

home seller

WWW.DEREKCOLWELL.REALTOR

The Insider's Guide To
**SELLING
YOUR HOME**

EVEN IN A CRAZY COMPETITIVE MARKET



Derek Colwell
YOUR LOCAL REALTOR®

Proudly Serving the Omaha
and the Surrounding Area

A bright, airy interior with large arched windows and a potted plant. The scene is well-lit, with natural light streaming in through the windows. A large green plant is positioned in the center, and a white sofa with a large pillow is visible on the right side. The overall atmosphere is clean, modern, and inviting.

Hey there!

You're about to embark on an exciting journey - selling your home. While this process can sometimes feel daunting, I'm here to show you a smoother, more enjoyable approach. My mission is to make selling your home as stress-free and rewarding as possible

BY THE TIME YOU FINISH THIS GUIDE, YOU'LL UNDERSTAND:

- How to navigate the home selling process like a seasoned pro, avoiding common pitfalls
- Strategies to potentially save thousands and earn top dollar for your home
- The step-by-step process to make your home selling journey smooth and enjoyable
- Why working with the right agent can be your biggest advantage in today's market

hey there,

Nice To Meet You!

SO YOU'RE READY TO LIST YOUR HOME?

I'm Derek, and I'm committed to making your home-selling journey simple.

When I first became a real estate agent, I realized how complex and stressful the process can be for many homeowners. That inspired me to want to do things differently - to be the kind of agent who provides a smooth, rewarding, and even enjoyable experience for my clients.

My goal is simple: to help you sell your home for the maximum value in the shortest amount of time.

I'm here to look out for your best interests at every turn, making the process as smooth and stress-free for you as possible.

Ready to experience a different kind of home selling experience? Let's get started!



Who You Partner With Matters!

INDUSTRY INSIGHT THAT PAYS OFF

With years of experience in real estate, I've mastered the ability to navigate the market and get my clients top-dollar for their homes. This means:

- My pricing strategies and marketing expertise will maximize the value of your home
- You'll benefit from my keen eye for spotting hidden opportunities and trends early
- Expect transparent recommendations from me, empowering your decisions



CONNECTED AND IN-THE-KNOW

In this business, who you know can be as important as what you know:

- You'll have access to my vetted network of top industry professionals
- My industry connections mean I can leverage off-market opportunities to get your home maximum exposure
- Need preparations, staging, or renovations help? I'll connect you with trusted contractors



Common Challenges When Selling

COMMON HOME SELLING HURDLES I'VE OBSERVED



Lacking Connections:

How can insider access to inspectors, lenders, and other professionals benefit your sale?



Pricing Challenges:

What's the right strategy to price your home competitively?



Marketing Roadblocks:

What tactics can maximize visibility and generate genuine buyer interest?



Stressful Negotiations:

How do you get the best deal without added stress and anxiety?



Inspection Issues:

What proactive steps can you take to address potential problems?



Closing Complications:

How do you ensure a seamless, stress-free transaction?



Time Investment:

Have you considered the time and effort required to manage all aspects of your home sale?



Emotional Distance:

Can you remain objective about potentially the largest investment of your life?



Uncertain Timelines

How can you time the market to your advantage and avoid added stress?



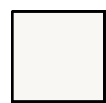
Unpredictable Outcomes:

What can you do to get the best possible results?



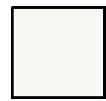
What Could These Challenges Mean for You?

POTENTIAL IMPACTS ON YOUR HOME SELLING JOURNEY



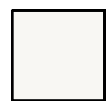
1. Leave Thousands on the Table

Improper pricing and negotiation could result in selling your home for far less than its true value.



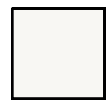
2. Endless, Stressful Process

Ineffective marketing and unresolved issues can drag out the sale, costing you time, money, and peace of mind.



3. Tarnished Reputation

If your home sits on the market or issues go public, it could harm your reputation and complicate future sales.



4. Costly Mistakes

From pricing errors to hidden transaction fees, even small missteps can add up quickly and eat into your profits.



5. Indefinite Limbo

Without an effective plan, your home could sit on the market indefinitely, leaving you in an unsettled state.



