

Seller

RESOURCE GUIDE

Your Friendly Neighborhood Realtor

When searching for your next home or a local market expert who'll help you achieve your real estate goals, www.RandyJenkinsSoldit.com is an indispensable resource designed with you in mind.





SELLERS GUIDE

(770) 383-2837

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RJ
RANDY JENKINS
RANDY JENKINS REAL ESTATE

agent responsibilities

Expert Guidance

- Research the comps in your area & complete a comparative market analysis to determine the best list price for the sale of your property
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner
- Negotiate the best price & terms available, always keeping your specific needs in mind

Responsiveness

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines

Accounting

- Track receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

Loyalty

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed



selling in ten *easy* steps

1

DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2

LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3

PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

4

LAUNCH DAY

It's time!
Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

5

BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed until we reach a sales agreement.

6

SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7

INSPECTIONS

Your buyer will probably hire an inspector to review your home. The inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

8

LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

9

CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-48 hours prior to closing.

10

CLOSING

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. I am there to help after the sale of your home - whenever you need me!

enhance the aesthetic *appeal*

prep the exterior

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walks neatly cleared of ice and snow in the winter.
- Adding colorful annuals near the front entrance in spring and summer.
- Re-sealing an asphalt driveway.
- Keeping your garage door closed.
- Applying a fresh coat of paint to the front door.



prep the interior

- Cleaning every room and removing clutter. This alone will make your house appear larger and brighter.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters and closets.
- Removing all personal photos from the walls, and patch the holes where they were removed.
- Re-surfacing soiled or strongly colored walls with a neutral shade, such as off-white or beige, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks and signs of dampness in the attic and basement.
- Repairing holes or damage to plaster, wallpaper, paint and tiles.
- Replacing broken or cracked window panes, molding or other woodwork.



show home ready in *one* hour.

- Make the beds
- Grab a basket and put personal items of clutter in your car
- Make sure the bathroom towels are clean, straightened and match
- Wipe down toilets and put the lids down
- Wipe down all counter tops and sinks
- Open all blinds & turn on all the lights in the house
- Make sure the house temperature is comfortable
- Make sure the house smells good, but don't over do the air freshener
- Vacuum all carpeted areas, sweep all surfaces
- Clean all mirrors
- Sweep the front doorway and wipe off the mat



4 FACTORS THAT AFFECT THE *saleability* OF YOUR HOME

Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value:
location, design, amenities, competing properties, economic conditions
- Factors that have little or no influence:
price the seller originally paid, amount spent on improvements

Market Conditions

The real estate market is always fluctuating, and as your agent I will be able to discuss the pros and cons of listing during varied market conditions.

Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed, or if professional staging is required, I will be there to assist and offer my guidance and network.

Market Exposure

I will focus will be on what we're able to control - market exposure and negotiating offers. I want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing plan, your home will get noticed in any market.



information

prep

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

- () Manuals for appliances
- () Receipts of work done to the home - including all major & minor renovations
- () All keys and garage door openers
- () Surveys previously done
- () A list of utility providers & average costs per month
- () Alarm instructions

HOA Communities -

Check in with the HOA to see if there are any restrictions or policies when listing your condo/townhome

If you have any known info regarding assessments, certification letters or HOA covenants, have those available for buyers

negotiating the deal *successfully*

Disclose everything. Be proactive to disclose all known defects to buyers – avoid legal problems later.

Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknowns.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. The mood for the buyer to buy is exactly when the offer is made – don't delay.

Meet halfway if there are disagreements about small expenses – split the difference and move on.

Stay calm, even if the situation is tense.

**HAVE YOU FOUND
THE RIGHT
BUYER?**

Make the deal happen.

under contract *process*



OFFER ACCEPTED

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, due diligence, inspection, appraisal, and loan conditions. The under contract process can normally take anywhere from 30-60 days.

INSPECTION

One of the most crucial steps in buying a home is performing an inspection. The buyers elect to do this if they choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. It should take anywhere from 1-4 hours depending on the size of your home. After inspection, the buyer's agent will send an inspection objection requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety are pertinent.

APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. I will guide you through the process on the right moves to make if the appraisal comes in low. After the appraisal, we wait for the loan conditions deadline for the buyer and are that much closer to the closing table.

closing 101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.

A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

WHAT TO EXPECT

The escrow officer will look over the purchase contract and identify what payments are owed and by whom/ prepare documents for the closing; conduct the closing/ make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- Copies of all closing documents
- All home improvement receipts on the home you sold



Randy Jenkins

REAL ESTATE SIMPLICITY

contact

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profile

Randy is a realtor in Georgia. In 2015 he moved from Tampa, FL to Atlanta, GA to pursue a career in Television and Film. After dozens of roles in TV and Film, Randy turned his focus to Real Estate. He works as a Listing Specialist with Coldwell Banker Realty. Randy prides himself on his critical thinking skills to solve issues in order to be more effective and efficient in order to move past any challenges. Randy specializes in the Metro Atlanta real estate markets. He spent a lot of time in the marketing profession before earning his BSBA in Marketing from Southern New Hampshire University. Which is a great asset when guiding sellers & buyers to envision ways to market their properties.

education

- Bachelor of Science degree with a concentration in Marketing from Southern New Hampshire University
- Advanced Social Media Strategy Training and Certification
- Express Offers - Certificate of Completion

commitment to excellence:

- My philosophy is simple: My business approach is to be transparent, direct, and honest. I pledge to be in constant communication with my clients, keeping them fully informed throughout the entire buying or selling process. I believe that if you're not left with an amazing experience, I haven't done my job.

customized to fit your needs:

- The trust and confidence my client place in me is a testament to the commitment and professionalism I bring to each transaction. My passion, expertise, and uncanny knowledge of the market have allowed me to always get the job done in a seamless and efficient manner. My goal is to make every client experience unique while fully meeting and exceeding each clients' expectations. Your success is my success!

