

Home Seller Guide

SELLING YOUR HOME DOESN'T HAVE TO BE STRESSFUL



CELESTE & CO.



TABLE OF CONTENTS

Agent Bio	pg. 3
Seller Questionnaire	pg. 4
Home Selling Process	pg. 5
Before you List Tips	pg. 7
Common Seller Mistakes	pg. 8
Enhancing your Homes Interior and Exterior	pg. 9
Photography Prep Checklist	pg. 11
Pre-Listing Checklist	pg. 12
Seller Ettiquette	pg. 13
Home Inspection	pg. 14
Home Appraisal	pg. 15
What to Expect at Closing	pg. 16
Seller Costs	pg. 17
Real Estate Terms	pg. 18
Resources	pg. 19

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Your Realtor

Buying and selling Real Estate has been known to be stressful, exhausting and financially impactful. Having a Realtor you can trust and stand by your side can make this process much easier and selling your home does not have to be stressful!

We have made the steps to sell your home simple and easy for you with our Home Selling Guide.

As your Realtor, I will get you from the first to the last day of selling in an efficient and effective way so you can spend your time focusing on your new home and all the exciting new memories that will be made.



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Seller *questionnaire*

NAME				
PHONE				
EMAIL				
SELLER				
#2				
PHONE				
MOTIVATORS	What are your reasons for selling?			
	When do you want to move?			
	How long have you owned your home?			
FINANCES	What price range are you expecting for your home?			
	Are you current on your mortgage payments?			
PROPERTY INFO	Bedrooms	Features	Amenities	Upgrades Since Purchase
	Bathrooms			
	Approximate Sq. Ft			

Home Selling Process

Interview Listing Agents

The process of finding the right agent can include asking friends, family and coworkers for referrals, reviewing agent websites, and sitting down for an interview with top picks.

01



Pick a Competitive Listing Price

Being able to sell your home quickly is a matter of competitive pricing. There is a fine line between pricing low enough to sell, versus pricing just above market value.

02

Devise a Marketing Plan

A good listing agent should present to you a concise marketing strategy, such as listing on the MLS, calling for buyers, and sending out targeted campaigns

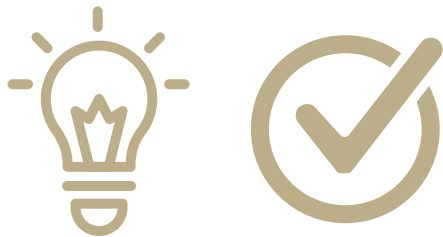
03



Property Makeover

Although you may love your property the way it is, new buyers will be looking for a fresh face. Spend time preparing your home for sale by conducting a deep cleaning, and refresh its appearance by providing a fresh coat of paint.

04



Prepare for Staging

Work with your listing agent to prepare for staging your home to sell for top dollar.

05



Home Selling Process

Negotiation Time

The great thing about selling a home in a seller's market is that there is often room for negotiation. Work with your agent to negotiate on your behalf to make and accept the best possible counter-offer.

06



Meet with the Property Appraiser

The buyer's prospective lender will typically require a property appraisal, to make sure that the negotiated purchase price was fair and paralleled to the actual property value. Be sure to keep your property clean and organized prior to the appraisal appointment.

07

Wait Out the Escrow Period

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date, as well as addressing duties such as ordering a title report, scheduling an appraisal, and conducting a property inspection.

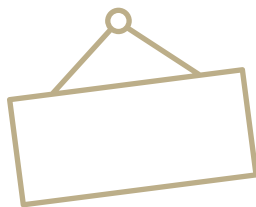
08



Property Inspection

If the property inspector discovers a serious underlying issue, which can range from anything between cracks in the foundation to plumbing that needs replacement, the buyer reserves the right to back out of the deal if they are not comfortable with the results. Once all contingencies are met, be sure to ask the buyer to lift contingencies in writing.

09



Prepare for Closing

Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, the property has officially been sold.

10

Celeste 

Before You List Tips

- Start spreading the word. Just because your home isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available. Your Realtor will most likely put a sign post in your yard once it is on the market, but even if yours doesn't, you can take the initiative and start letting people know on your social channels.

- Toss out, recycle, or donate what you don't need anymore. You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Buyers want to be able to see themselves in homes when they go for a showing, and having a bunch of the previous owner's things lying around can really mess with that vision.

- Start staging. Staging is the art of designing your home to highlight its best features. And even if decorating isn't your strong suit, it's a part of the home selling process you can't really ignore—49% of buyers' agents state that home staging has a positive effect on how buyers view a home, according to the National Association of Realtors' 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a home and decreases the time it sits on the market.