6. Disappointed Expectations

Failing to achieve your desired sale price or timeline can be a major letdown after investing so much time and energy

But there's good news: with the right approach, these challenges can be avoided. Let me show you how.



But There's Good News

SELLING YOUR HOME, STRESS-FREE

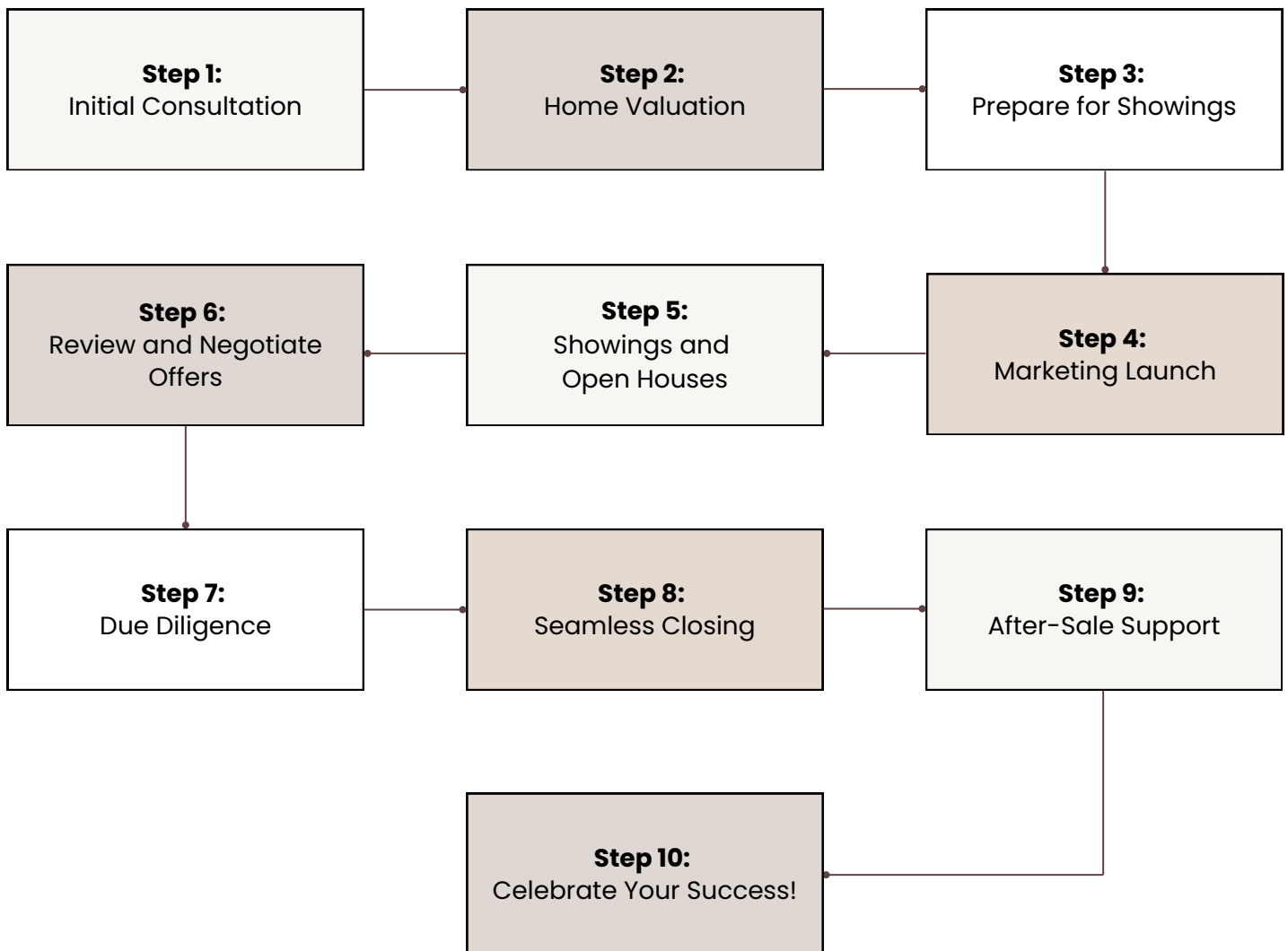
I've developed a proven system for selling homes efficiently, effectively, and with minimal stress for my clients. It's designed to guide you through each step of the home selling journey with ease and confidence.

