



# HOME

*seller*

## GUIDE

**KW** ATLANTA  
PARTNERS  
KELLERWILLIAMS REALTY

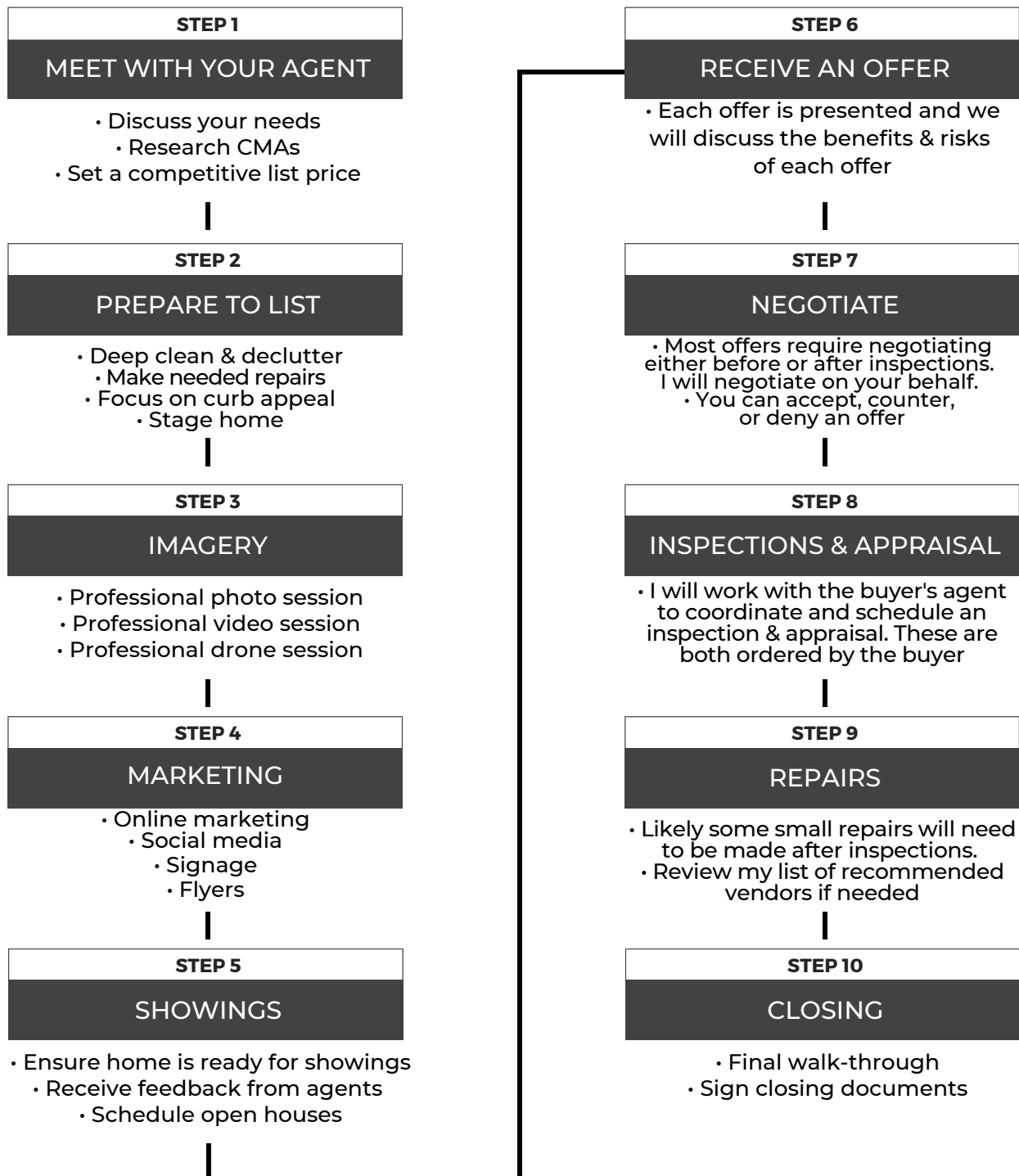
*Soniya Nomin.*  
| architecture & design | airbnb | real estate |

A modern interior space featuring a large, textured stone wall. In the foreground, two sleek, brown leather armchairs with curved backs are positioned on a light-colored rug. To the left, a dark wood coffee table holds a stack of books. In the background, a dark fireplace is visible, and a window shows a view of a city at night. A floor lamp with a thin pole and a circular shade stands to the right of the chairs.

