



FROM LISTED  
TO

A HOME SELLER'S GUIDE

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Windermere City Group

# nice to meet you

## EmilyLane



REALTOR® | Military Relocation Professional

Hello! I'm thrilled to be a part of your home selling journey. I am from Washington State and have spent over two decades living all over the world due to military relocations. My experience has instilled in me a passion for helping others with their real estate transactions.

As a real estate agent, my goal is to provide exceptional service to my clients. I ensure that their needs and preferences are met throughout the entire process. I believe in open and honest communication, and I strive to keep my clients informed and involved every step of the way.

Whether you're a first-time homebuyer, seller, a seasoned investor, or a military family relocating, I am here to guide you through the process. Please feel free to ask me any questions you may have along the way. I'm here to help!

## LET'S CONNECT



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[https://www.instagram.com/\\_\\_emily\\_lane\\_\\_](https://www.instagram.com/__emily_lane__)

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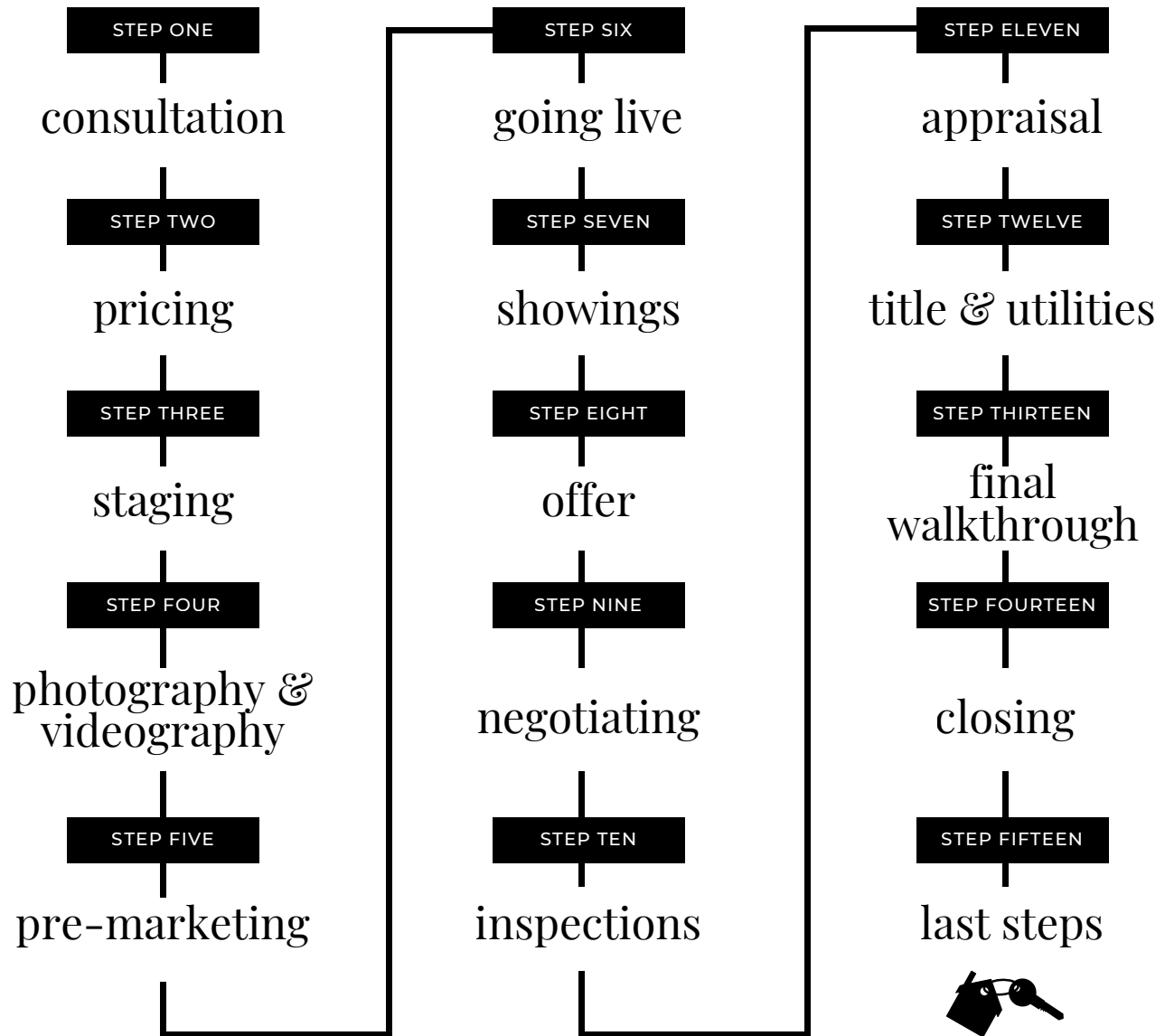
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# HOME SELLING *process*



# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

### FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my comparative market analysis tool, I will help you determine your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

### FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. We will make sure your home is ready for showings and online by:

- Competing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

### FACTOR 3 *marketing*

I offer **SUPERIOR MARKETING TECHNIQUES** to help get your home sold faster and for more money than the competition.

**ProSPECTING**- Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

**MARKETING**-The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING is all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

**COMMUNICATION**- Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after they view the home, and calling weekly to discuss the progress from the previous week.

## *the advantage of listing with me*

### PROFESSIONAL STAGING ADVICE

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

### BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

### PROFESSIONAL PHOTOGRAPHY PROVIDED

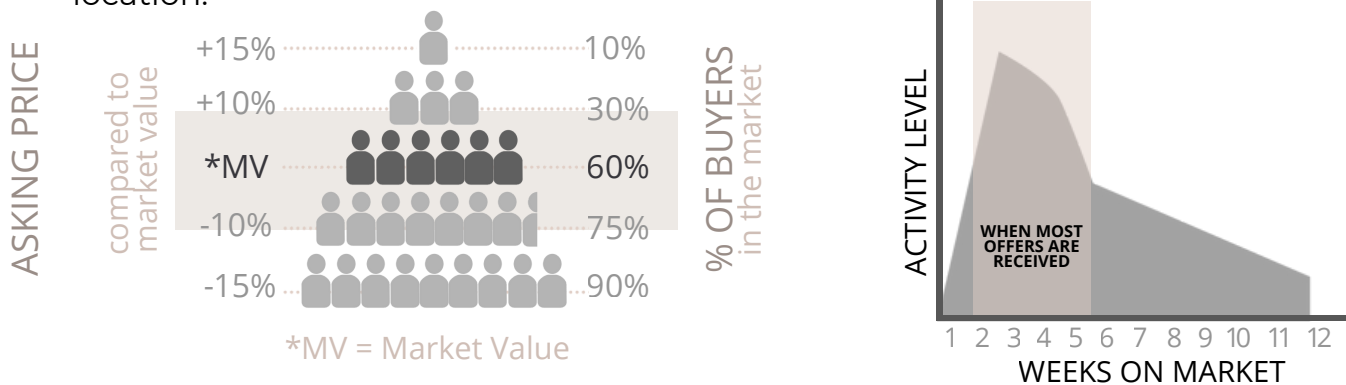
# listing strategy

## PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time to give it the best chance of selling quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced, it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



## PROFESSIONAL STAGING

If needed, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar. Professional photography is provided.

## AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involves real estate agents.

## ADVERTISING & MARKETING

I know the importance of marketing a property. I will use social media, open houses, and over 500+ syndicated websites to expose your home to the most amount of buyers. My expertise is attracting buyers and finding the most qualified buyer for your home.