STREAMLINED PROCESS:	<p>I've streamlined the home selling process into a straightforward, step-by-step plan. By handling the complexities on your behalf, I ensure you never feel overwhelmed or unsure of what's happening next.</p>
MAXIMIZED PROFITS:	<p>My data-driven pricing strategies, marketing expertise, and keen market insights allow me to get you top dollar for your home - no leaving money on the table. I'll also use my industry connections to maximize exposure and attract the right buyers.</p>
HANDS-ON SUPPORT:	<p>Throughout the transaction, I'll provide transparent, responsive communication and be your dedicated advocate. I'll handle the negotiations, paperwork, and any roadblocks that arise, so you can focus on your next chapter.</p>
ENJOYABLE EXPERIENCE:	<p>Selling a home can be an emotional experience, but I believe it should also be an exciting one. I incorporate interactive elements, celebrate milestones, and inject positivity to make the process fun and rewarding.</p>

Your Simple Guide to Selling Your Home

MY TRIED AND TRUE HOME SELLING METHOD

My 10-step approach makes home-selling efficient and stress-free, avoiding common challenges. Here's our game plan



I Simplify the Sale. You Enjoy the Move.

BREAKING DOWN MY 10 STEP APPROACH

My goal is to help you sell your home for the maximum value in the shortest amount of time.

Step 1: Initial Consultation

- It's comprehensive consultation to understand your unique goals, timeline, and needs for selling your home.
- I'll create a customized home selling strategy tailored to your specific situation.
- I will walk you through the Seller-Agent Agreement, explaining our relationship and how I'll be compensated.
- After this meeting, you'll have clarity on the home selling process and what to expect.

Step 2: Home Valuation

- I'll do a detailed assessment of your home's current market value based on data, location, and unique features.
- I'll provide a competitively priced recommendation to attract the right buyers and maximize your profits.
- We'll collaborate to determine the ideal list price that aligns with your goals.
- You'll feel confident that your home is priced to sell quickly at the highest possible value.





Step 3: Prepare for Showings

- You'll get professional photography and staging guidance.
- I'll coordinate top-notch photography to showcase your home.
- You'll receive personalized staging tips to impress buyers.
- Your home will be "show-ready" for maximum appeal.

Step 4: Viewing and Evaluation

- You'll receive a comprehensive multi-channel marketing strategy for maximum visibility.
- I'll use my network and innovative strategies to attract buyers.
- You'll receive regular updates on listing activity and feedback.
- Your home will stand out in the market.

Step 5: Showings and Open Houses

- You'll get a streamlined, discreet showing process.
- I'll handle all showings and open houses professionally.
- You'll receive regular feedback and updates.
- Your daily life will face minimal disruption.

Step 6: Review and Negotiate Offers

- You'll get expert guidance on evaluating and negotiating offers.
- I'll advocate for you to secure the best possible terms.
- We'll strategize the optimal negotiation approach together.
- You'll feel confident in the final accepted offer.



Step 7: Due Diligence

- You'll receive proactive solutions to address any inspection issues or appraisal challenges, keeping the transaction on track.
- I'll coordinate with inspectors, appraisers, and your buyer's team to promptly resolve concerns.
- I'll handle any roadblocks to ensure a smooth closing.
- I'll keep you informed every step of the way, so you always know the status.

Step 8: Seamless Closing

- You'll have a stress-free closing experience with all the paperwork and details handled.
- I'll guide you through the closing process, ensuring timely document preparation and a successful transfer of ownership.
- You won't have to worry about any last-minute surprises or complications.
- I'll be there to celebrate with you when the keys are handed over.

Step 9: After-Sale Support

- I'll continue to assist and provide resources after the transaction, helping with your next steps.
- I'll remain available to answer questions, offer referrals, and ensure your satisfaction long after the sale.
- I'll be your trusted partner for this sale and any future real estate needs.
- I'll support you through this transition and beyond.

