



abode

SELLING *your* HOME



kw WINTER PARK
KELLERWILLIAMS. REALTY

Each office independently owned and operated.

THE PROCESS

The real estate transaction is complex and navigating you through every step of the sale is my expertise.



- Initial meetings, walk-through and needs analysis
- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Establish a competitive price
- Officially list your property
- Launch "Just Listed" marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Additional negotiations
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through
- Close!



PREPARATION

So where do we start?

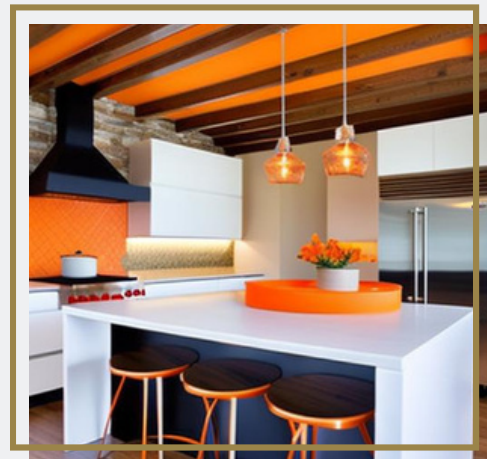
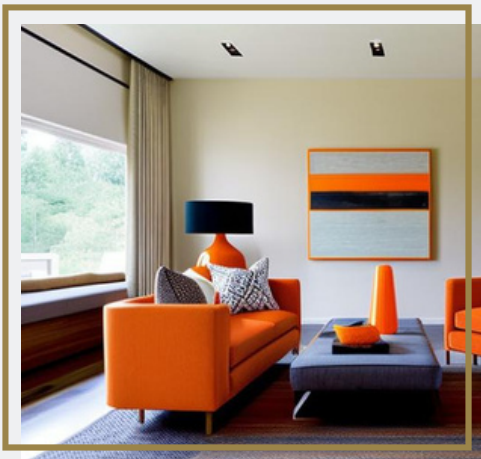
Making a great first impression when a buyer enters the home for the first time is crucial.

When a potential buyer walks into a dirty or cluttered home, they assume that the current owners did not take care of the property.

Most buyers want a move-in ready property that feels like new. A long list of chores and immediate repairs is not appealing and can be daunting to a potential buyer.

As soon as we sign a listing agreement, my team schedules a "Ready to Sell" consultation with you where we'll make a prioritized list of tasks and adjustments for you to increase your property's buyer appeal.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way. Use the checklist on the following page to prepare your home for the market.



YOUR PREP CHECKLIST

Preparing a house to go on the market can be a daunting task, but it's an important step in ensuring that the property looks its best and fetches the highest possible price. Here's a list of tasks that someone should do to prepare their house to go on the market:

- Declutter: Remove excess furniture, knick-knacks, and other items to make the space look more open and airy. Consider renting a storage unit to store these items until the house is sold.
- Clean: Clean the house thoroughly, including carpets, windows, and appliances. A clean house can make a big difference in the first impression that potential buyers have of the property.
- Paint: A fresh coat of paint can make a big difference in how the house looks. Consider painting walls, trim, and doors in neutral colors that will appeal to a wide range of buyers.
- Repair: Repair any visible damage, such as holes in walls or broken tiles. Small repairs can make a big difference in the overall appearance of the house.



PREP CHECKLIST

- Stage: Consider hiring a professional stager to help arrange furniture and decor in a way that highlights the best features of the property. This can help potential buyers envision themselves living in the space.
- Enhance curb appeal: The first impression that potential buyers have of the property is the exterior. Enhance curb appeal by mowing the lawn, planting flowers, and cleaning the exterior of the house.
- Depersonalize: Remove personal items such as family photos, artwork, and other items that may make it difficult for potential buyers to envision themselves in the space.
- Fix minor issues: Fix minor issues such as leaking faucets, squeaky doors, and loose doorknobs. These small issues can make the house look neglected and may give buyers the impression that there are larger issues that need to be addressed.
- Deodorize: Remove any unpleasant odors from the house, such as pet odors or cigarette smoke. Consider using air fresheners or baking soda to help deodorize the space.
- Get a professional inspection: Consider hiring a professional inspector to identify any issues that may need to be addressed before the house goes on the market. This can help ensure that the house is in good condition and may prevent surprises during the negotiation process.