# preparing to list

## maximize your home's potential

A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01

### EXTERIOR

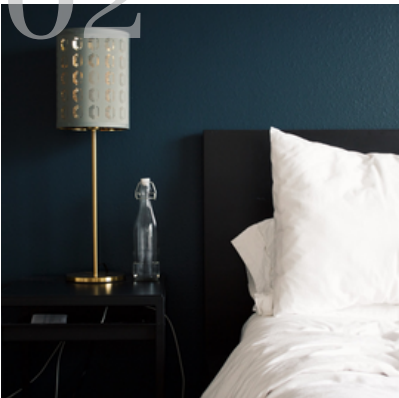
- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



02

### INTERIOR

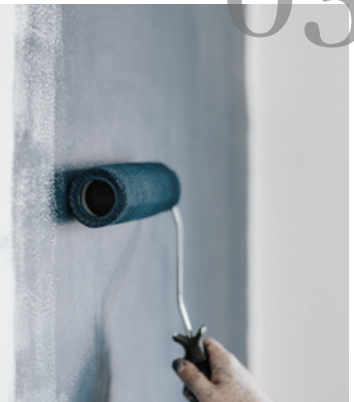
- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



03

### FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint areas that need it most. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



# the art of staging

Staging a home is different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent  
**90%**  
less time on the market

staged homes increased  
sale price up to  
**5%**

## BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DEFINES SPACES AND REVEALS THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT



# real estate photography



*a picture says a thousand words*

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

*interesting facts:*

quality photos enjoy  
**118%**  
more online views

professionally shot listings  
can sell for up to  
**19K MORE**

potential buyers look at  
professionally shot photos  
**10 TIMES**  
longer than non professional photos

# PROPERTY brochures



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



# robust marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

## EMAIL MARKETING

A new listing email alert will go out to my agent network and to potential buyers.

## PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier and safer for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

