From For Sale To Sold

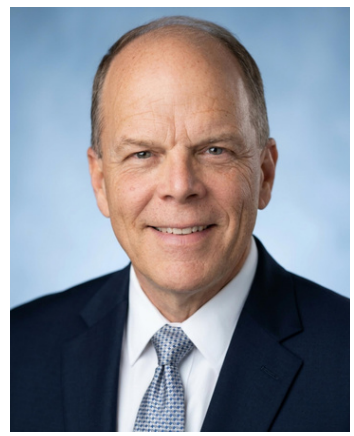
Your True Blue Guide to Selling Your Home

COLDWELL BANKER | FREE REALTY

Welcome!

Selling a home is can be a daunting process! I'm here to guide you every step of the way! In this guide, you will find useful information that will help you understand how selling a home works! If you have any questions or concerns, please don't hesitate to reach out! I'm here to help!

\- Ken



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Getting Started!

Before listing your home for sale, it's smart to take time to prepare! Understanding your local market, your home's value and the costs associated with selling can help make the process smoother and more successful. Start by gathering important documents like mortgage information, utility averages, warranties and any records of updates or repairs you've made to the home. Taking care of small repairs, decluttering and preparing your home to show its best can help attract buyers and maximize your home's value from day one!

MY ROLE AS YOUR AGENT

Ken Whitmer
Realtor®

Advisor — Guides decision-making with market insights, pricing strategies, and negotiation expertise.

Educator — Explains the process, sets expectations, and ensures you understand each step.

Advocate — Protects your interests, negotiates fiercely on your behalf, and solves problems proactively.

Project Manager — Coordinates timelines, paperwork, inspections, appraisals, and all the moving parts.

Connector — Provides access to trusted lenders, inspectors, contractors, and community resources.

LEVELS OF SERVICE I CAN PROVIDE

Customer	Client
General Assistance	**Personal Representation**
Receives basic, factual information	Receives advice, guidance, and professional opinions
No fiduciary relationship	Fiduciary relationship (agent is legally obligated to act in their best interest)
Agent can assist but doesn't advocate for them	Agent advocates for their best interests throughout the transaction
Limited services – think: showing homes, sharing listings	Full services – market analysis, negotiation, contract guidance, and more
Treated with fairness and honesty	Owed loyalty, confidentiality, obedience, full disclosure, and accountability
Example: A buyer at an open house who is not under a signed agreement	Example: A buyer or seller who has signed an exclusive agreement with the agent

10 STAGING TIPS for SMOOTH SELLING

Staging your house can make you money. Seventy-one percent of sellers' agents believe a well-staged environment increases the dollar value buyers are willing to offer, according to the National Association of REALTORS®. Here are 10 easy, low- or no-cost staging strategies to get your home market-ready.

1. Declutter by boxing up books, decor, and personal items and place them (neatly!) in the garage or, better yet, a rented storage unit.

2. Pack up all but the clothes you're wearing this season to make your closets look larger.

3. Neutralize the walls by painting them grey, white or beige.

4. Light it up with lamps. Chic lamps provide both added lighting and appealing decor.

5. Clear out countertops in the kitchen and bathrooms, except one or two decorative items, like a vase of flowers or bowl of fresh fruit.

6. Freshen up and modernize kitchen cabinets with a new coat of paint or stain and new hardware.

7. Scrub dirt, grime, and stains from walls, cabinets, and backsplashes.

8. Wash the windows, inside and out. Repair any holes or tears in screens.

9. Power-wash the house exterior, walkway, steps, driveway, and porch until everything sparkles.

10. Dress up any imperfect planting area with mulch.

These are just a few tips to get you started.
Do you want to optimize your home for showings?

Call Your REALTOR®

to get a complete list of staging tips for your home.

Source: HouseLogic.com

5 IMPORTANT THINGS -OTHER THAN PRICE- SELLERS SHOULD CONSIDER WHEN EVALUATING AN OFFER

Want to fetch top dollar for your home and walk away with as much money in your pocket as possible? Of course you do. Your first instinct may be to just pick the highest bid on the table. But the offer price isn't the only thing worth considering. Here are five areas to evaluate in addition to price.

THE EARNEST MONEY DEPOSIT

One important consideration when weighing an offer is the size of the earnest money deposit. A standard EMD is 1% to 3% of the cost of the home. If a buyer tries to back out of an offer for no good reason, the seller typically keeps the EMD. Therefore, the higher the earnest money, the stronger the offer.