Step 10: Celebrate Your Success

- You'll experience the excitement and satisfaction of a job well done, with special celebratory touches to mark this huge accomplishment.
- I'll give you your closing gift, making your home sale an enjoyable, memorable experience.
- You can take pride in the successful outcome and feel confident about your next chapter.
- I'll make sure we celebrate this accomplishment in style.



Understanding the NAR Settlement

HOW IT EFFECTS YOU AS A SELLER

The key change: sellers are no longer required to offer compensation to buyer's agents as a condition of listing their home on the Multiple Listing Service (MLS).

HOW DOES THIS AFFECT YOU AS A SELLER?	HOW DOES THIS AFFECT BUYERS?	HOW DO BUYER'S AGENTS GET PAID NOW?
<ul style="list-style-type: none">• You now have more flexibility in deciding whether and how much to offer as compensation to buyer's agents.• You're no longer obligated to include a buyer's agent commission in your listing.• You may need to consider new strategies for attracting buyers and their agents to your property if you opt to not offer compensation to a buyer's agent.	<ul style="list-style-type: none">• Buyers may now be responsible for paying their agent's commission out of pocket if sellers don't offer compensation.• Buyer's agents now must have signed agreements with their clients, clearly outlining their services and compensation.• Buyers might become more selective about using an agent or may try to negotiate agent fees.	<ul style="list-style-type: none">• Buyer's agents can still be paid through seller-offered compensation if the seller chooses to offer it.• If no seller compensation is offered, buyers may need to pay their agent directly.• Some buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.



Is it Really Necessary to Offer Commission?

HERE ARE SOME FACTS TO CONSIDER

The Pros of Offering Buyer's Agent Commission

Offering a buyer's agent commission is a strategic move that can significantly impact the success of your home sale. It alleviates a new homebuyer's need to cover that expense at closing, leading to increased showings and potentially faster offers. This approach can help your listing stand out in a crowded market, attract serious buyers, and ultimately lead to a quicker sale!

The Flip Side of Offering Buyer's Agent Commission

It's important to consider the additional costs involved. While a commission can enhance visibility and attract more buyers, it adds to your overall selling expenses. Evaluate how this investment aligns with your goals and market conditions to make an informed decision about whether to offer a commission.

"Derek is absolutely one of the best! I am so thankful for all of his help! You will not be disappointed working with him!" - Lacey (Client)

Buyer Agent Compensation

STRATEGIC APPROACHES IN THE LANDSCAPE



Upfront Compensation Offer

With this approach, we're clear about our willingness to offer compensation when buyer's agents inquire..

- I'll respond to inquiries with a clear statement like, "Yes, we're offering x% or \$xx to buyer's agents."
- This transparency can encourage more showings and potentially more offers.
- It sets clear expectations from the start, which some agents and buyers prefer.

Flexible Compensation Approach

This strategy keeps compensation as part of our overall negotiation toolkit.

- When asked about compensation, I'll say, "We're considering all offers. Please submit your offer, and we'll respond with an acceptance or a counter."
- This allows us to adjust based on the strength of each offer we receive.
- It could give us more flexibility in negotiations and potentially better overall terms.



No Compensation Offered

This approach makes it clear that we're not offering compensation to buyer's agents.

- If asked, I'll state, "We're not offering compensation to buyer's agents."
- This puts the responsibility of agent payment on the buyer.
- It might reduce the number of showings but could potentially lead to a higher net sale price for you.



Proof in Action

REAL SUCCESS RESULTS FOR REAL CLIENTS



Aaron and Ebony (PCS Relocation for Work)

Challenge: Needed to sell quickly due to job transfer, worried about timing.

Solution:

- Launched an aggressive multi-channel marketing campaign via MLS, social media, email and text
- Leveraged my extensive network of agents and investors for pre-market interest
- Opened the home to showings and open houses to collect as many offers as quickly as possible

Result: Closed in 35 days above asking price with ideal move-out date



Natalie (Move up Buyer, First-Time Seller)

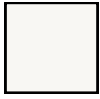
Challenge: Anxious about buying a new home alongside the selling process, and unsure about pricing her home.

