

**WHAT TO
KNOW
BEFORE YOU
SELL YOUR
HOME**



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YOUR Timeline

There are several steps in the home selling process. This process can take anywhere from 30-90 days depending on your specific situation. Our job is to walk through each step with you.

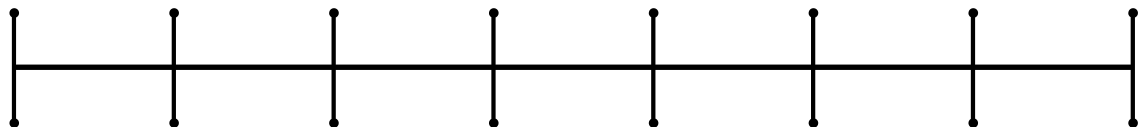


Meet with
your agent

Active on
the market

Inspections

Final
Walkthrough



Staging and
photography

Under
Contract

Appraisal

Closing



MAKE A PLAN

Selling your home is a big decision, and it's important that you have a plan in place to make the transition as smooth as possible. We work with people everyday to help them determine the best option for them. In this market, there are really 4 options, and it's our job to help you determine which option works best for you and your family.

Your 4 Options

1. Get pre-qualified to buy your next home without selling your current home first

This is typically the most convenient option, but not everyone can qualify. You'll typically need at least 5% down, and a debt-to-income ratio that will allow you to qualify for both mortgages. Talking with a lender is a great place to start to determine if this is an option for you.

2. Get your current home on the market before you start looking for your next home

This is probably the most common option used. There is no risk of having two house payments, and it allows you to utilize the equity you have built up in your current home without having to come out of pocket for the downpayment. Some people are concerned about finding their next home quickly, but in a market like this, we can typically negotiate a closing date that is 45-60 days out. This gives us a solid 2-4 weeks to find your next home.



Your 4 Options

3. Seller occupancy after closing

This is probably the most challenging of the four options, but it is a possibility. For this option to work, we're looking for a specific buyer that will purchase your home, and then allow you to rent it back from them for another 30-60 days after closing. There honestly aren't too many buyers that would be willing, or able to do this, but they are out there.

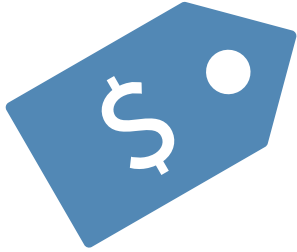
4. Sell your current home and move into a short term rental, or with family

Of the four, this option is likely the least attractive. No one wants to move twice, but if you can't do option 1, then this is something you may want to at least consider. This option allows you to have full access to the equity in your home, without feeling rushed to find your new one. There are a variety of options when it comes to short term rentals. A short term, or month to month lease on an apartment or home is an option, but some people have also utilized services like AirBnB and VRBO to find short term rentals. These owners often give discounted rates for monthly stays as well.





GETTING YOUR HOME READY TO SELL

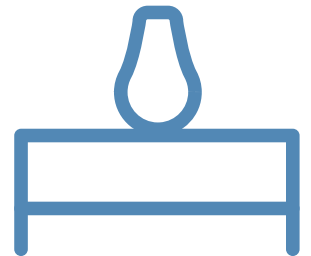


Pricing Your Home

Price plays a pivotal role in getting your home sold. Pricing your property properly from day 1 will help determine how quickly your home will sell. Using a tool called a comparative market analysis, we compare your home to homes that have recently sold near you to help ensure your home is priced competitively with the current market.

Staging Your Home

The way you live in a home and the way you sell a home are two different things. Normally, STAGED HOMES are on the market about half of the time of non-staged homes. There's typically no need to bring in furniture. As part of our services, we hire a professional to give recommendations on how to use the stuff you already have to ensure your home is ready to SELL for top dollar.



Photography and Video

How your home presents online is vitally important, and while the latest iPhones can take great pictures, we leave that to the professionals. We hire professional photographers and videographers to make sure your home shines. It typically takes 3-5 days to get those images back, so you'll want to build in plenty of time and make sure your home is photo ready when the photographer arrives.



WHAT TO KNOW WHILE YOU'RE ON THE MARKET

Our Marketing Plan

Our marketing plan is designed to connect your home with buyers across a variety of platforms. In most cases we can even begin marketing your home before your listing goes live! All of our marketing activity is crafted to maximize your exposure to potential buyers.

Showings

It's a great idea to have a plan in place for showings to ensure the home is clean and show ready when a request comes in. You have the option to accept or decline any showing request we get, but it's important to keep in mind that the goal is to get as many interested buyers through your home to maximize our success.

Open Houses

Open Houses are great because they allow us to stack several showings on top of one another, maximizing the time you have to be away from home. They also allow us to target buyers who may not be working with a real estate agent yet, and otherwise wouldn't have an opportunity to tour your home.





UNDER CONTRACT, NOW WHAT?

Once we find a buyer for your home, and paperwork is signed, we are officially under contract! Our work is just beginning however. We will continue to manage the process all the way to closing. This can take anywhere from 30-45 days.

Inspections

The next step is for the buyer to conduct their inspections. After inspections are complete, they can choose to take the home as is, offer to renegotiate, or choose to cancel the contract. It's not as common in our current market, but it is possible that a buyer asks for some repairs to be made, or for a reduction in purchase price. We typically advise people to budget around \$2,000-\$3,000 for these repairs.



Appraisal

If the buyer is getting a loan they will need to order an appraisal. This is the lender's check to make sure your home is worth what the buyer is paying. If the appraisal comes back at value, or above, we are good to go. If it comes in low, we will work with the buyer's agent to renegotiate the difference.

Next Steps

As we said before, selling your home is a big decision. Our goal is to make the process as stress free as possible. We would be more than happy to sit down and craft a strategy that works for you.

**Curious what your
home might be worth?**

Contact us for a Free Equity Analysis!



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