SELLING YOUR HOME

A STEP-BY-STEP GUIDE TO MAXIMIZING YOUR PROFIT



HIGHGARDEN
REAL ESTATE



THE ROLE OF A SELLER'S AGENT

HOW I HELP STREAMLINE THE PROCESS

1. I provide expert pricing strategies through a detailed Comparative Market Analysis (CMA), ensuring your property is priced competitively to stand out in the market.

2. I help present your home in the best light by offering staging advice, arranging professional photography, and connecting you with my trusted network of contractors and other professionals, ensuring your property is market-ready and appealing to buyers.

3. I maximize your property's exposure through my network of agents and potential buyers, high-quality listings, promotion across multiple platforms, and well-organized open houses to attract serious buyers.

4. I handle all transaction paperwork and ensure deadlines are met from the initial offer through closing. During inspections and appraisal, I guide you through each step, advocate for your best interests, and handle any necessary negotiations to keep the transaction moving forward.

5. I assist with preparing for closing, including final walkthroughs and handling necessary documentation. I also address any issues that arise to ensure a smooth, successful transaction.

6. I use my deep understanding of the local real estate market to offer you the best advice and strategies. I also ensure full compliance with local, state, and federal regulations to help ensure a smooth, legally sound transaction.

7. I am fully committed to representing your best interests throughout the process. With your goals in mind, I work to secure the best possible deal while prioritizing your needs and concerns every step of the way.

8. I am always available throughout the transaction to answer any questions and provide guidance, ensuring you feel supported and informed every step of the way.

9. I continue to offer support and answer any questions, even after the sale is complete. I also provide referrals for trusted moving services, contractors, and other professionals to help you settle into your new home smoothly.

INTRODUCTION TO SELLING A HOME

THE PROCESS

We'll navigate this journey together. With my expert guidance, I'll make it quick, easy, and seamless.



01

MEET WITH A REALTOR®

Meet with me to discuss goals, timeline, and market conditions. Sign the listing agreement.

02

DETERMINE HOME'S PRICE

Conduct a Comparative Market Analysis (CMA) to set a competitive price.

03

PREPARE YOUR HOME FOR SALE

Declutter, clean, and make necessary repairs. Stage the home to highlight its best features.

04

LISTING GOES LIVE

Your property is listed online across multiple platforms, maximizing its visibility to potential buyers through diverse marketing channels.

05

SHOWINGS

Potential buyers schedule visits to view your home, giving them the opportunity to see the property firsthand.

06

RECEIVING OFFERS & NEGOTIATIONS

I will help you review and evaluate offers and negotiate terms and conditions to get the best possible deal.

07

ACCEPTED OFFER

Accept the best offer and sign the purchase agreement. The buyer deposits earnest money into escrow.

08

INSPECTION

The buyer will arrange for an inspection, and we will need to ensure they have access to the home at the scheduled time.

09

APPRAISAL

A licensed appraiser will assess the market value of your property to ensure it aligns with the agreed purchase price.

10

FINAL DETAILS

After the inspection and appraisal, the buyer may request repairs or other adjustments.

11

CLOSING

Congratulations! You've sold your home.

DETERMINING LIST PRICE

THIS STEP IS CRITICAL IN THE PROCESS

Remember that your home is only worth what buyers are willing to pay. I will run a Comparative Market Analysis (CMA) and provide you with a list of other recently sold houses in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

FACTORS THAT DETERMINE PRICE

- ☑ Location
- ☑ Finishes
- ☑ Floor Plans
- ☑ Amenities
- ☑ Competing Properties
- ☑ Economic Conditions



MAXIMIZE YOUR HOME'S MARKETABILITY

WITH BUYER CONCESSIONS

Is offering buyer concessions necessary? No, but offering buyer concessions is a strategic move that can significantly enhance your home's marketability. Concessions can include help with closing costs or a contribution toward the buyer's agent compensation. Here's why it's important:

ATTRACT MORE BUYERS

Offering buyer concessions may make your property more attractive to buyers, expedite the selling process, and help produce the best possible outcome.

