



**HOMES by
HAZARD**



**GRAND
RAPIDS NORTH**
KELLERWILLIAMS. REALTY

A TRADITION OF TRUST

SELLER'S HANDBOOK

A Guide to The Home Selling Process

The Key to Your Next Home

STARTING THE JOURNEY ...

Things to consider when **SELLING A HOME**

At Homes by Hazard, we have made it our top priority to put you and your needs first. We understand that the process of selling a home can be very stressful and we have the tools to guide you in the right direction with our help.

This guide is information gathered over our experience in real estate that will help answer your questions and help you fill in any blanks all while making this process easier for you as we use digital marketing strategies to properly market your home during this time.

Once you have gone through this guide and you still feel like you have questions or need clarification, let us know. Helping people is our passion as we are community market leaders. Let us help provide you an amazing service as we help guide you through one of the biggest journeys one can go on.

Hoping to help in any way possible.

BEST

Homes by Hazard

1. *It's time to* **SELL YOUR HOUSE**

As this can be a very stressful time, we want to ensure your confidence in us to let you know we are here to help the process run effortlessly and smoothly; always putting you and your family first. This is something we are passionate about and enjoy doing; therefore we are happy to help guide you through the entirety of the process.

Our goal as a community market leader is to provide those in our community with exceptional service. With our years of combined work, digital marketing strategies, online platform, and hearts that care more about serving you than selling you, we ensure you have our full integrity in this process.

Bringing you results that move you...

WHAT ARE YOUR *goals and objectives?*

What is the reason you are selling? Are you looking to upgrade? Are you looking to downsize? Do you need to relocate for a job? Are you moving to be closer to family? Are you moving to be in a nicer area or closer to better schools?

This is all very important in order to reason with us on why you are moving and what you are looking for. When we know what you are looking for we can better accommodate you and your needs. “Why” is it that you are wanting to sell right now?



2.

Let's figure it out &

WRITE IT OUT

For us to better understand what you are looking for, we want to cover the basics and ensure that you do so by explaining the reasoning behind your move. Fill out the boxes below and elaborate for better communication in this process.

I want to sell my house because...

Selling my house would make me feel...

3. GETTING DOWN *to it*

Yes, knowing your why is extremely important, but so is having a vision in mind. What are your goals when selling your home?

My goal in selling my home is...

It is important that my agent...

4.

The importance of correctly pricing **YOUR HOME**

Look at Equivalent Houses and Make Your Assessment

Determining a suitable price for your home is one of the most important issues in this process. If you set too high a price, you may not be able to collect enough bids. Even if you set a low price, you may fall far below your expectations and waste your investment. Factors that won't affect the value of your property:

- What you **paid**
- What you **want**
- What you **need**
- What **your neighbor says**
- What **another Associate says**
- Cost to **rebuild today**

Effective Elements in Determining the Price

Some of the important considerations in determining the value of your home are;

- **PRICE** - Pricing your home properly from the start is the deciding factor on how long it will take to sell it.
- **CONDITION** - The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are so important. Our team will be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.



The importance of correctly pricing **YOUR HOME**

Effective Elements in Determining the Price

COMPETITION - Prospective buyers are going to compare your property - both the condition and price - to the other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

TIMING - Property Values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

LOCATION - Location is the single most important factor in determining the value of your property.

TERMS - Structured to meet our objectives are important to successful marketing.

Market Factors within your control

- Price
- Property Condition
- Staging
- Availability for Showing

Factors you can't control

- Competition
- Buyer's or Seller's Market
- Interest Rates
- When the Perfect Buyer walks through the door

5. *Preparing your* **HOME FOR SALE**

You will display your house, this is very important. Potential buyers will visit your property (and of course your investment, home) and make offers for this space. Make sure your home is fully prepared for this. Make minor repairs and major repairs if necessary. Renew the paint of your walls, polish the parquet. Make sure everything shines and fill rooms with fragrances. This will be attractive to buyers.

The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.

You can hire or rent professional props and decorators to help stage your home.

Important Places to Remember



Clear all surface areas including tables, bookshelves & countertops of clutter



Remove all items around sinks and in showers/baths



Every light fixture has working bulbs of the same color



Mow both front and back of your lawn. Edge and blow away clippings.



