



FROM LISTED
TO

Sold

A HOME SELLER'S GUIDE

Lauren Greene

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KELLERWILLIAMS®

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ABOUT US



nice to meet you

LAUREN GREENE

REALTOR® North Carolina/ South Carolina
PSA, ePro, REBAC, CREN

As a native resident of the Charlotte region, I have local knowledge and expertise that lend to my ability to service clients as a REALTOR. I have worked hard since getting licensed to expand on my knowledge of the local real estate market. I absolutely love where I live and what I do! I have managed to help many sellers successfully list and sell their homes for more money than they expected to get from the transaction. As a certified Pricing Strategy Advisor and Certified Real Estate Negotiator, my expertise in pricing and marketing properties has allowed me to advise my clients, price properties appropriately for market conditions, and negotiate transactions favorably for many sellers across the Charlotte region.

When I'm not selling houses, I enjoy spending time with my four children, eating out, hiking, relaxing on the beach and reading a good book!

LET'S CONNECT



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www.laurenleadshome.com



Scan the QR code for
links to find me on
social media and more!

MEET THE TEAM

There are a lot of moving parts to a real estate transaction. To ensure that the sale of your property runs as smoothly as possible, I have assembled a team of industry experts to handle every facet of the transaction. This team includes contractors, insurance agents, warranty providers, attorneys, and my amazing support staff! They will all be with you every step of the way, making this the best experience you've ever had in selling a home.

With you
every step
of the way!



Kat Short

TRANSACTION COORDINATOR

Kat specializes in customer service, property management, and closing coordination. With over 2,000 real estate transactions, she knows how to get the job done. Once a home is under contract, Kat becomes my right hand and makes sure everything stays on track as we work towards closing. Kat is available to answer questions you may have about paperwork, appraisal and inspection appointments, and the closing process.



Sam Kelly

OPERATIONS MANAGER

Sam has extensive experience as an executive assistant across several industries, including real estate and she is a tremendous asset to our team. She has a love for processes and organization, and supports my clients and team to ensure that the process of purchasing a home goes as smoothly as possible. Her roles include showing properties, compiling property reports and assessing market value, and keeping your files organized and accessible to you every step of the way!



Katie Reilly

DIRECTOR OF MARKETING

Katie is an energetic and natural marketing and design leader with 18 years of professional experience in high-pressure, collaborative and fast-paced environments. She is a trusted team member with strong communication and operational skills. Working in commercial real estate, general contracting and architectural sales, Katie is adept in many facets of marketing and uses her expertise to ensure that your home gets MAXIMUM exposure during the listing period.

A modern bedroom interior featuring a light beige tufted headboard. Above the headboard are three framed botanical prints. The bed is dressed in a green textured blanket, a grey knit blanket, and a plaid blanket. Several pillows with various patterns and colors are on the bed. A stack of books sits on the floor next to the bed. A woven rug is on the floor. A side table with a green cup and a plant is visible on the left. A metal shelving unit is on the right. A dark green vertical bar on the right side contains the text 'FACTORS' in white.

FACTORS

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 competitive market analysis tool, I will suggest 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. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making 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, and 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 are 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 viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

PROFESSIONAL STAGING PROVIDED


- 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 own searches online, so it is important that your listing is ranked high and shown in it's 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 AND VIDEO TOUR PROVIDED

Your home's first impression to potential buyers is in the photography and video tour provided in MLS. I make sure that your home leaves a lasting impression by partnering with the best photographer in our region, at no cost to you!



BEFORE LISTING YOUR HOME

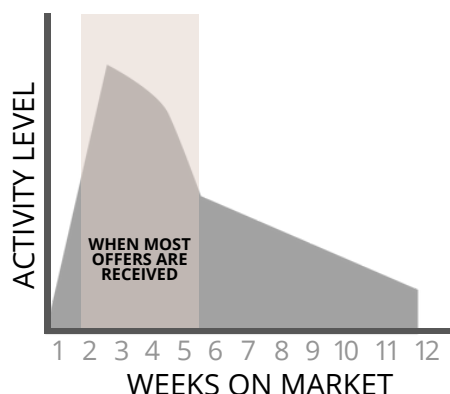
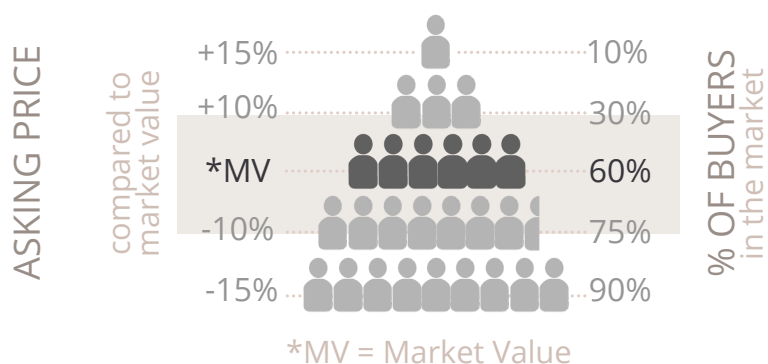
listing strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell 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

To make sure your home is shown in the best light to buyers, 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, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers 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.

