, 00000



Open House

WHERE
 1234 Main St.
 City, State 00000

WHEN
 May 5th, 2024
 12pm-5pm



Open House

1234 Main Street

CITY, STATE

SATURDAY | JUNE 8
 2PM - 4PM
 MLS # 00000



4 BEDS
 5 BATHS
 12,345 SQ.FT

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Full Name
 Office (Home) Name
 C: 000.000.0000
 name@windermere.com
 M: 000.000.0000
 F: 000.000.0000



Offer & Negotiation

When we receive an offer (or offers!) on your home, we'll review each one with you and help you evaluate the pros and cons of each. Beyond mere offer price, we'll weigh factors like offer contingencies, timeline, and the financial security of the buyer. We are expert negotiators and will negotiate with buyers' agents on your behalf to get you the best price and terms to meet or exceed your goals.

During negotiations, it's important to be courteous and considerate of the preferences of all potential buyers. It's not uncommon for deals to fall through for one reason or another, so it's ideal to have other offers to potentially fall back on. The law also prohibits turning down potential buyers based on race/origin, color, sex, disability, religion, or family status.



Under Contract

THE FINAL STRETCH

OFFER ACCEPTED

Once we've found a buyer for your home, we will guide you through the purchase and sale agreement, which is a contract outlining the proposed timing and details of the transaction. After both parties have signed the agreement, we'll provide you with a detailed summary of the agreed-upon timing, tasks, and deadlines to be met by each party. Then we'll coordinate with you through each step to make sure all goes smoothly and on time.

INSPECTION

When a buyer makes an offer on a home, it's usually contingent upon a professional inspection to assess the home's health, safety, and major mechanical systems. In addition to educating the buyer about the home's systems and maintenance needs, the inspection report will detail any repairs that are needed, which may lead to further negotiations with the buyer before the sale goes through. An inspection typically takes from 1-5 hours, depending on the scope of what is being inspected, and it's best for you not to be present at the home during this time. We'll receive an inspection report and discuss any items the buyer wants you to address, and whether to accept their terms or negotiate further.

CLOSING

The closing process finalizes the terms of the agreement, leading to the transfer of the property's title. We can help you understand what closing costs each party will pay and receive, and your escrow agent will coordinate with you to sign the final documents and collect your closing fees. They will then submit those to the lender, disburse the net proceeds to you when the lender releases them, and then transfer the home's title and keys to the buyer.

ONGOING SUPPORT

Our service doesn't end when your home is sold. We can help you with the purchase and/or sale of your next home, connect you with local providers and resources, and more. We will also stay in touch in the years to come to provide helpful home information and be of service anytime you or someone you know has questions or needs about real estate or our area. Think of us as your local experts and resources.



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If you are already working with an agent, this is not meant as a solicitation for that business.

