

# FROM LISTED TO

## A HOME SELLER'S GUIDE

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NICE TO MEET YOU

# nice to meet you



## STEPHANIE CLEMENS

REALTOR

Work Hard. Be Nice. Not only a RE/MAX motto, but also mine. Real Estate is more than a career, it is a way of life. And this is where it starts. I help an average of 32 people a year complete one chapter of their lives and open the next one.

I am an Ohio transplant after meeting my husband. Our two boys are very active in football and basketball. Our furbaby, Kona, rounds off our household!

Why is Real Estate important to me? It is plain and simple. I love being a part of my client's lives and helping them easily travel into the next chapter of life by finding that perfect house to call home. And THAT is what it is all about!

## LET'S CONNECT



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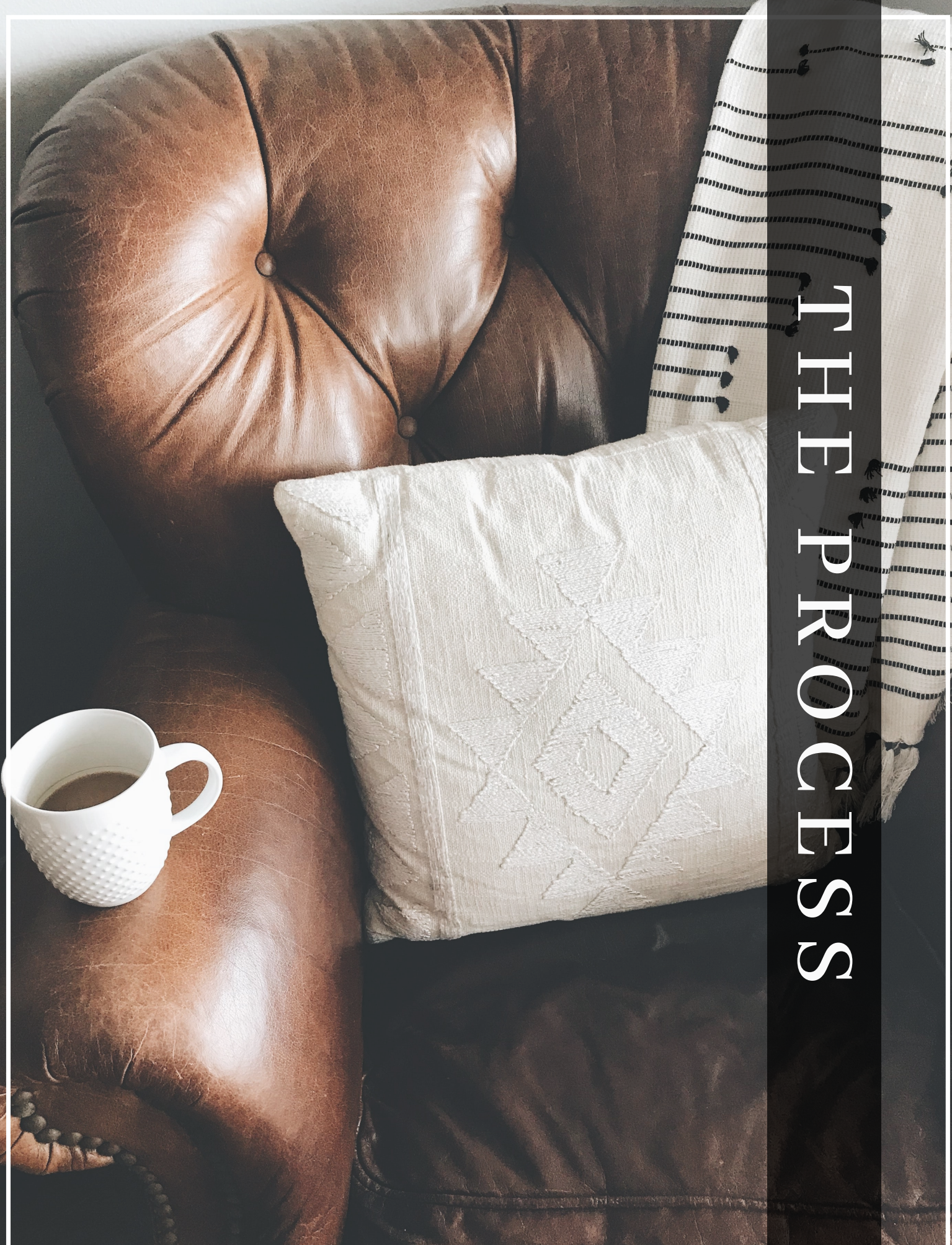
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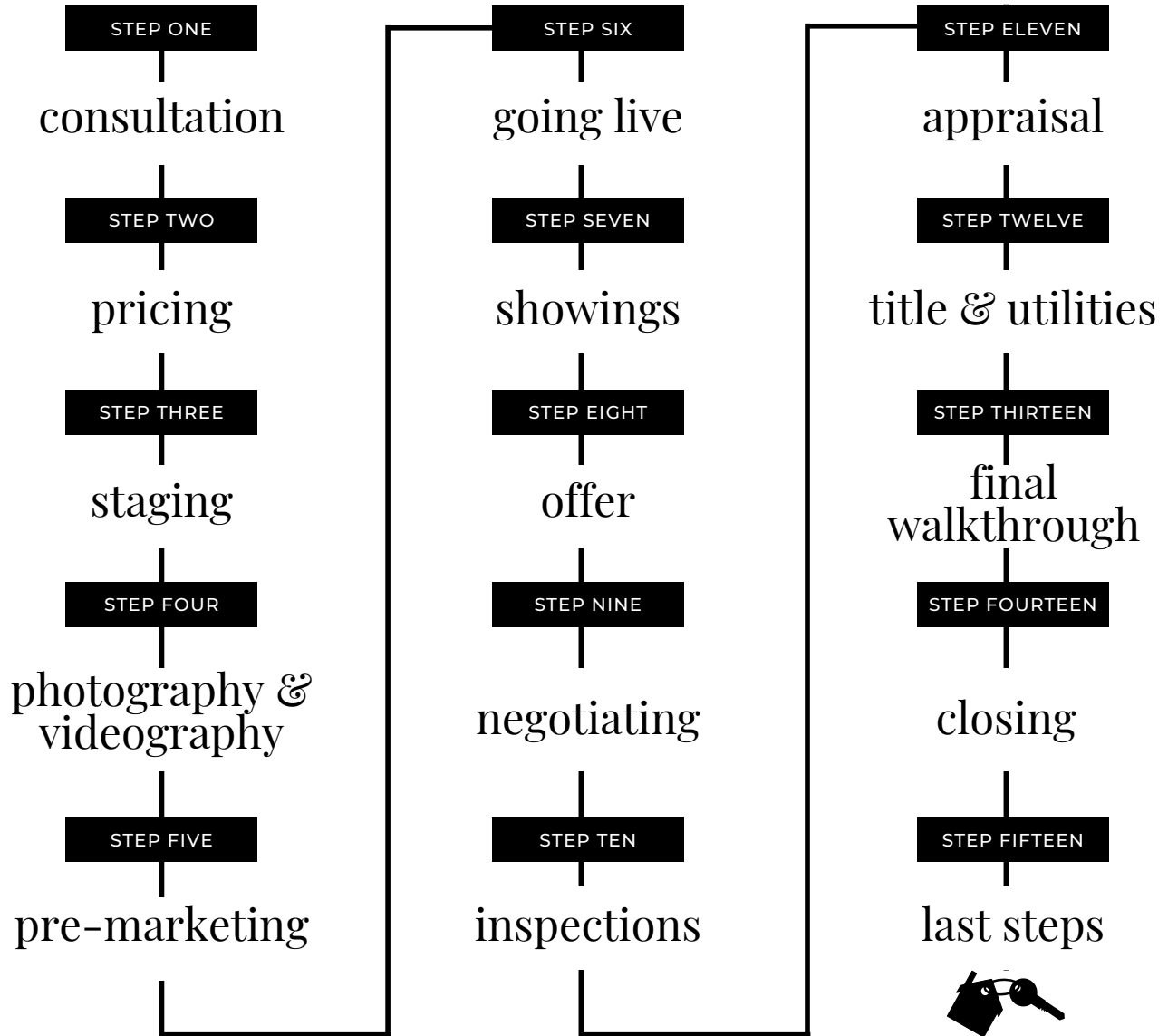


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# THE PROCESS

# HOME SELLING *process*



A photograph of a bedroom corner. On the left, a bedside table holds a modern lamp with a gold-colored base and a white shade with a grid of gold-colored cutouts. Next to it is a clear glass water bottle with a silver cap. To the right, a bed with white linens and pillows is visible against a dark blue wall. A vertical black bar on the right side of the image contains the word 'FACTORS' in white, serif, all-caps font.