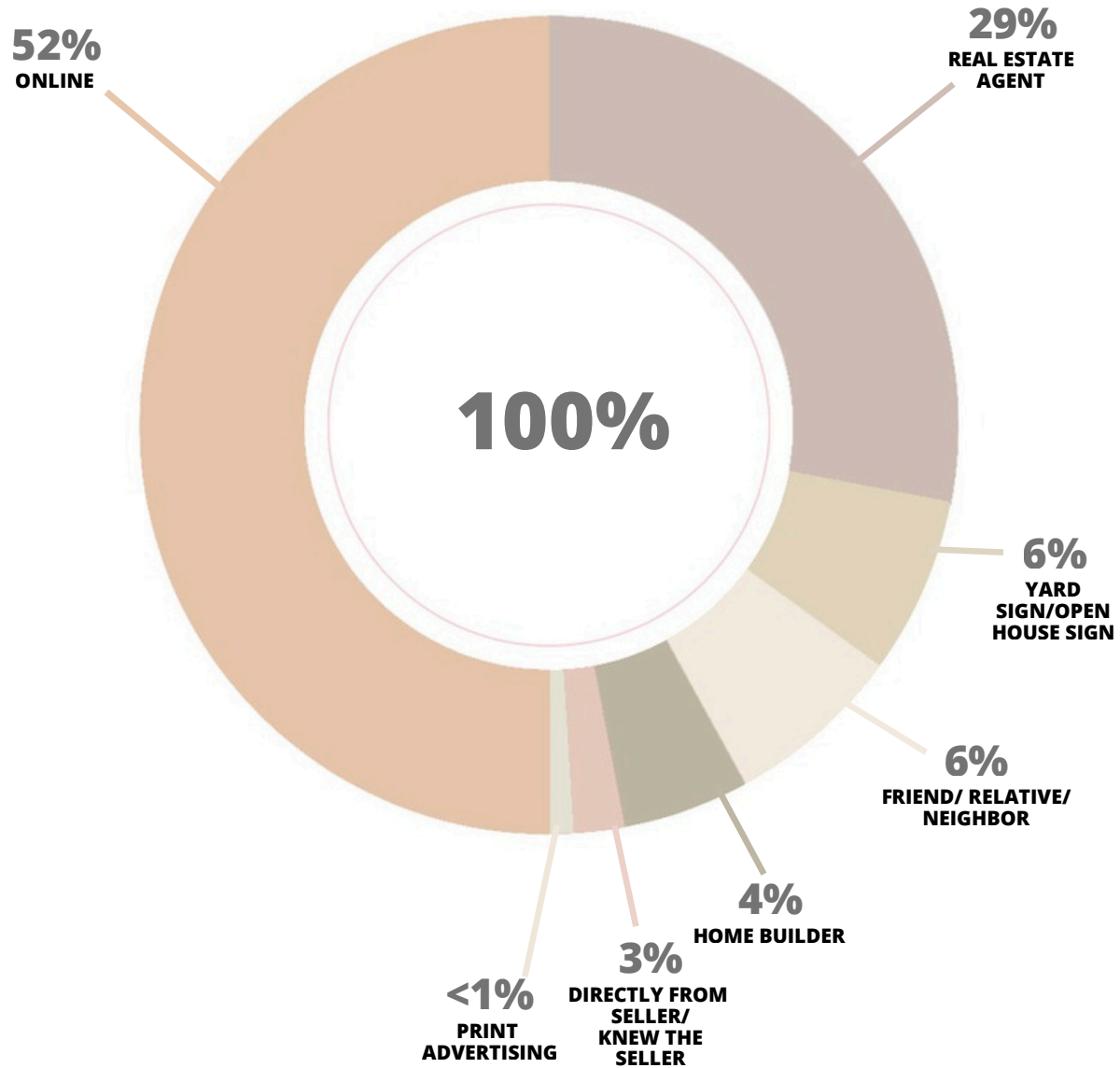
## OPEN HOUSES

Open Houses help get as many potential buyers into your house as possible.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook and Instagram.

# WHERE DO BUYERS *find their home*



\*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

# showings

A few tips to help your home showings go as smoothly as possible



## FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

## INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

## DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

## NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

## PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place. Please remove fire arms or put them in a safe.

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



## **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



## **ALL CASH BUYER**

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



## **PRE-APPROVAL**

Assures home sellers that the buyer can get the loan they need.



## **LOAN TYPE**

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they may require certain repairs and approvals.



## **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



## **CLOSING COSTS**

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



## **SHORTENED INSPECTION PERIOD**

In Washington, the initial inspection time period is 10 days. Having a buyer shorten their inspection period shows their earnest desire to purchase your home and get one step closer to the closing table.



## **REPAIR REQUESTS**

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



## **OFFER PRICE**

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

# NEGOTIATIONS

## AFTER AN OFFER IS SUBMITTED

### WE CAN:

- Accept the offer**

- Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer**

A counter-offer is when you offer different terms to the buyer.

### THE BUYER CAN THEN:

- Accept the counter-offer**

- Decline the counter-offer**

- Counter the offer**

### OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

# home INSPECTIONS

## WHAT MAY BE INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs

Radon

Termite



## FAQ

### **INSPECTION TIME FRAME**

TYPICALLY 1-9 DAYS AFTER SIGNING THE CONTRACT.

NEGOTIATIONS USUALLY HAPPEN WITHIN 10 DAYS

### **COSTS**

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

### **POSSIBLE OUTCOMES**

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

### **COMMON PROBLEMS**

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

### **UPON COMPLETION:**

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# CLOSING THE SALE

## *what to expect*

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, record the title. You will receive payoffs that are due to you.

### 1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

### 2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

### 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

### YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a commission
- Title insurance policy
- Home warranty (Depends on contract.)

### WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox or shed keys

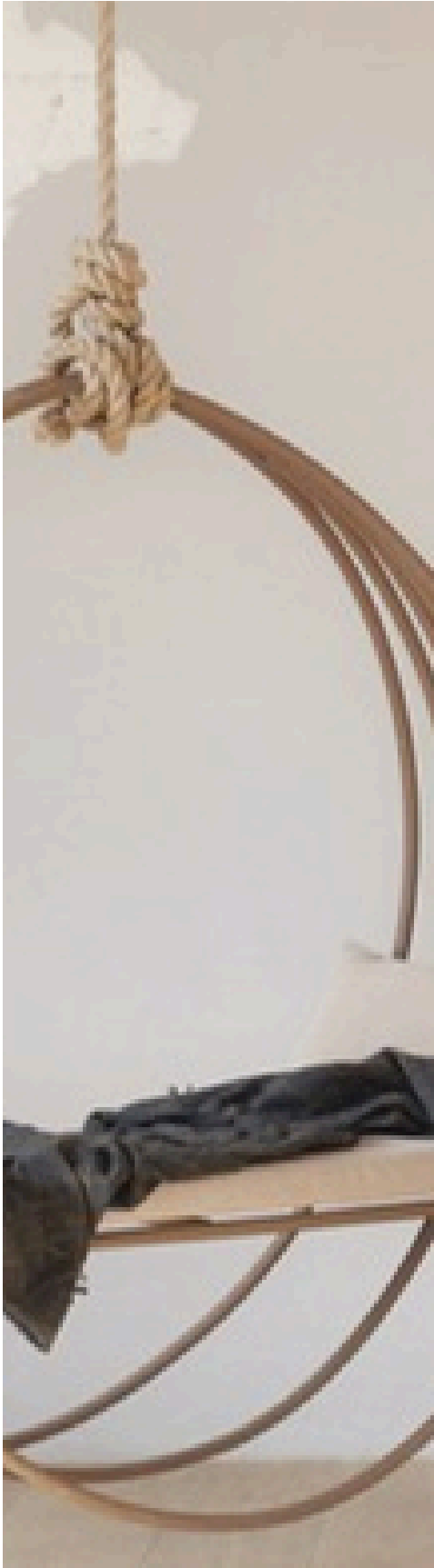
### AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



# FINAL *steps* FOR SELLERS



## CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



## CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



## CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



## TURN EVERYTHING OFF

Turn off all light switches and fans and call the electric company.



## DOCUMENTS

Secure all closing documents as well as the contract and associated documents. Keep them in a safe place.



## GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



## CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



## CLEAN

Ensure that your home is clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



## INCIDENTALS

If you don't bring them to closing, leave all remaining house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



## FLOORS

Vacuum and sweep floors one more time



## LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

# *recommended* resources

Upon request I can provide you  
recommendations for the following:

**handyman**

**painting**

**house cleaning**

**flooring**

**electrician**

**plumbing**

**decking & concrete**

**fencing**

**landscaping**



# REVIEWS



Emily has gone above and beyond for our family and we are so appreciative of her efforts to make our transition as smooth as possible. She was quick to respond to our questions and requests and very transparent with all communication.

Kate T.

Emily was amazing to work with and helped us find our dream home. She is very knowledgeable about the local area, listened to our wants and wishes, was very prompt with communication, and only showed us houses that met our criteria. She understands the unique aspects of a military move and was extremely helpful throughout the entire process. We highly recommend Emily!

-Landon E.

Emily did an amazing job at helping us find the perfect house for our little family. She was extremely responsive and listened to all of our wants/ needs to help us find the home that was for us. If you are looking for a realtor, I would highly recommend Emily! She goes above and beyond and it is obvious that she is dedicated to helping people find their dream home.

-Clara P.



“

Committed to bringing you the  
most professional, informative,  
trustworthy & dedicated service.

My responsibility is protecting  
the interests of my clients in  
every transaction.

”



# WHAT TO EXPECT

HONESTY & TRANSPARENCY  
INTEGRITY  
RESPECT  
TIMELY & REACHABLE  
ACTING IN YOUR BEST INTEREST

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