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 involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month, and increasing brand awareness.

preparing to list

MAXIMIZE YOUR HOME'S POTENTIAL

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

1

EXTERIOR

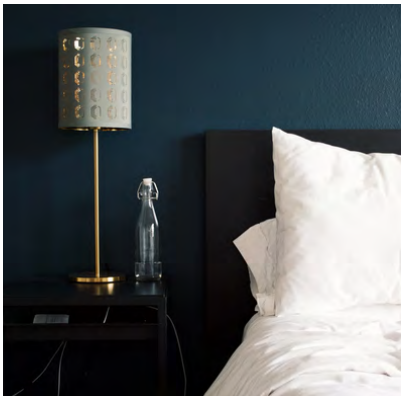
- Wash or paint the home's exterior
 - Paint the front door
 - Keep the yard nicely trimmed
 - Keep the lawn free of clutter
 - Weed and freshly mulch garden beds
 - Clean interior and exterior windows
 - Apply fresh paint or stain to wooden fences



2

INTERIOR

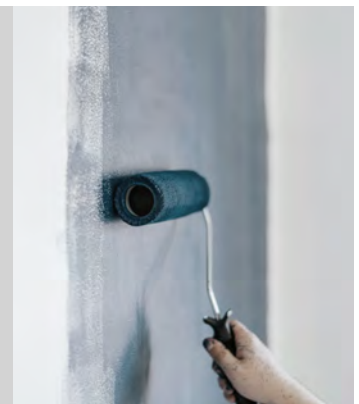
- Remove personal items, excessive decorations & furniture
 - Replace or clean carpets
 - Get rid of clutter and organize and clean closets
 - Apply a fresh coat of paint to walls, trim and ceilings
 - Replace outdated ceiling fixtures, and clean lighting fixtures
 - Minimize and clean pet areas in the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