# FACTORS

# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

### FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using the competitive market analysis tool, I will suggest your home's best listing price. Selling homes HIGHER than the market average is based upon a few factors, but first and foremost it is because homes are listed at the correct price from the start.

### FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

### FACTOR 3 *marketing*

By offering SUPERIOR MARKETING TECHNIQUES, we can help get your home sold faster and for top dollar.

#### PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

#### MARKETING

The second you sign with me, I go to work on marketing your home! ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers.

#### COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

## *the advantage of listing with me*

#### PROFESSIONAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

#### BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

#### PROFESSIONAL PHOTOGRAPHY PROVIDED



A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The laptop is open and sits on a light-colored wooden desk. The background is a bright, out-of-focus office space with a window and a potted plant. A white pen lies on the desk in the foreground. The overall mood is professional and productive.

BEFORE LISTING YOUR HOME

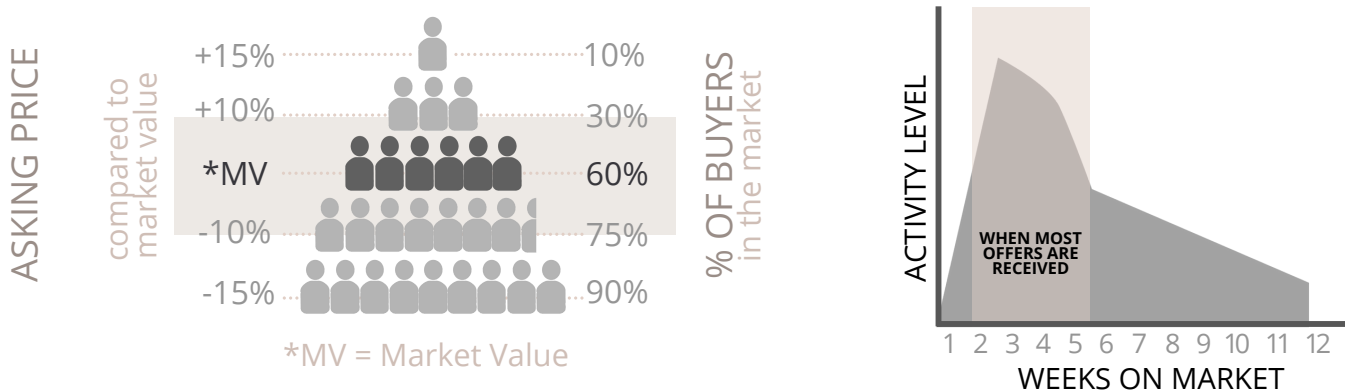
# listing strategy

## PRICING STRATEGY

Using a scientific market analysis in your area, we will work together to price your home correctly the first time so that it will sell quickly.

If your home is priced at or below fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced or at the top of the market, it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



## PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation, if needed, to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar.

## AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involves real estate agents.

## ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on to give your home the most exposure.

# PREPARING TO LIST



# Preparing to list

## maximize your home's potential

A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

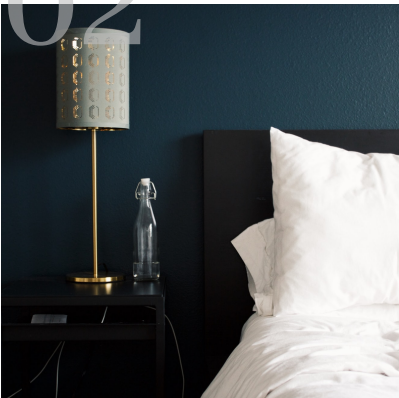
### EXTERIOR

- 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



01

02



### 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

### 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



03



STAGGING YOUR HOME

# the art of staging

Staging a home is 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





A LASTING IMAGE

# real estate photography



*a picture says a thousand words*

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

*interesting facts:*

quality photos enjoy  
**118%**  
more online views

professionally shot listings  
can sell for up to  
**19K MORE**

potential buyers look at  
professionally shot photos  
**10 TIMES**  
longer than non professional photos



*Professional Photography*



*Not Professional Photography*



# PROFESSIONAL *videography*

*video is the number one form of media for engagement*



Real estate listings with video receive **403%** more inquiries

Videos attract **300%** more traffic for nurturing leads.