Hide large trash cans



Pick up any pet "left behinds" in the yard

6. *Nine easy tips when getting* **READY TO SELL**

1

Renew Entry

Try a fresh coat of paint or a new front door

2

Landscape

A well-groomed lawn shows buyers the house was cared for

3

Checking Outdoor Light Fixtures

Replacing outdoor light fixtures with brighter or new bulbs

4

Wash Both Sides of Windows

Windows can make a home look more open if they are cleaned

5

Clean Out Garage

Consider getting a storage unit to remove any non-essential items you want to keep

6

Flowers Make Everything

Plant flowers to add color and beauty to the landscape

7

Renew Welcome Mat

This is the first accessory people see upon entry; a trendy door mat can add a homey feel to the home

8

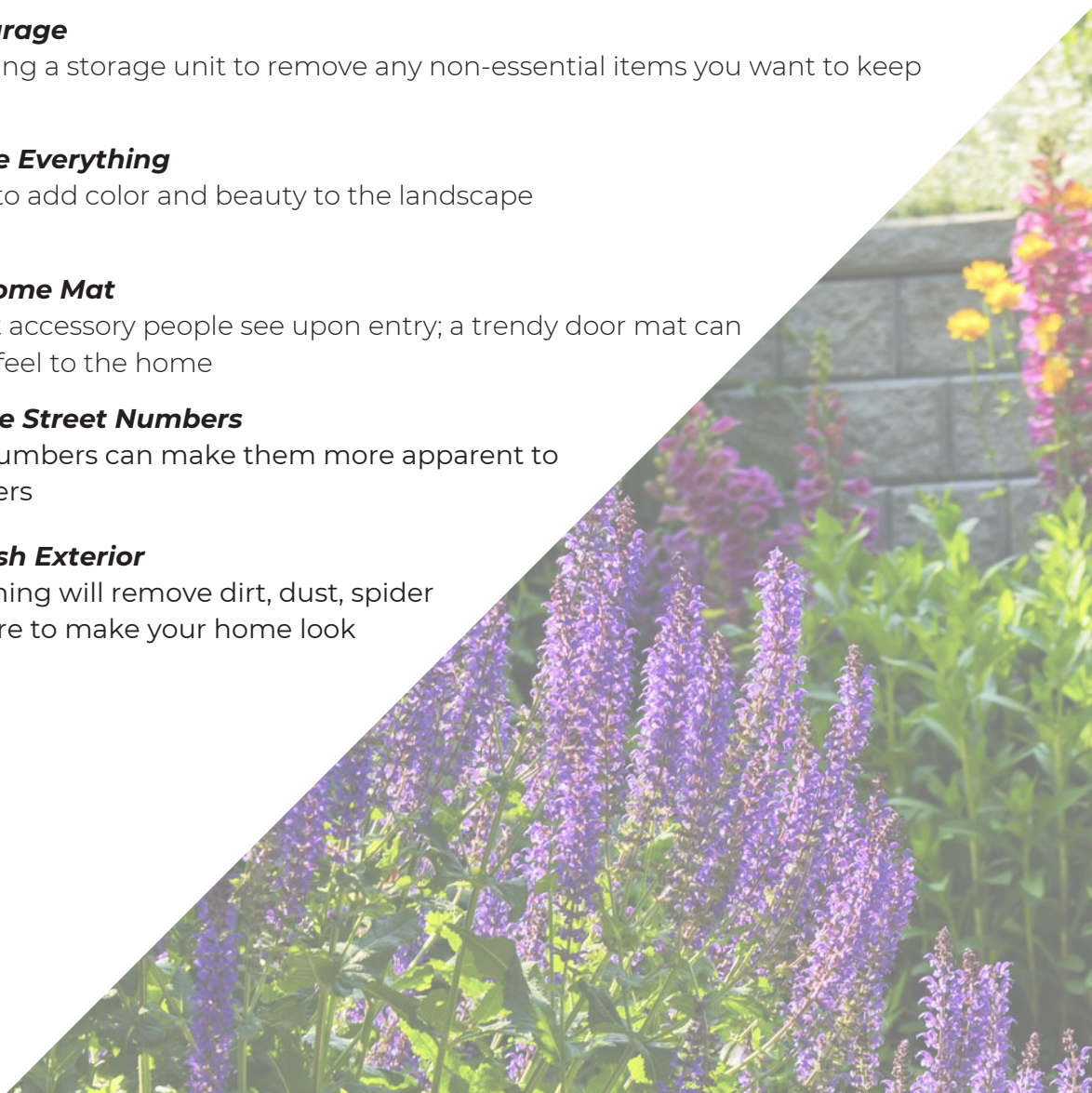
Paint/Replace Street Numbers

Bright door numbers can make them more apparent to potential buyers

9

Pressure Wash Exterior

Pressure washing will remove dirt, dust, spider webs and more to make your home look brand new



7.

De-clutter and

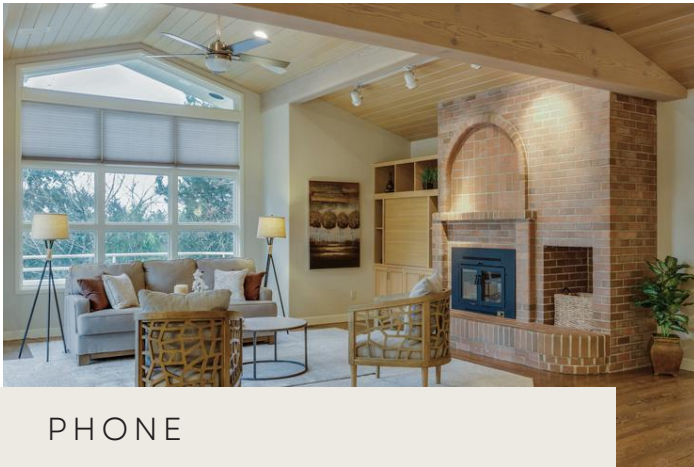
DEEP CLEAN

- ☐ Wash the bedding and pillows
- ☐ Clean the curtains
- ☐ Organize your nightstand
- ☐ Pack your private belongings
- ☐ Organize the closet and clothes