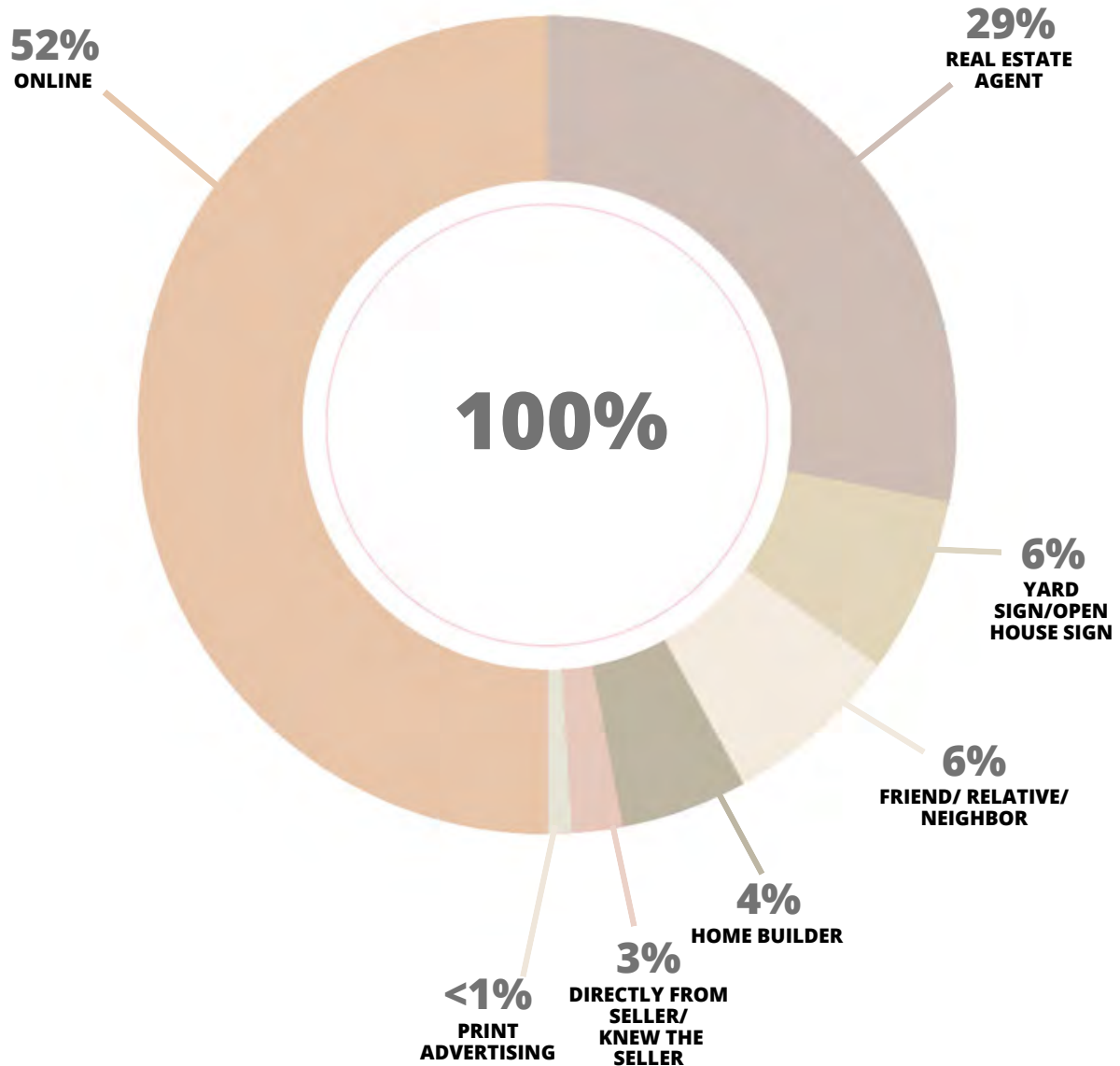
3

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 the trim. 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



WHERE DO BUYERS *find their home*



*2020 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

LISTING YOUR HOME





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 prior to 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, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

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 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

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

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



Maximum exposure

 **Zillow**[®]

 **trulia**[®]

realtor.com[®]