*the*  
**PROCESS**

# THE HOME SELLING

# Process





PREPARING TO  
*list*



# 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- Replace outdated ceiling fixtures, and clean lighting fixtures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



STAGING YOUR  
*home*



## *the art* OF STAGING

Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent

# 90%

less time on the market

staged homes increased  
sale price up to

# 5%



## BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

SOLD ON KEEPING YOU

*safe*





# WE'VE GOT YOU *covered*

## **A secure lockbox will be used**

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

## **Stow away valuables**

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

## **Don't allow anyone in without an appointment**

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

## **Remove Prescription Drugs & Medication**

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

## **Put Away Bills & Other Mail Pieces**

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

## **Be extra vigilant on keeping doors locked**

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

## **Keeping your home safe**

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.





*after*  
**LISTING YOUR HOME**



# home SHOWINGS

## 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 buyers 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 sight 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 the 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.

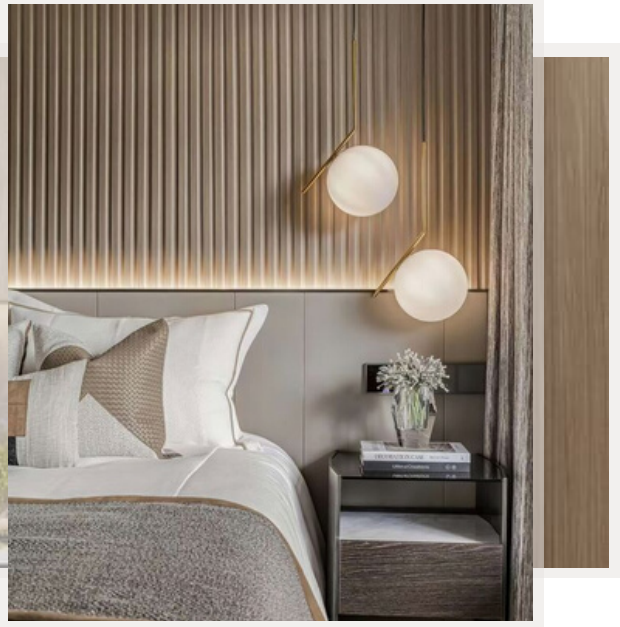
## REPAIR REQUESTS

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 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.

A photograph of a modern house with a stone wall and a staircase leading to the entrance. The house has large windows and a dark exterior. The text "contract TO CLOSING" is overlaid on the image. "contract" is in a yellow cursive font, and "TO CLOSING" is in a white serif font.

*contract*  
TO CLOSING

# 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 10-14 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**

# Vendor ALLIANCE



HOME BUYERS  
WARRANTY

**Kelly Lukenda**  
404.992.2655  
klukenda@2-10.com  
222.2-10.com



HOME AND AUTO  
WARRANTY

**Jason Wilt**  
Jason@GeorgiaHA.com  
**Shannon Murphy**  
Shannon@GeorgiaHA.com



PROPERTY  
INSPECTIONS

**Frank Cooper**  
770.932.8634  
frank@inspectatlanta.com  
www.inspect-atlanta.com



CARPET & FLOOR  
CLEANING

**Jeff Martin**  
678.822.1558  
j.martin@heavensbest.com  
www.heavensbest.com



JUNK REMOVERS

**Gary Skinner**  
678.679.9191  
gary@junkexpress.com  
www.junkexpress.com



MOLD, RADON, WATER  
DAMAGE RESTORATION

**Heather Juarez**  
770.715.0038  
heather@  
ensignbuildingsolutions.com  
www.ensignbuildingsolutions.com



MOVING AND STORAGE

770.769.1750  
jinfo@sincedaymovingstorage.com  
www.sincedaymovingstorage.com



EXTERMINATOR AND  
TERMITES

**Jason Turner**  
678.697.4430  
jason.turner@gilstrapexterminating.com  
gilstrapexterminating.com



HVAC & PLUMBING

706.870.7665  
patriothvac1776@gmail.com  
https://www.patriotservicega.com/



# 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 the 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

# *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.



### YOUR COSTS

Seller commonly pays:

- 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.