**70%** of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.

# *videography LIVE*





# *aerial*

## **PHOTOGRAPHY**

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

### *benefits* of having aerial photos:

- ✓ Provides views of the entire property & land
- ✓ The condition of the roof and other property features
- ✓ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✓ Developments or local districts that are supported by the buyer's property taxes

# VIRTUAL *Tours*

The virtual tour is a 3D experience. It allows you the opportunity to "walk" the property in real time and experience the home on a different level. You can walk room by room and zoom or stop and look around the room. This technology is VERY helpful for those out of town buyers and those buyers that have limited time.

## THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would just looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.

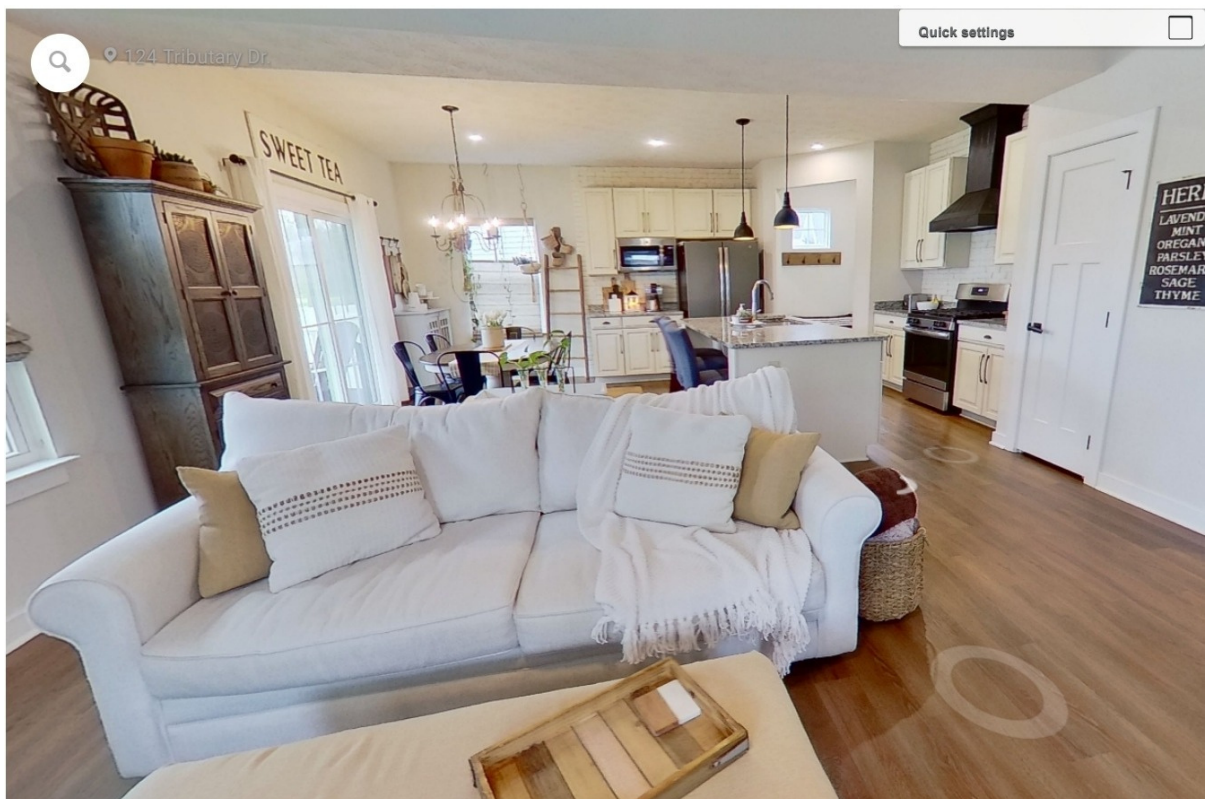


Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



# Your Virtual Tour

3D Tours may be the MOST underrated and underused form of marketing in today's market. We live in an area where folks move in from all over the World and this simple piece of technology can help people virtually walk through the house without stepping foot in it. Or maybe time is of the essence, and buyers do not have time to walk through 10 houses, this simple tool can help qualify or eliminate a house! This is a simple marketing tool that is worth thousands!