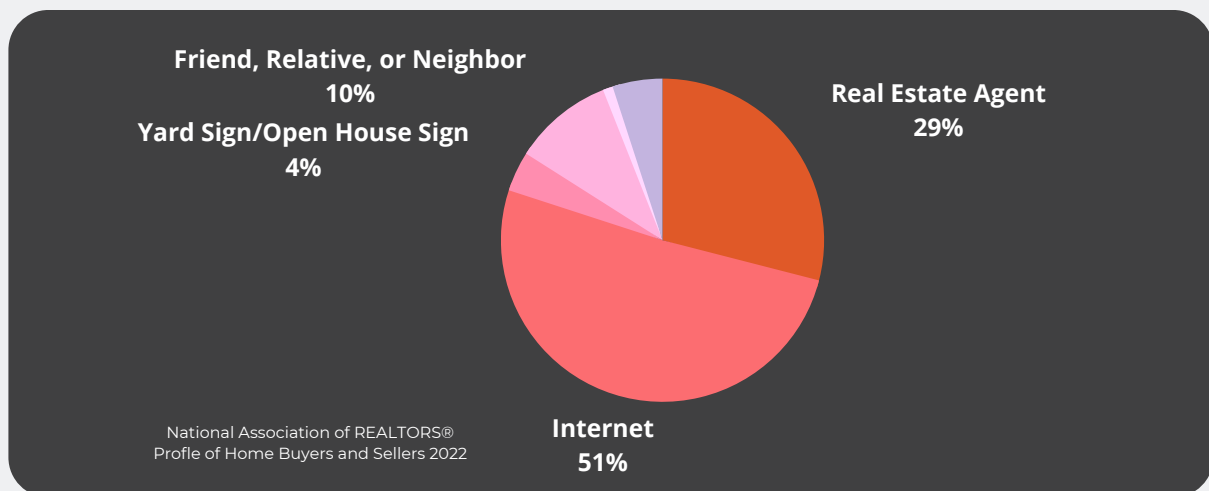
MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to make a great first impression with our staging, photography, videography, landing page, and more.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home. The truth is, every agent's listings are syndicated by the MLS to thousands of websites automatically.

What differentiates a property is *the way* that it is listed and advertised. A competitive list price, great photos, a memorable video tour, and an understanding of the features buyers are looking for make a property stand apart.

FINDING YOUR BUYER



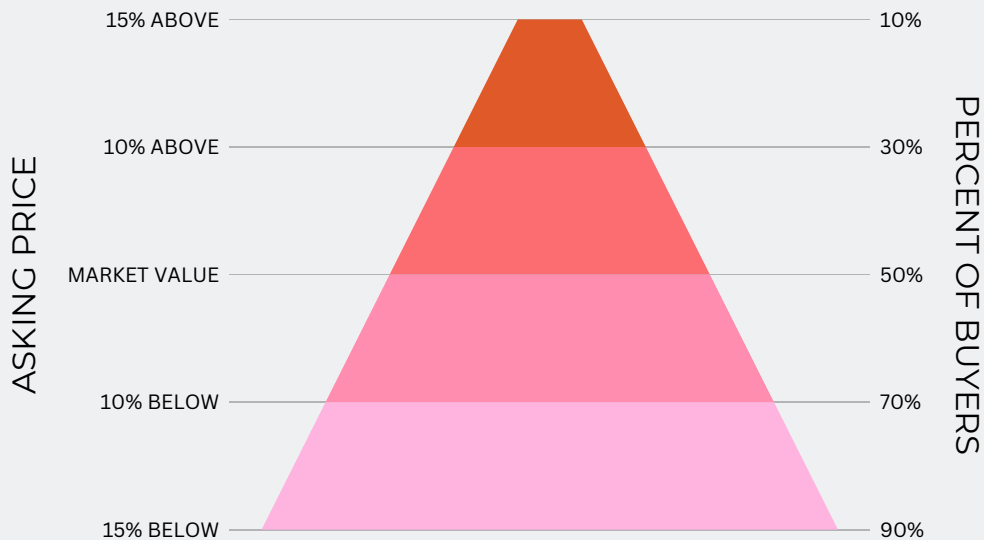
The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we put your property where buyers are.



