

UNDERSTANDING THE PROCESS OF
SELLING
your
HOME.



IRON VALLEY
REAL ESTATE®

WE GOT
your
BACK.



Seller ROADMAP

MEET WITH A PROFESSIONAL

Hold a no-commitment initial meeting to identify first steps.



ESTABLISH A PRICE

Your agent will provide a market analysis to help determine an asking price for your home.

PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect.

LIST IT FOR SALE

Your agent will put your home on the open market & make it as easy as possible for potential buyers to view your home.

SHOWINGS

Short notice showings may occur. Try your best to accommodate these requests so you never miss a potential sale!

INSPECTION

The buyer will perform a physical inspection of the home and may even ask you to make certain repairs.



UNDER CONTRACT

You and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter.

OFFERS & NEGOTIATIONS

A buyer's agent will present your agent with an offer. You may even get more than one offer.



FINAL DETAILS

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

CLOSING

Funds and ownership are transferred. Pack up and prepare so the buyer is ready to move in!!



WHY *you* ARE READY.

How exciting that you are ready to sell your home! One of the most important steps is to determine your why. There are many reasons people choose to sell their home. Oftentimes, the decision to sell coincides with other big life changes. You may be ready for a larger home or downsizing due to changes in family size. It may be due to a job change or to move closer to family. Many people can now work remotely and move away from the hustle and bustle of the city to enjoy the quiet, rural lifestyle.

Selling a home can be stressful, but remembering your why will be the guidepost that we remember as we navigate our way throughout the process. I have developed systems and strategies to prevent many problems and minimize stress beginning with the information in this guide. We will work together step by step to reach the goal of selling your home. I look forward to sitting down with you to answer your questions, explain the home selling process, discuss your goals and learn your why.

STRESS-FREE FOR *you.*

PHOTOGRAPHY

Worried about getting the best listing photos, but don't know where to begin?

Don't worry

Not only do I pay for professional photography, I also help you prepare, schedule the photographer, and meet them at the appointment for you.

ATTENDING CLOSING

Busy moving? Don't want to take off work?

Don't worry

Sellers can meet to sign documents in advance of closing. I will help coordinate between you and the closing company to make everything as convenient as possible.

TIMING

Worried about selling and buying at the same time? Not sure how the logistics work?

Don't worry

I coordinate same-day sale and purchase closings often. I walk my clients through every step to minimize stress.

UPFRONT FEES

Worried about the cost of selling your house? Don't have a lot of money on hand?

Don't worry

We do not charge any upfront fees. You only pay us at closing. The majority of home selling fees are not due upfront.

STAGING

Want to grab buyers' attention, but don't have the budget for a professional stager?

Don't worry

Many options exist for staging on a budget. I can have the main rooms virtually staged by the photographer. We can do light accessory staging, or I can recommend an affordable stager to only highlight the most important spaces of the home.

HOW WE HELP *you.*

PRE LISTING

- Research Current Properties
- Research Sales Activity from MLS and Public Records Databases
- Provide Average Days on Market Assessment
- Review Property Tax Roll
- Prepare a Comparable Market Analysis (CMA)
- Verify Ownership and Deed Type
- Verify County Public Property Records
- Perform Curb Appeal Assessment
- Provide Public School Value
- Provide a Listing Presentation
- Analyze Current Market Conditions
- Present Credentials
- Deliver CMA Results
- Discuss Planning and Strategy
- Explain Listing Contract, Disclosures & Addendum
- Screen Calls from Buyers and Agents
- Explain Homeowner Warranty

SELLING THE PROPERTY

- Order Plat Map
- Create Showing Instructions
- Obtain Mortgage Loan Information
- Review Homeowner Association Fees and Bylaws
- Submit Homeowner Warranty Application
- Add Homeowner Warranty in MLS
- Review Electricity Details
- Arrange Inspections for City

Sewer/Septic Tank Systems

- Collect Natural Gas Information
- Provide Security System Status
- Determine Termite Bond Status
- Analyze Lead-based Paint Status
- Distribute Disclosure Packages
- Prepare Property Amenities
- Detail Inclusions & Conveyances with Sale
- Compile Repairs Needed List
- Send Seller Vacancy Checklist
- Install Lockbox
- Make Copies of Leases for Rental Units (if applicable)
- Verify Rents, Utilities, Water, and Deposits for Rentals
- Inform Tenants of Listing for Rentals
- Install Yard Sign
- Perform Interior Assessment
- Perform Exterior Assessment

ADVERTISING & MARKETING

- Enter a Profile Sheet into the MLS Listing Database
- Provide Copies of MLS Agreement
- Take Additional Photos for MLS and Marketing
- Create and Advertise Property Listing in Publications
- Coordinate Showing Times
- Create and Mail Flyers
- Advertise on Craigslist
- Post to Other Real Estate Websites