- ☐ Arrange furniture, create space
- ☐ Dust and sweep floors
- ☐ Clean the dishes
- ☐ Put the clean items in their place
- ☐ Get a minimalist look
- ☐ Remove dust and wipe countertop
- ☐ Clean and check the ventilaton
- ☐ Remove rust and other stains
- ☐ Disinfect toilet and shower
- ☐ Clean the sinks and shower drains
- ☐ Clean/replace shower curtain
- ☐ Refresh toilet paper
- ☐ Replace worn towels and mats
- ☐ Remove all clothes
- ☐ Refill detergent and clean shelves
- ☐ Clean all surfaces
- ☐ Fold all clothing away
- ☐ Re-paint ceilings, walls, trim
- ☐ Arrange items on shelves
- ☐ Fix and cover exposed wires/cords
- ☐ Organize to create space
- ☐ Clean the refrigerator and stove
- ☐ Remove magnets
- ☐ Sanitize all cabinet fronts
- ☐ Repair cabinet doors and handles

8. *Marketing for* **YOUR HOME**

Photography and Videography

The first place you should impress potential customers is online platforms. Because online platforms are often the first places potential buyers start looking for a home. Therefore, it is very important to display your home beautifully. It will be inevitable to work with a professional photographer on this subject.



PHONE



PROFESSIONAL

Do You See the Benefits of Professional Photography Below?