INCREASE COMPETITIVE OFFERS

More visibility can lead to more competitive offers, potentially driving up your sale price.

PREPPING YOUR HOME FOR SALE

There are many quick and inexpensive things you can do to increase the likelihood of selling. This comprehensive checklist will help make your home as appealing as possible to prospective buyers, increasing your chances of a quick and successful sale.



HOME EXTERIOR

- [ ] Mow the lawn, trim bushes, and edge walkways.
- [ ] Plant flowers or add potted plants.
- [ ] Clean driveways, sidewalks, and walkways.
- [ ] Ensure the house number is visible.
- [ ] Fix any broken or cracked windows.
- [ ] Repair or replace damaged roof shingles.
- [ ] Repaint or touch up exterior paint.
- [ ] Power wash the exterior walls.
- [ ] Clean gutters and downspouts.



HOME INTERIOR

- [ ] Remove personal items, family photos, and excess furniture.
- [ ] Organize closets, cabinets, and storage areas.
- [ ] Clean windows, doors, and light fixtures.
- [ ] Vacuum and shampoo carpets; mop hard floors.
- [ ] Clean and sanitize bathrooms and kitchens thoroughly.
- [ ] Kitchens: Clean appliances inside and out, clear countertops of all items except a few decorative pieces, organize pantry and cabinets.
- [ ] Bathrooms: Clean grout, tiles, and mirrors; replace old shower curtains and towels; organize under-sink cabinets.
- [ ] Fix leaky faucets and running toilets.
- [ ] Replace burned-out light bulbs.
- [ ] Patch holes or cracks in walls and ceilings.
- [ ] Repaint walls in neutral colors if needed.
- [ ] Arrange furniture to create inviting and spacious rooms.
- [ ] Add fresh flowers or plants to brighten spaces.
- [ ] Open curtains and blinds to let in natural light.
- [ ] Set the thermostat to a comfortable temperature.
- [ ] Ensure all doors and windows open and close properly.
- [ ] Check that all stairways and railings are secure.
- [ ] Ensure the home smells pleasant; consider baking cookies or using subtle air fresheners.

MARKETING YOUR HOME

Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best-marketed homes have beautiful photos and compelling listing descriptions that attract potential buyers. Below are some of the marketing techniques we may use to promote your listing:

PROFESSIONAL PHOTOGRAPHY

Having professional photos taken of your home will set you apart from other listings.

SYNDICATION TO 200+ LISTING SITES

Most home buyers start their search online, and listings are syndicated through MLS to over 200+ websites.

SOCIAL MEDIA MARKETING

Highgarden partners with Facebook's AI technology and promotes your listing on social media.

POSTCARDS & FLYERS

Just-listed postcards can attract potential buyers by showcasing your property, while professionally designed flyers highlight your home's best features to capture interest.

OPEN HOUSES

Open houses are a great way to get potential buyers through your door!

PROFESSIONAL NETWORK

I will leverage my network of agents to spread the word about your home. They might have the perfect buyer ready and waiting!

SHOWINGS

HOW TO PREPARE & WHAT TO EXPECT

It's important to keep your home in show-ready condition, so it is more attractive to potential buyers. Below is a checklist of things that need to be done before a showing to ensure your home is ready to go!

- ☐ Make all beds.
- ☐ Empty all garbage cans and take trash out.
- ☐ Wipe down countertops and put all dishes in dishwasher.
- ☐ Put out your nice towels.
- ☐ Pick up all toys and personal items.
- ☐ Vacuum all carpets and rugs.
- ☐ Sweep all hard surface floors and mop (if time).
- ☐ Wipe down major appliances.
- ☐ Wipe down all glass and mirrored surfaces.
- ☐ Check to make sure all light bulbs are working and replace any that are out.
- ☐ Remove pets and their items from the house; clean litter boxes and pet areas.
- ☐ Put all clutter in a laundry basket and put in your car.
- ☐ Turn on all lights before a showing.
- ☐ Close all toilet lids.