- Figure out a plan for kids and/or pets. If you have little ones at home, two-legged or four, make sure that you have a plan in place for when showings happen.

- Set expectations with your realtor. The first couple of weeks that a home is listed for sale tend to be pretty busy in terms of market activity. Talk to your realtor now, in the week before you go live, about expectations you have about how things should go so that you know exactly what to anticipate.

- Boost your curb appeal. In addition to staging inside your home, you also want to put some effort into making the exterior of your home look as inviting as possible. After all, while the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, and tidy up as necessary.

- Find another place for personal items. A fundamental part of selling your home quickly and in as stress-free a manner as possible is depersonalizing it.

- Deep clean. Part of the stress that comes with living in a for sale house is having to keep it museum-levels of clean all of the time.



HOME SELLER

Common Mistakes

UNDERESTIMATING THE COST OF SELLING

The total cost to sell a home can amount to much more than the 5-6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

SETTING AN UNREALISTIC PRICE

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your home sit on the market for a longer period of time, which can have consequences.

IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect the condition of your home to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection—many buyers will require an inspection before closing.

LIMITING SHOWINGS

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION

Many sellers don't have a clear picture of their financial situation before selling. This can lead to painful surprises. Before you make the decision to sell, it may be helpful to assess your income, debt, and any upcoming expenses during your move.

EXTERIOR



CLEAN THE HOME EXTERIOR

Houses can become dirty over time, and not cleaning before selling can be a mistake. This is especially true in homes with automatic sprinklers, which can kick up mud around the base of the house near the garden beds. Use a pressure washer or wipe down your siding to really make your home shine.



TOUCH UP PAINT

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce these concerns, while also greatly boosting your curb appeal.



MAKE THE LAWN HEALTHY

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home.

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INTERIOR



LIGHTEN UP DARK SPACES

Countering a design weakness can involve a simple fix. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.



UPDATE LIGHTING

Modernizing your home with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, Giles says it's worth replacing outdated ceiling fixtures with contemporary ones.



FRESHEN UP PAINT

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people, therefore making your home more desirable.

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PREP YOUR HOME

for photographs

BEDROOMS

- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/chargers
- Put away toys and declutter

EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/ walkway
- Remove cars from driveway

BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc.(from showers)
- Remove dirty towels
- Remove floor mats
- Remove plungers/ cleaning items

GENERAL

- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs
- Open blinds/curtains for natural light

KITCHEN

- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/ dish towels/ pot holders

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PRE LISTING

checklist

CLEAN

- ☐ Dust shelving and wall art
- ☐ Dust and clean all lighting
- ☐ Dust and wash vent covers and air returns
- ☐ Wash refrigerator and freezer (in and out)
- ☐ Wash oven and range hood
- ☐ Clean kitchen cabinets
- ☐ Clean interior doors
- ☐ Wash all windows (in and out)
- ☐ Wash walls and doorknobs
- ☐ Clean switch plate
- ☐ Magic erase baseboards
- ☐ Clean window ledges
- ☐ Wash bed sheets and linens
- ☐ Wash curtains
- ☐ Have carpets professionally cleaned

PAINT AND CAULK

- ☐ Touch up ceiling
- ☐ Touch up interior doors
- ☐ Re-caulk baseboards and touch up paint
- ☐ Remove nails/screws in walls, patch & paint
- ☐ Re-caulk cabinetry
- ☐ Re-caulk showers

DECLUTTER

- ☐ Organize pantry, fridge and freezer
- ☐ Drawers in kitchen
- ☐ Playroom
- ☐ Bookcases
- ☐ Closets
- ☐ Storage areas
- ☐ Linen closets
- ☐ Surfaces, counters, desktops
- ☐ Floor space

TASKS

- ☐ Replace lightbulbs
- ☐ Replace air filters
- ☐ Remove personal items/photos
- ☐ Hang mirrors in dark/small spaces
- ☐ Add lamps in bedrooms

EXTERIOR

- ☐ Clean window wells & windows
- ☐ Pressure wash decks/patios
- ☐ Paint front door
- ☐ Add fresh doormat
- ☐ Weed & add fresh mulch
- ☐ Add fresh flowers to planters

SELLER

etiquette

Before a home showing here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips.

Completely leave the site when preparing your house for your guest prospective buyers viewing the house.

This means bringing in the light by opening all the blinds and turning on lights. You want perspective buyers to walk through comfortably.