HANDLING THE OFFER & CONTRACT

- Receive Offer to Purchase
- Evaluate Net Sheet
- Deliver Seller's Disclosure
- Obtain Pre-qualification Letter
- Negotiate Offers on Seller's Behalf
- Mediate Counteroffers or Amendments
- Fax or Email Contract Copies
- Deliver 'Offer to Purchase' Copies
- Assist with Escrow Account
- Distribute Under – Contract Showing Restrictions
- Update MLS to "Sale Pending"
- Review Credit Report
- Deliver Unrecorded Property Information
- Order Well Flow Test Reports (if applicable)
- Order Termite Inspection (if applicable)
- Order Mold Inspection (if applicable)
- Confirm Deposit and Buyer's Employment
- Follow Up with Loan Processing
- Communicate with Lender
- Confirm Approval of Loan
- Remove Loan Contingency

CLOSING PREPARATIONS & ACTIONS

- Ensure Contract is Sealed
- Coordinate Closing Process
- Assist with Title Issues
- Perform Final Walk-through
- Verify Tax and Utility Preparations
- Review and Distribute Final Closing Figures
- Request Closing Document Copies
- Confirm Receipt of Title Insurance

COMMITMENT

- Make Homeowners Warranty Available
- Review Closing Documents
- Confirm and Assist with Final Deposit
- Coordinate on Closing Date/Time
- Ensure "No Surprises" Closing
- Final MLS Update
- Attend Closing if Applicable
- Follow Up and Resolve Repairs
- Documentation Follow Up
- Hand the Keys to the New Owners
- Stay in touch for all future needs



your PICTURE DAY CHECKLIST.

EXTERIOR

- Close garage doors
- Remove cars from driveway and front of house
- Clean up landscaping (mow, trim, rake)
- Remove visible water hoses
- Clean up dog waste
- Remove dog leashes
- Put trash bins in garage
- Clear snow from driveways, walks, and decks
- Clean deck furniture, tidy cushions
- Clean pool, remove cover and hoses
- Remove toys, dog toys, soccer goals, etc.

INTERIORS

- Open window shade and curtains
- Turn all lights on
- Replace burned light bulbs
- Turn all ceiling fans off
- Hide shoes from entries
- Clean windows
- Fresh flowers make a great impression
- Dust all surfaces

LIVING / FAMILY ROOM

- Remove stacked magazines, papers, etc.
- De-clutter fireplace mantel
- Arrange furniture pillows neatly
- Remove toys

DINING ROOM

- Clear table and dust
- Straighten all chairs
- Remove booster seats
- Stage with tableware, placemats

KITCHEN

- Clear off clutter and any unnecessary items
- Clear off refrigerator - front, top, and sides
- Hide garbage cans in closet or pantry
- Put all dishes away
- Remove rags and sponges from sink
- Remove throw rugs to show flooring
- Remove all hand towels

BEDROOMS

- Make beds
- Tuck in all sheets and straighten comforters
- Clear nightstands of personal items
- Hide computer/phone charging cables
- Remove clutter from tops of dressers
- Clean under bed, remove any items that may show
- Remove posters/stickers from walls/door

BATHROOMS

- Clear countertops completely
- Put toilet seats down
- Remove all toiletries/personal items from showers and tubs
- Leave out neatly arranged, clean or new towels
- Empty visible trash cans
- Remove towels, robes, etc. from backs of doors

PETS

as much as we love your pets, there should be no evidence of them in your house

- Remove food bowls, beds, litter boxes and toys
- Remove pet hair from furniture

WHAT *you* PAY WHEN.

TRANSFER TAX

It may be customary for sellers to pay a certain % of the purchase price as a transfer tax at closing in your area.

BROKER FEES

Fee paid to the real estate brokerage for real estate services provided.

MORTGAGE BALANCE PAYOFF

Any mortgages or liens against the property will be paid off at closing.

PROPERTY TAXES

Any tax bills that are due and payable (or are overdue) will be collected at closing.

DEED PREPARATION

The seller may be responsible for preparing the new deed/title document to the buyer.

HOME WARRANTY FEES

Seller may offer the buyer a one-year home warranty. If purchased at the time of listing, the warranty may cover the seller during the listing and contract period.

HOMEOWNERS ASSOCIATION

You may be required to provide a resale certificate to the title company. This fee varies.

MISCELLANEOUS FEES

There are several nominal fees including, but not limited to, notary fees, tax certification fees and overnight mail fees to payoff any existing mortgages.

**Fees will vary based on property type and location. Your Iron Valley Real Estate Agent will prepare an accurate estimate of fees you can expect with the sale of your home.*



**IRON
VALLEY**
REAL ESTATE®

WE GOT
your
BACK.