HOW TO ATTRACT MORE BUYERS

These **Tips** will help you convince buyers your property offers top value for their dollar.

Amp up curb appeal.

Look at your home objectively from the street. Check the condition of the landscaping, paint, roof, shutters, front door, knocker, windows, and house number. Observe how your window treatments look from the outside. Something special—such as big flowerpots or an antique bench—can help your property stand out after a long day of house hunting.

Upgrade the kitchen and bathrooms.

These are make-or-break rooms. Make sure they're squeaky clean and clutter-free, and update the pulls, sinks, and faucets. In a kitchen, add one cool appliance, such as an espresso maker.

Clean out and organize closets.

Remove anything you don't need or haven't worn in a while. Closets should only be half-full so buyers can visualize fitting their stuff in.

Update window treatments.

Buyers want light and views, not dated, heavy drapes. To diffuse light and add privacy, consider energy-efficient shades and blinds.

Hire a home inspector.

Do a preemptive strike to find and fix problems before you sell your home. Then you can show receipts to buyers, demonstrating your detailed care for their future home.

About



Coldwell Banker Realty

Serving more than half of the 100 largest metro areas in the U.S., independent sales associates affiliated with Coldwell Banker/RBG distinguish themselves every day by creating exceptional real estate experiences for their customers and their communities.

When searching for your next home or a local market expert who'll help you achieve your real estate goals, www.RandyJenkinsSoldit.com is an indispensable resource designed with you in mind.

ABOUT ME



Randy Jenkins
Realtor

Randy Jenkins serves as a Certified Listing Specialist at Coldwell Banker Realty. He is focused on high-level negotiating and comprehensive marketing analysis for accurate pricing. Randy believes that education and training are key elements to staying on top of the real estate market and providing a platinum level of service to his clients. He is known for his problem-solving skills as well as for being thorough in providing outstanding services to our clients through proven results.

He holds a Certification in Advanced Social Media Strategy Training and also holds an Express offer Certification which offers available cash buyers for his clients. Randy has a Bachelor's in Business Administration with a concentration in Marketing from Southern New Hampshire University.



customer testimonials

GENEVIEVE JAMES



Randy helped us sell our home and we got a full price offer 4 days after it went on the market. We were out of town at the time and he did an amazing job handling the communications between us and the buyers. The closing went very smoothly (way better than the first time we tried to sell with a different agent) and we could not be happier with the outcome. We recommend Randy anytime.

JOHN WOODBURY



Best of the best!!! We enjoyed working with Randy. He was very professional and made the process easy. We were first time sellers and he guided us through the entire process. He ended up selling our house twice within 1 week after the first deal fell through because the buyer lost her job. I would not use any other realtor!

BRANDY HARTMAN



Randy has been a trusted realtor and friend for 10 years. He has handled many transactions for us and our family and always has his clients best interest in mind above anything else. Love you Randy!

JOSH CAMPBELL



I have worked with Randy Jenkins over my years in the real estate appraisal field. He is one of a short list of agents I refer friends to. He is knowledgeable, kind, hard-working, and represents his client's best interests.



choose

AN AGENT YOU
CAN TRUST,
WITH THE EXPERTISE
TO HELP
SAVE YOU MONEY.

*your
dream
home*

IS WITHIN REACH.

considering

BUYING OR SELLING?

Navigate the real estate market
with the proper guidance -

- ✓ a proven marketing plan
- ✓ experienced negotiation
- ✓ tips on staging your home
- ✓ constant contact
- ✓ professional photography
- ✓ honesty & integrity



contact me

TO SET UP AN
APPOINTMENT



Randy Jenkins

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*customer
testimonials*

ERIC WILLIAMS

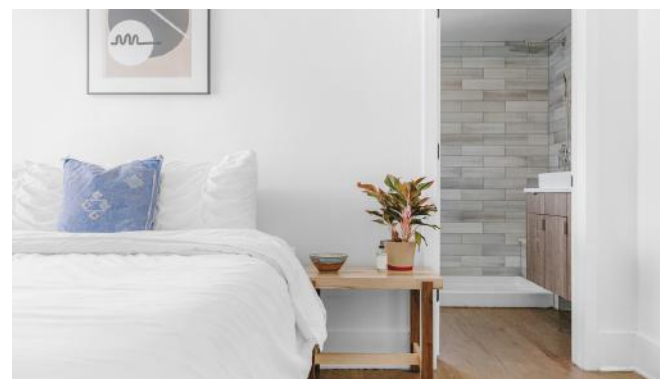


I have purchased and sold 3 properties and Randy Jenkins is simply the best realtor I have worked with in Covington, Ga. Randy is extremely knowledgeable about the current housing market, responsive and is an excellent communicator. He is honest and has a very high work ethic. Randy was there to guide me through every step of my recent home sale. I would definitely use Randy Jenkins again whether selling or buying a home.

TASHA HARRIS



Highly Recommend! I say this without hesitation, and give five stars for good reason, Randy was right there working hard to sell our property. Communication is vital to me, in all aspects of life. Its something that is high on my list of things I value. Here is where Randy exceeded my expectations! Please trust me on this - you will have someone on your side who cares about you, explains the details and will overcome obstacles. One other point I can make, he is a great person to work with. Very satisfied!!!



Visit Online

Facebook.com/RandyJenkinsRealtor
Instagram: @randy_myrealtor
Linkedin.com/in/randymjenkinsrealtor