WHAT TO EXPECT FOR A SHOWING

Flexibility is key to successful showings. I'll coordinate private showings and an open house to attract buyers. To make the process seamless, keep a daily checklist ready for last-minute showings and relocate pets to help buyers envision themselves in the space. For the best results, **it's important that you aren't present during showings.**





SHOWING FEEDBACK

Collecting feedback from potential buyers is essential for understanding market perceptions and improving your home's appeal. I will keep you informed with regular updates, allowing us to address concerns and highlight your property's strengths collaboratively. This proactive approach helps attract serious buyers and accelerates the selling process.

MAKE SURE TO DISCLOSE ANY KNOWN ISSUES WITH THE HOME TO AVOID LEGAL COMPLICATIONS LATER ON.

OFFERS & NEGOTIATION

Negotiation is key to refining the deal until it works for everyone. Being prepared can help you achieve a favorable outcome. Depending on the market, multiple offers may come in if your home is priced right. I'll help you review and choose the best offer.

When an offer comes in, you have three main options to consider.

ACCEPT THE OFFER

If the offer meets your expectations, you can accept it as is. This moves you directly to the next phase of the transaction process.

NEGOTIATE (MAKE A COUNTEROFFER)

If the offer is close but not quite what you hoped for, you can propose a counteroffer. This initiates a negotiation process where both parties make concessions to reach an agreement. Be prepared for the possibility of several rounds of back-and-forth before settling on mutually agreeable terms.

REJECT THE OFFER

If the offer is far from your expectations, you have the right to reject it outright. However, it's often beneficial to provide feedback through your agent to help the buyer understand your position, potentially leading to a better subsequent offer.



THE INSPECTION

HOW LONG DOES A BUYER HAVE TO GET AN INSPECTION DONE?

After an offer is accepted, the buyer typically has 7 to 14 days to conduct inspections, as specified in the purchase agreement's "inspection contingency period" or "due diligence period." During this time, the buyer schedules and completes inspections, reviews the findings, and can request repairs or adjustments.

WHAT DO I HAVE TO FIX?

Common repairs include:

- Safety Issues
- Building Code Violations
- Lender Requirements
- Negotiated Repairs
- Termite Damage

The extent of repairs depends on market conditions and negotiations, with more expected in a buyer's market and fewer in a seller's market.

THE APPRAISAL

An appraisal is a professional assessment of a property's market value conducted by a licensed appraiser. This is a crucial step in the home buying and selling process to ensure the property's value aligns with the agreed-upon purchase price.

Potential Outcomes when the appraisal comes in:

APPRAISAL AT OR ABOVE OFFER PRICE

The transaction proceeds as planned and moves towards closing.

APPRAISAL BELOW OFFER PRICE

Negotiate:
Lower the sale price to the appraised value, or have the buyer cover some or all of the difference between the offer price and the appraised value.

CHALLENGE THE APPRAISAL

Provide additional comparables to justify a higher value.

CANCEL THE SALE

If an agreement can't be reached, the sale may fall through.

THE CLOSING

This is the final step in the selling process. It is the process where ownership of a property is legally transferred from the seller to the buyer. Here's what typically happens during a closing:

1. **Final Review And Signing Of Documents**
2. **Payment Of Fees And Closing Costs**
3. **Recording Of The Deed**
4. **Disbursement Of Funds**
5. **Exchange Of Keys And Possession**

WHAT TO BRING TO A CLOSING

- ☐ Driver's License or other government-issued photo ID.
- ☐ Wire transfer or certified check for the required closing funds as directed by the title or escrow company.
- ☐ Bring keys and garage door openers with you. The buyer receives the home keys depending on contract terms.



YOU ARE RESPONSIBLE FOR MAINTAINING AND PAYING FOR ALL UTILITIES THROUGH THE POSSESSION DATE, UNLESS OTHERWISE NEGOTIATED IN THE PURCHASE AGREEMENT.

SELLER'S FAQ

HOW DOES MY AGENT GET PAID?

Your agent's commission is negotiated and outlined in your listing agreement. It is not set by law. You also decide whether to offer to contribute toward the buyer's agent's compensation, and those offers are negotiated outside the MLS listing.

HOW LONG DOES IT TYPICALLY TAKE TO SELL A HOME?