THE CONTINGENCIES

Most offers have contingencies — provisions that must be met for the transaction to go through, or the buyer is entitled to walk away from the deal with their earnest money. Contingencies include financing, title, sale of current home, appraisal, and inspection. Contracts with fewer contingencies are more likely to reach closing, and in a timely fashion.

THE DOWN PAYMENT

Depending on the type of mortgage, the buyer must make a down payment on the house — and the size of that down payment can affect the strength of the offer. Generally, a larger down payment signals the buyer's financial wherewithal to complete the sale.

THE ALL-CASH OFFER

The more cash the buyer plunks down, the more likely the lender is to approve their loan. All-cash offers eliminate the need for an appraisal contingency or a financing contingency and allows the transaction to proceed more quickly.

THE CLOSING DATE

Settlement, or "closing," is the day when both parties sign the final paperwork and make the sale official. Whether you want a slow or quick settlement will depend on your circumstances. If you've already purchased your next home, for instance, you probably want to close as soon as possible. On the other hand, you may want a longer closing period — say, 60 days — if you need the proceeds from the sale to purchase your new home.

If you have other questions about offers on your home or want to discuss these aspects of an offer more in-depth,

Ask a REALTOR®!

Source: HouseLogic.com

WHETHER IT'S AN OPEN HOUSE OR A SHOWING,

the fact is that strangers will be entering your home when your house is up for sale. Here are four simple tips to remember when preparing your home for others to tour.

1

Do not show your home by yourself – not all agents or potential buyers are who they say they are.

2

Hide or lock away ALL valuables, including keys, electronics, credit cards, jewelry, crystal, furs, and prescription medications.

3

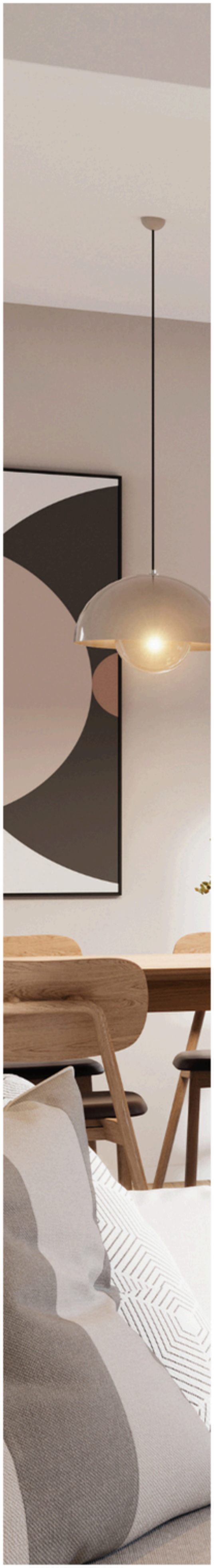
Send your pet away for the day – homeowners are liable if a pet harms an agent or potential buyers.

4

Once the open house or showing is over, ensure all windows and doors are locked.

Want to stay as safe as possible during the selling process? **CONTACT YOUR REALTOR®** to discuss his or her protocols for ensuring that your property is protected during this time.

Source: National Association of REALTORS®



BUYER'S AGENT COMPENSATION

Please note that my commission is not set by law and is fully negotiable. Below are examples of how a buyer's agent can be paid.

HOW A BUYER'S AGENT IS PAID IF **SELLER OFFERS COMPENSATION**

1. The seller of the property you are interested in has offered to pay the commission due from you to me. In this case, your commission obligation to me will be paid by the seller out of funds you pay to purchase the home.

2. The seller has offered compensation consisting of only a portion of the commission you have agreed to pay to me. This would require you to pay any portion of my commission not paid by the seller. Alternatively, you could condition your purchase offer on the seller paying all of your commission obligation to me.

HOW A BUYER'S AGENT IS PAID IF **SELLER DOES NOT OFFER COMPENSATION**

1. The seller has not offered to pay any portion of the commission you would owe to me. In this case, you can include a requirement that the seller pay your commission obligation as part of the offer you make on the property.

2. The seller will not agree to pay a buyer's agent commission, in which case you would be responsible for my commission.

Thank you for the opportunity!

MY PROMISE TO YOU:

Selling your home is a big decision, and I'm committed to making the process as smooth and stress-free as possible. I promise to communicate openly and honestly every step of the way, answer your questions quickly and clearly, and always be available when you need me. I will put your needs first, advocate for your best interests, and work hard to help you achieve the best possible outcome. From listing to closing, you can count on me to provide guidance, support and exceptional service throughout your entire selling journey.

— Ken

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