PRICE IT RIGHT

It's crucial to work with a REALTOR who can provide expert market interpretation when listing your property because:

- Properties that are priced right from the beginning typically sell for more
- Pricing too high means losing potential buyers and sitting on the market
- "You only have one chance to make a first impression" is never more true than when you're selling a property. It's why we make sure everything is perfect before we go on the market - especially the price.



It's very important to price your property at competitive market value if you want to maximize your investment. This value is NOT what you paid, what you need, what you want, what your neighbor says, what another agent says, or what it would cost to rebuild today. Read on to see how we evaluate a competitive list price.



FAQS

How do I assess the market value of your property?

I "think like an appraiser" when helping you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range. Then I compare features of the homes including size, style, number of rooms, age of the home, amenities, condition, lot size, placement, and the location/neighborhood. (Note: Zillow and the tax appraiser's assessed value of your home have nothing to do with the market price.)

Should I try pricing it higher just to see what happens?

You will never get as much attention as you do when you first hit the market. That's why it's so important to start at the right price. Once you've lost the new factor, you're going to have to do more to compete with properties just hitting the market. Often, sellers end up having to drop the price to below market value to compete with new, well priced listings.

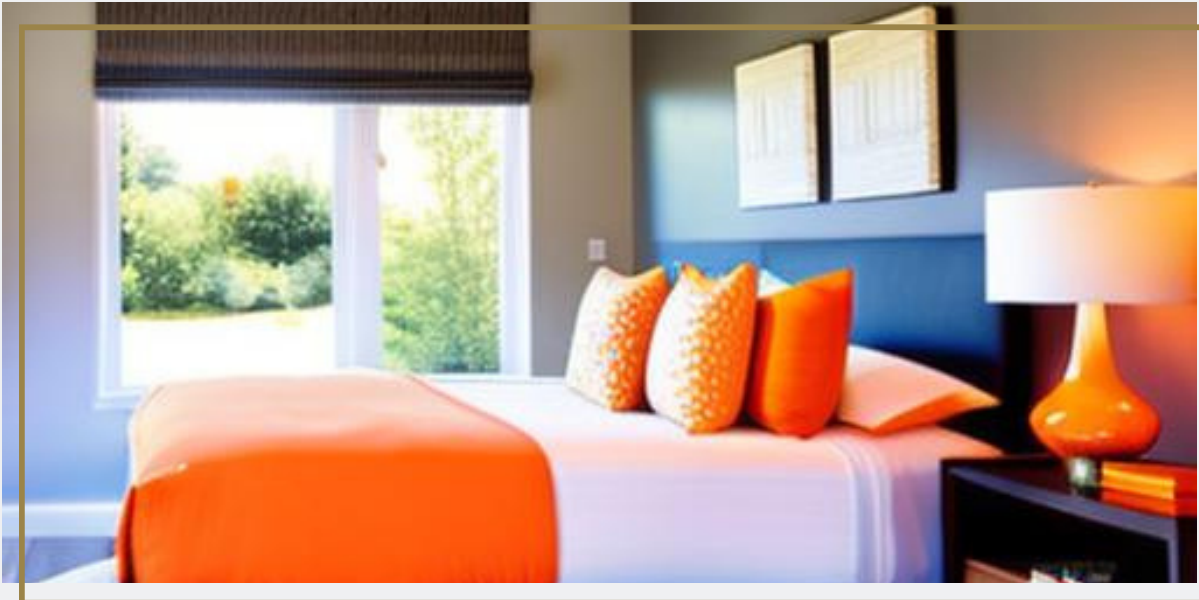
My job is to determine the perfect asking price to get your property sold quickly and for the most amount of money.