Solution:

- Secured an off market offer pre-listing allowing us to write an offer on a new purchase
- Quickly re-listed her home when our first offer fell through, and conducted a detailed comparative market analysis to determine optimal pricing to generate multiple offers

Result: Multiple offers received, and sold for 5% over asking price

"Derek created a very positive experience for my husband and I as first-time home buyers! From the beginning, Derek was willing to go the extra mile to help us find the perfect home." - Brooke



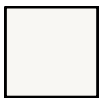
Jeri (Downsizing Retiree)

Challenge: Selling a beloved home of 20 years, emotional process, uncertainty in locating a suitable apartment

Solution:

- Took time to understand Jeri's emotional attachment and concerns, providing patient support throughout
- Arranged for a professional estate sale organizer to assist with decluttering her property, and rehoming antique furniture

Result: Sold to a young member of her congregation, who gave her as much time as she needed to move out and relocate



Kirk and April (Downsizing Retirees)

Challenge: Selling a large family home that needed many updates in a buyer's market

Solution:

- Conducted a thorough market analysis to identify high-ROI renovations needed to sell the home effectively
- Coordinated with trusted contractors to provide a cost breakdown of repairs, and a timeline to completion
- Compared selling the property As-Is versus making renovations, and identified their best option was to sell

Result: Found a cash offer from an Investor to purchase the property As-Is with no renovations needed

"Derek has set the bar high for any future realtors we use. He listened to our wants and needs then went out and found multiple listings that matched our criteria. Never was a house pushed on us and he was more than willing to go to multiple showings a day. Oh, and did I mention we did all our search virtually with him either videoing the whole property or doing it live via FaceTime. Great alternative for a military move when you just can't get to the area. I also loved that he figured out my quirks and addressed them before I even asked. You will not regret using Derek!! We haven't"

- Saul and Emily (PCS Orders, Homebuyers)





Ready to Start Your Home Selling Journey?

HOW TO START TODAY:

You've seen the process and read the success stories. Now, it's your turn to experience the difference of working with me. Here's how we can start:

- 1. Free Consultation:** Let's have a no-obligation chat about your home-selling goals. We'll discuss your needs, answer any questions, and see if we're a good fit.
- 2. Custom Home Selling Strategy:** If you choose to move forward, I'll create a personalized plan tailored to your home's unique features, leveraging the best strategies to attract buyers
- 3. Your Successful Sale Awaits:** Together, we'll navigate the market, showcase your home, and secure the best deal.

Let's Talk!

Ways to Get in Touch



Call:

402-841-9698



Email:

derek@nebraskarealty.com



Schedule Online:

www.derekcolwell.realtor

REACH OUT TODAY



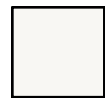
Frequently Asked Questions

YOU MAY BE WONDERING ABOUT SOME THINGS



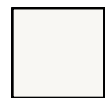
How do I determine the right price for my home?

We'll conduct a thorough comparative market analysis, considering recent sales, current listings, and your home's unique features to determine the optimal price.



What renovations or improvements should I make before selling?

Focus on high-ROI improvements like minor kitchen and bathroom updates, fresh paint, and curb appeal enhancements. I'll provide tailored recommendations for your property.



How long will it take to sell my house?

The timeline varies based on market conditions, pricing, and your home's appeal. On average, homes in our area sell within ~45 days, but I'll provide a more specific estimate for your property.



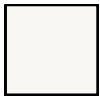
What costs are involved in selling a home?

Common costs include agent commissions, closing costs, potential repairs, and staging. We'll review a detailed breakdown together so you know what to expect.



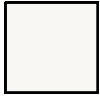
What are the tax implications of selling my home?

If you've lived in your home for at least two of the past five years, you can exclude up to \$250,000 (\$500,000 for married couples) of the profit from capital gains tax. Consult a tax professional for advice on your specific situation.



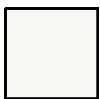
How will you market my home?