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

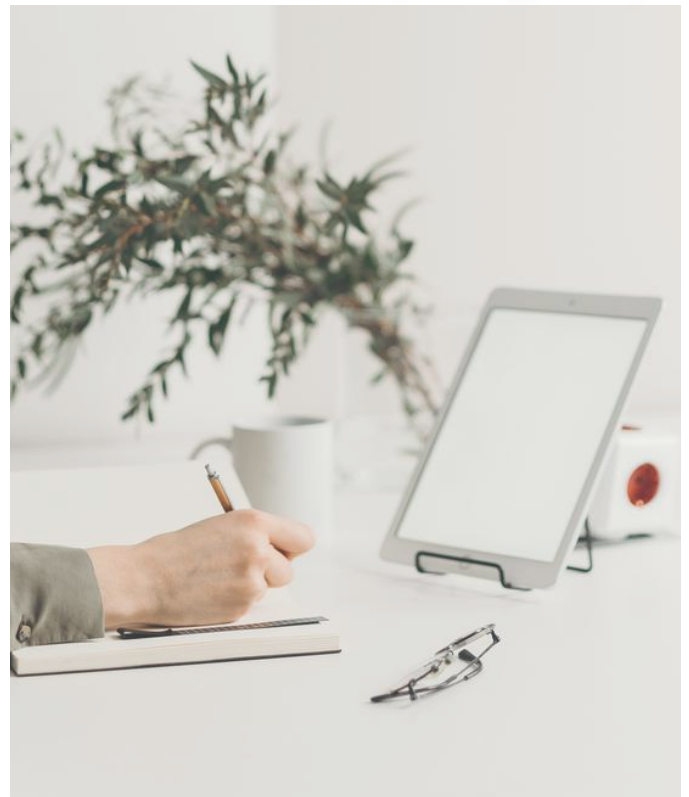


Marketing for **YOUR HOME**

Online Platform Management

PLEASE DON'T BE SATISFIED WITH JUST A FEW PLATFORMS!

- Multiple Listing Service MLS
- INSTAGRAM
- FACEBOOK
- Realtor.com
- Zillow.com
- Luxury Estate Digital
- Targeted Online Campaign
- Targeted Email Campaign
- Google
- Social Media Post
- Homefinder
- Homes.com
- Signage
- Open houses
- Networking



Marketing for **YOUR HOME**

Social Media Strategies

SOCIAL MEDIA USAGE STATISTICS AND WHY IT IS IMPORTANT

- Nearly 60% of the world's population uses social media now
- Around the world, there are 5.07 billion internet users, equating to almost 63.5% of the world's population.
- Over the past 12 months, the number of active social media users increased by more than 400 million, an addition of 9.9% for the total number to reach 4.55 billion.
- More than two-thirds of the world's population have access to mobile devices contributing to 5.29 billion unique mobile users.
- TikTok passed the 1 billion monthly active user mark at the end of September 2021. This makes the platform seventh on the list to join the exclusive billion-user club of social media platforms.
- 6 out of every 10 people on the planet have a social network account.
- 85% of marketers rate short-form videos as the most effective type of social media content.
- Almost 75% of internet users research products on social media.
- The average daily usage of social media is 2 hours and 27 minutes.

Most Popular Social Networks

- Facebook - 2.9 Billion
- YouTube - 2.6 Billion
- WhatsApp - 2 Billion
- Instagram - 1.47 Billion
- TikTok - 1 Billion
- LinkedIn - 1 Billion
- Snapchat - 557 Million
- Pinterest - 444 Million



Marketing for **YOUR HOME**

Print Materials

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet.

Here are our top 3 marketing pieces we have printed with each listing.

We can use certain tools for your home to be seen:

- Flyers
- Door Hanging Ads
- Postcards

We can use printable tools to announce that your home is for sale. In this way, if there are people around you who are interested in your home, they can contact us.



9. *Showing* **YOUR HOME**

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



Showing Checklist

- ☐ Turn on all lights & open curtains
- ☐ Empty all trash
- ☐ Make sure the house is really clean
- ☐ Close the lids of the toilets
- ☐ Remove all your personal belongings
- ☐ Arrange the linens, make the beds
- ☐ Make sure the house smells good, put room scent
- ☐ Vacuum carpets and mop floors
- ☐ Shine countertops in all parts of the house
- ☐ Wash the curtains, no stains
- ☐ Clean the dishes
- ☐ Clean and wipe toilets, sanitize bathrooms
- ☐ Replace worn and dirty towels with new ones
- ☐ Hide soap and shampoo containers
- ☐ Change toilet papers
- ☐ Place fresh and colorful flowers at critical points of the house
- ☐ Create space at home and keep all room doors closed



10. *Offers and* **NEGOTIATIONS**

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



11. *We are under* **CONTRACT**



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer

12. *The Final Step . . .* **CLOSING**

What Happens?

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!

Congratulations!





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**GRAND
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A Tradition of Trust



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