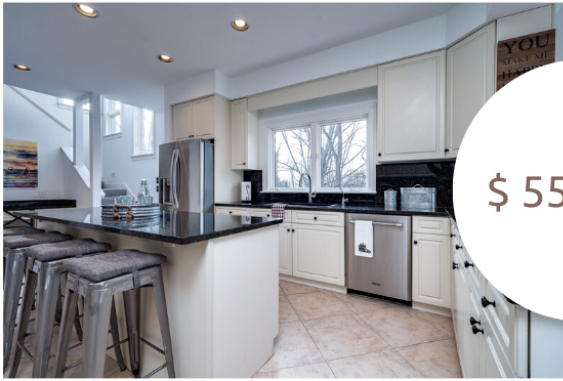
# PROPERTY brochures



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, upgrades, and features your home has to offer.



2779 West End Ct, Spring Valley, OH



\$ 550,000

# LUXURIOUS REAL ESTATE

This modern home is located in a prime location on a cul-de-sac and treed lot. The natural light is unbeatable on every level of the house. Enjoy bird watching on the huge back deck and watch those trees turn beautiful colors in the fall! You will be in love!

## Property Features:

- 4 Bedrooms
- 5 Bathrooms
- Kitchen
- Dining Room
- Living Room
- Laundry Room
- Rec Room
- Garage



Scan the code,  
For more  
details





LISTING YOUR HOME



# robust marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

## EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled.

When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

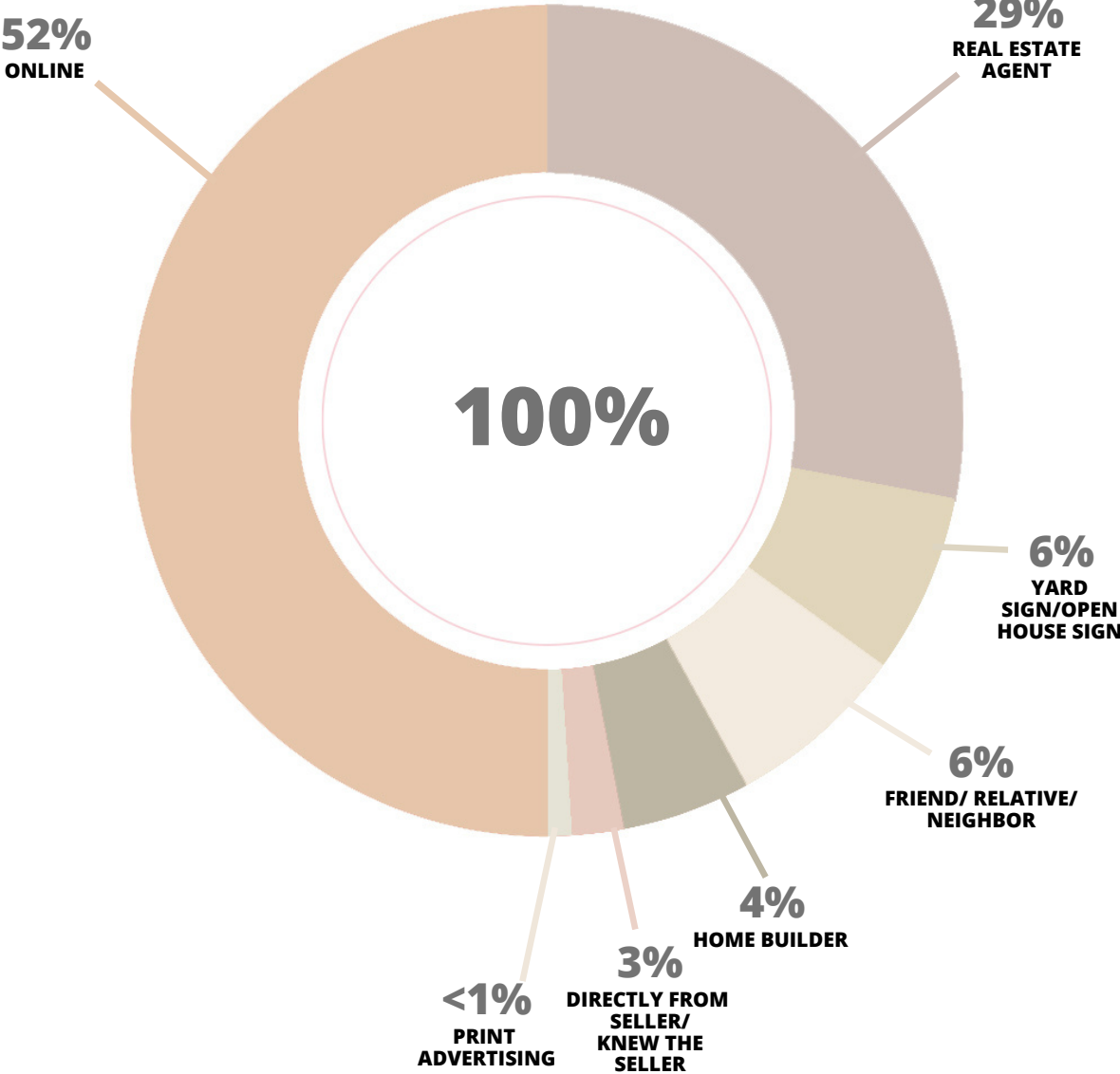
## OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