Are photos really that important?

Photos have a direct impact on whether or not a potential buyer will schedule a showing of your home. High quality, attractive photos of your listing are a non-negotiable for us. They showcase the best qualities and features of your home and begin building an emotional response for buyers. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is crucial to service for marketing your property and we pay for it. Never let your agent skimp on professional photos. Lackluster photos on the MLS tell agents and buyers that you are not serious about selling.



SHOWINGS



Depending on the price point of your listing and your goals, we will make recommendations for a showing/open house strategy.

Historically, we know that homes show best when the homeowner is not present, so we will work together to create the best buyer experience that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them.

Often, holding open houses the weekend that a listing first hits the market is a great way to drive competition. We use our proven open house strategies to market these events and draw a strong turnout.



SHOWING CHECKLIST

This checklist will help you prepare your property before each showing.

- Remove all clutter and put away any personal items or decorations
- Remove all dishes from the sink and wipe it down
- Stow away any valuable items or take them with you
- Collect any kids or pets toys that are out
- Empty trash
- Clean bathrooms
- Spray air freshener or light a candle
- Fix and declutter exterior walkways



GETTING UNDER CONTRACT

Once we're under contract, we're still only half way there. We still have to clear any contingencies on the contract before we close. Some common contingencies are:

- Inspection contingency. Once the property is pending, buyers will typically have an inspection done. If the inspection report shows any issues (such as a damaged roof or dated electrical panels), the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- Financing contingency. This is part of any contract where the buyer needs to obtain a mortgage loan. This is why we require buyers to submit a pre-approval letter with their offer, to prove that they are capable of getting the loan. There are still some things that need to be done before they get the "clear-to-close" from their lender, hence the contingency.
- Appraisal contingency. Typically, the lender requests an appraisal is done to make sure they are paying a fair price for the property. If the appraisal value comes back lower than the price of the home, the buyers may walk away from the deal if you don't negotiate. This is why it's so important to price your home right from the get-go.
- Home sale contingency. This is when the buyer is trying to sell their own property simultaneously. It's not as common but it does happen.



CONTRACT TO CLOSE

We have a dedicated member on our team who handles our contract to close business. Our team will monitor the progress and insure all requirements are met by all parties including the following:

- Inspection – Negotiation and Paperwork
- Direct all necessary documentation to title company, co-op agent, unrepresented buyer, etc.
- Meet appraiser at property and provide comps and improvement list provided from the seller
- Provide contact information for utilities, vendors for repairs, insurance requirements, tax information, etc.
- Arrange final walk-through if desired
- Keep in constant contact to keep you well informed of the closing process
- Review the Settlement Statement in advance when possible and distribute to you



STEP FIVE

EVER EVER AFTER

Our services don't end when the transaction is over. We are our client's number one resource for all home questions. From vendors referrals to special events, we're available to all of our clients no matter the last time we worked together.

We hope this guide has been helpful to you and look forward to helping you market, list, and SELL your home.

If you're ready to get started, just text SELL to 321-300-4750 and we'll get you scheduled for a FREE home valuation.

We're looking forward to working with you,



and the ABODE team



STEVEN RITZ

Co-Founder of ABODE at
Keller Williams Winter Park

For fastest results,
call or text
321-277-8271

ABODE at Keller Williams Winter Park Realty is a luxury real estate team led by Steven Ritz.

Our team was formed to provide 5-star concierge service and to give you peace of mind knowing every detail is being handled by award-winning real estate professionals.

As a true professional housing consultant, Steven's goal is to help you identify and secure the perfect property for you. He is always calm under pressure and will help guide you towards the right real estate decision for you.