facebook

twitter



Instagram



Pinterest



YouTube

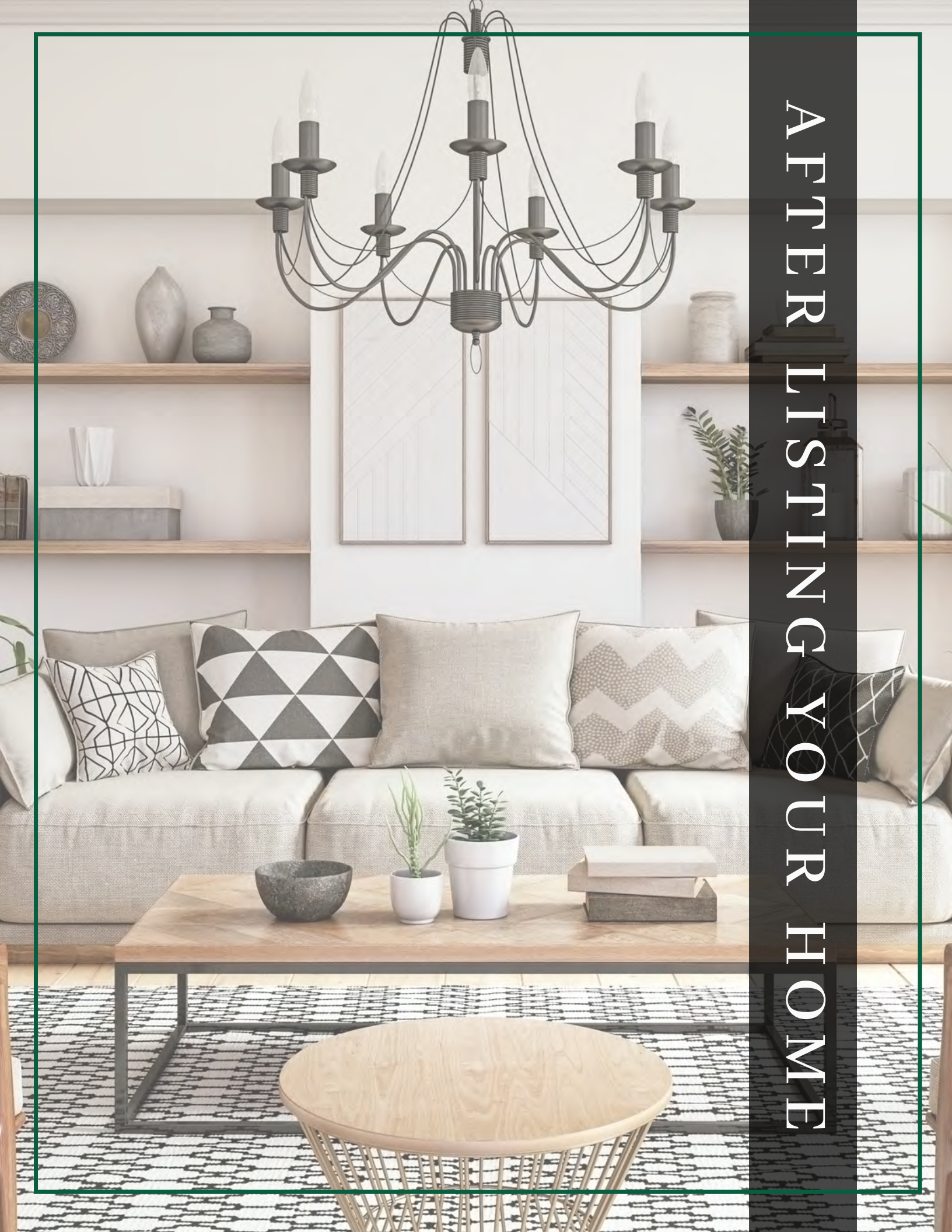
Linked in

GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

AFTER LISTING YOUR HOME



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 site and in a safe place.

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 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 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.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



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 the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

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 IS 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



FAQ

INSPECTION TIME FRAME

TYPICALLY 2 - 7 DAYS AFTER SIGNING
CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN
5 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 COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

A woman in a grey blazer and white shirt is working at a wooden desk. She is wearing a silver watch on her left wrist and has her hands on a laptop keyboard. A pair of glasses and a smartphone are also on the desk. The background is a teal wall.

CONTRACT TO CLOSING

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, the buyer's title is recorded, and that you 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 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 county courthouse
- Post-closing agreement, if seller will need to rent back home for 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's commonly pay:

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

WHAT TO BRING

Sellers need to bring to closing:


- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts





FINAL STEPS

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 valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing 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 completely 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

Leave all 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.

A full-page photograph of a young couple dancing in a bright, sunlit room. The woman is in the foreground, seen from the back, wearing a white tank top and light blue jeans, with her hair flying as she spins. The man is behind her, holding her hand, wearing a white t-shirt and light blue jeans. The room has large windows and a warm, golden light. A dark vertical bar on the right side contains the word 'REVIEWS' in white capital letters.

REVIEWS

Strive not to be a success, but rather to be of value.

- Albert Einstein

“

Awesome, awesome, awesome!!! We were fortunate to have recently worked with Lauren in selling our second home. She is very friendly, knowledgeable and straightforward. After meeting and looking over the property she put together a plan that was well executed and exceeded both of our expectations. She offered suggestions but always respected our decisions. She had resources that were used to get the home in tip top shape and return the most of our investment. She was very transparent and kept us informed every step of the way. We will recommend Lauren to any family and friends looking to sell or relocate to Charlotte. Thank you again for the wonderful experience!

”

“

I absolutely would not be here today if it wasn't for my incredible Realtor, Lauren Greene. She has been there every single step of the way, fighting and pushing for me. She worked to get me quotes for the upgrades/repairs needed to get this place listed and recommended a wonderful contractor to perform the work. She project managed the job and the place looks better than any day I spent under that roof. She pushed and pushed, when we got an offer from some first time buyers who were having difficulty getting approved for a mortgage and found a lender that could make it happen. When ever an obstacle arose, I immediately got a call where she calmly explained the issue and the resolution she already had in place to overcome it. I would not willingly do this again, but if I did, it would only be if I had Lauren on my side. Lauren, thank you from the bottom of my heart for everything you have done to make this happen today. Words can not paint the picture of how grateful I am for you. Any single person that you work with will be lucky to have you represent them.

”

“

Lauren is amazing to work with on any real estate transaction. This is my second experience working with Lauren. She sold my previous home for the highest price per square foot in the neighborhood in that market. I received multiple offers and was under contract in a matter of days. She accurately advised me on what improvements needed to be done in order to get the best sales price. I was not confident that this investment needed to be made but she proved me wrong, which was the best thing that could have happened. She is truly a trusted advisor with my best interest top of mind. I would whole heartily recommend Lauren to anyone looking to buy or sell a home. She is the definition of client centric and a pleasure to work with all around.

”

“

Lauren is a very diligent agent and she works hard to get exactly what her clients need!!

Details are extremely important to Lauren. She won't stop until she's successful in fulfilling her client's wishes.

It's good to have an agent like her on your side!

”

I would love nothing more than to provide you with the same level of service and care that I've shared with many sellers!