# WHERE DO BUYERS *find their home*



\*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

*Maximum exposure*



## GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

AFTER LISTING YOUR HOME



# showings

A few tips to help your home showings go as smoothly as possible

## 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 buyer's 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.



# Get ready for showings

## REQUESTS

First thing first, agents (from any local firm) will send a request to us to show your property through the 'ShowingTime' app.

## NOTIFICATIONS

You will receive a text/ email/ phone call from your agent with a suggested time to show your property. You can then approve, decline, or propose a new time if desired-- whatever you can make work with your schedule.

## CONFIRMATION

Once the request is approved by all parties and set in stone, the buyers' agent will receive a confirmation of their appointment along with custom showing instructions.

## SHOWING

Your showing will be based on your and the potential buyers' availability. Come showing day, you'll need to get out of the house for a couple of hours to allow the agent to show off your home to their buyers without any distractions or bias.

## FEEDBACK

During the final step of the showing process, we will reach out to the buying agent afterwards for their feedback on the property & to determine if their buyer has enough interest to make an offer.



# 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.

CONTRACT TO CLOSING



# home 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 7-14 DAYS AFTER SIGNING THE CONTRACT.  
NEGOTIATIONS USUALLY HAPPEN SHORTLY AFTER THE INSPECTION.

### **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 DISCOVERED**

COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, ROOF OR RADON

### **UPON COMPLETION:**

**BUYER CAN ACCEPT AS-IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# 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 begin!

## **APPRAISAL COMES IN BELOW SALE PRICE**

- Re-negotiate the sale price with the buyer
- Re-negotiate 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 you receive payoffs that are due to you.

### 1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

### 2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

### 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

### YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate brokers, for payment of a 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.



# REVIEWS



# REVIEWS



"The whole process of selling our house went smoothly without any issues. Stephanie kept us updated throughout and she was very accommodating to our schedule and my "quirks" regarding the showings. Thank you very much Stephanie! You are great at what you do!"

"Stephanie was able to get us through a terrible seller (they left trash and bio waste) to get us an amazing property. She made everything better through professionalism, humor, and lots of chocolate. She even went above and beyond to hire a cleaning crew to make our move easier. She is who we will always use!"

"Stephanie helped us sell our first home, and deal with Covid-19! through the uncertain time she took care of everything and made the process smooth."

"Stephanie Clemens was highly knowledgeable of her job, she got the contact, and got the buying process going right away. She was able to get my offer in right away, she explained everything so well even a 10 year old could have understood. The entire buying process took less than two weeks. Thank Stephanie for advices and support!!"

"Stephanie was great to work with. She answered all our questions quickly and put us at ease for the sale of our home. We will have Stephanie help us on any future home purchases."

"We will always come back to you Stephanie as a realtor."



# WHAT TO EXPECT

HONESTY & TRANSPARENCY  
INTEGRITY  
RESPECT  
TIMELY & REACHABLE  
ACTING IN YOUR BEST INTEREST

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