The time it takes to sell a home can vary widely depending on the local market conditions, the price of the home, its condition, and how well it is marketed. Homes can take anywhere from a few days to several months to sell.

WHAT COSTS ARE INVOLVED IN SELLING A HOME?

Costs involved in selling a home can include real estate agent commissions, closing costs, home repairs and improvements, staging costs, potential concessions to the buyer, and any outstanding mortgage balance.

DO I NEED TO MAKE REPAIRS BEFORE SELLING MY HOME?

While not always necessary, making repairs can make your home more attractive to buyers and potentially increase its value. Focus on major issues, safety concerns, and cosmetic updates that can enhance curb appeal and the home's overall presentation.

WHAT DOES PENDING MEAN?

When a property is listed as "pending," it means that the seller has accepted an offer from a buyer, and both parties are working through the final stages (contingencies, inspections, appraisals, and financing) of the transaction.



WHAT IS A CONTINGENCY?

A contingency is a condition or requirement that must be met for the sale to proceed. If the contingency is not satisfied, the buyer or seller can void the contract. Contingencies protect both parties by ensuring that certain conditions are fulfilled before the transaction is finalized.

COMMON TYPES OF CONTINGENCIES

Inspection Contingency: Allows the buyer to have the home inspected and negotiate repairs or cancel the contract if significant issues are found.

Appraisal Contingency: Ensures the property appraises for at least the purchase price, protecting the buyer and their lender from overpaying.

Financing Contingency: Gives the buyer time to secure a mortgage. If they can't get financing, they can cancel the contract.

Sale of Current Home Contingency: The buyer's purchase depends on selling their current home first.

Title Contingency: Ensures the seller can provide a clear title to the property.

WHAT IS THE MLS?

The Multiple Listing Service (MLS) is a comprehensive database used by real estate brokers to share information about properties for sale.

REAL ESTATE TERMS

BUYER CONCESSIONS
Buyer concessions are incentives or benefits that a seller offers to a buyer to help close a deal. These can include covering closing costs, paying for repairs, or offering a credit toward the buyer's expenses. This can include the Buyer Agent Commission.

APPRAISAL
An evaluation to determine the market value of a property, typically conducted by a professional appraiser during the home buying process.

CLOSING COSTS
Fees and expenses, aside from the price of the property, that buyers and sellers incur to complete a real estate transaction.

CONTINGENCIES
Conditions outlined in a real estate contract that must be met for the transaction to proceed, such as home inspections or financing.

EARNEST MONEY
A deposit made to a seller showing the buyer's good faith in a transaction.

ESCALATION CLAUSE
A clause in a real estate offer that automatically increases an offer price under certain conditions to outbid other offers.

ESCROW ACCOUNT
An account where funds are held in trust while a real estate transaction is finalized.

EQUITY
The value of a homeowner's interest in their property, calculated by the difference between the home's market value and the remaining mortgage balance.

HOME INSPECTION
An examination of the condition of a real estate property, typically performed by a qualified inspector.

LIEN
A legal right or interest that a creditor has in another's property, usually lasting until a debt or duty that it secures is satisfied.

LIEN HOLDER
The creditor who holds the lien.

OFFER
A formal proposal to buy a property at a specified price and terms made by a potential buyer to the seller.

PRE-APPROVAL LETTER
A document from a lender stating that a potential borrower would likely be approved for a specified amount under current financial conditions.

POSSESSION DATE
The date on which a buyer can take possession of the property, typically after the closing of the sale.

PURCHASE AGREEMENT
A legal document outlining the terms and conditions of a property sale between a buyer and a seller.

PROPERTY TAXES
Taxes assessed by local governments on real estate property.

SURVEY
A process by which a parcel of land is measured and its boundaries and contents are determined.

TITLE
A legal document evidencing a person's legal right to ownership of a property.

TITLE COMPANY
A company that specializes in examining and insuring titles to real estate.

UNDERWRITING
The process by which lenders verify and evaluate the risks involved in offering a mortgage to a potential home buyer.





HIGHGARDEN

REAL ESTATE

TO FIND OUT MORE, VISIT HIGHGARDEN.COM