I use a comprehensive marketing strategy including professional photography, virtual tours, targeted online advertising, and leveraging my extensive network of buyers and agents.



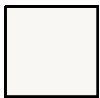
Should I be present during showings?

It's best for sellers to be away during showings so potential buyers feel comfortable exploring and imagining themselves in the space.



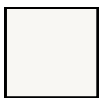
What if my home doesn't appraise for the sale price?

We have several options, including renegotiating with the buyer, challenging the appraisal, or having the buyer make up the difference. I'll guide you through the best approach!



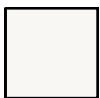
How do I handle multiple offers?

We'll review each offer carefully, considering not just price but also terms, buyer qualifications, and likelihood of closing. I'll help you negotiate to get the best overall deal!



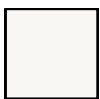
What repairs am I obligated to make after the home inspection?

Legally, you're not obligated to make any repairs, but strategically addressing certain issues can keep the sale on track. We'll negotiate repairs based on the specific situation!



How long does closing typically take?

Closing usually takes 30-45 days, but can be faster or slower depending on the buyer's financing and other factors.



What documents do I need to sell my house?

Typically, you'll need your original purchase contract, mortgage documents, tax records, and any permits for home improvements.



Selling a Home is More Than Just a Transaction

YOU DESERVE NOTHING BUT THE BEST OF THE BEST

As we wrap up this guide,

Remember:

- Your home-selling journey is unique.
- With the right guidance, this process can be rewarding.
- The right buyer for your home is out there, waiting.

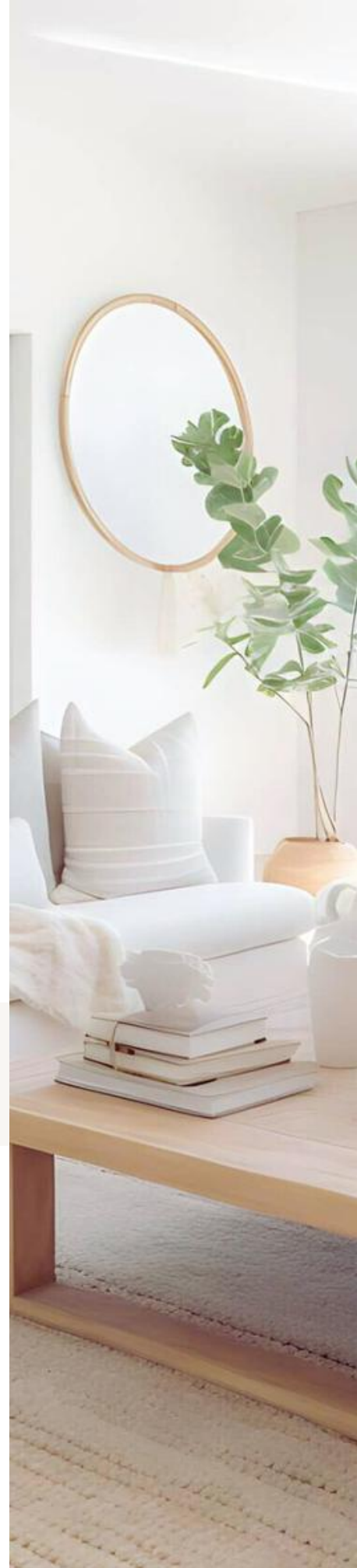
MY COMMITMENT TO YOU:

I'm not just here to help you sell a house; I'm here to help you confidently move into your next life chapter. From our first meeting to long after the sale is complete, you can count on me as your trusted real estate resource.

"Home is where love resides, memories are created, friends always belong, and laughter never ends."

I hope this guide has provided valuable insights and a clearer picture of the home-selling process. Remember, you don't have to navigate this journey alone—I'm here to help turn your home-selling goals into reality.

Here's to your exciting new beginning!



YOU DESERVE
NOTHING BUT THE
BEST OF THE BEST

This seller guide is your go-to resource for a smooth, successful home sale. Inside, you'll discover expert insights, proven strategies, and personalized approaches to make navigating the real estate market a breeze.



Derek Colwell
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let's connect ↗



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