A clean house is a happy house.

Take your pets with you. Make sure your home is tidy before having potential customers view your home. In addition to allergies, a barking dog home doesn't really set the tone for potential buyers as they tour your home.

Put away personal items.

Move your car. You want potential buyers to imagine themselves in your home and it may make it easy for visitors to park with no cars in the driveway. Stash away your family pictures and leave your home.

Lay out important details. Make it a "blank canvas" for buyer to imagine themselves in your home. It's good seller etiquette to lay out the home inspection, appraisal, home warranty, gas bill, etc. for potential buyers to view when touring your home.

HOME INSPECTION



A home inspection is a visual assessment of a house's physical structure and mechanical systems, including the roof, ceilings, walls, floors, windows and doors. The inspector will check that major appliances are functional, scrutinize the heating and air-conditioning system, examine the plumbing and electrical systems and may even poke around in the attic and basement.

The goal of a home inspection is to uncover issues with the home itself.

An inspection is not a pass-fail exam. No fixes are mandatory after a home inspection, though it may uncover issues that prompt further negotiations.

HOME APPRAISAL



A home appraisal is a licensed or certified appraiser's opinion of a home's value. The appraisal is based on research of recent sales of comparable homes in the area, an analysis of the property and the appraiser's judgment. The mortgage lender requires an appraisal to help gauge risk of making a loan. The property serves as collateral in case the borrower defaults, so the lender wants to make sure the loan isn't too big, compared with the property's value.

An appraisal is an assessment of home value. The appraiser considers the home's condition as part of the analysis of how much the property is worth, as well as other factors, such as the local housing market. The appraiser doesn't make recommendations for repairs.

WHAT TO EXPECT

at Closing

The closing is an important day for you as a home seller. You will transfer the property to the buyer, fully pay off any mortgages, and receive your sales proceeds. If you are using the proceeds for a new home purchase on the same day or shortly thereafter, it is particularly important that your closing runs smoothly.

Unlike the buyer, who may have to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the seller, may or may not need to attend.

After a completed closing, you are no longer the owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the home by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances. You are expected to have completely moved your household and your possessions out by this time as well, and left the place broom-clean, at a minimum. Absent an agreement with the buyer that allows you to stay longer, you can be evicted, or the buyer may sue you for damages caused by your breach of the sales contract.



Seller Costs

THE BREAKDOWN

Below we'll also spell out the main types of fees you'll see on your balance sheet so you can understand each cost:

- Staging and prep fees (anywhere from a couple hundred to a couple of thousand dollars)
- Real estate agent commissions (5.8% national average)
- Inspections and repairs (varies)
- Closing fees (1% – 3% of the sale price)
- Title fees
- Transfer or excise taxes
- Escrow fees
- Recording fees
- Prorated property taxes
- Seller concessions (2% – 6%)
- Overlap costs (1% – 2%)
- Moving and relocation costs (varies)
- Mortgage payoff (varies)



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REAL ESTATE TERMS

APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.

CLOSING COSTS

All settlement or transaction charges that home buyers need to pay at the close of escrow when the property is transferred.

APPRECIATION

Increase in the value or worth of an asset or piece of property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

MLS

A computer-based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most homes currently on the market. The public can now access much of this kind of information through websites like.

ASSESSED VALUE

This is the dollar value that a public tax assessor assigns to your home for the purpose of city/state taxes. This value is separate from a home appraisal value or market value.

CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the closing.

ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.

HOME INSPECTION

An examination of the condition of a real estate property. A home inspector assesses the condition of a property, including its heating / cooling systems, plumbing, electrical work, water and sewage, as well as some fire and safety issues.

TITLE

Ownership of real estate or personal property. With real estate, title is evidenced by a deed (or other document) recorded in the county land records office.

TRUSTED *Vendors*

HOME INSPECTORS

Sound Home Advisors 425.770.2776
Pillar to Post 425.591.1924
Northstar Inspections 206.218.3727

HANDYMAN / PAINTERS

Carlos Saucedo 253.761.6224
Patrick Green 206.579.1920
Scott Pederson 206.930.6945

MOVERS

Nana's Moving Serv 206.234.1548
Hansen Bros 206.365.4454

CONTRACTOR

Curbio 844.944.2629
Zingfix 831.214.7086
Done to Spec 206.972.1759

PLUMBERS

Dean's Home Repair 206.909.1225
Day & Night 425.775.6464
Dumin Plumbing 206.546.4940

LANDSCAPERS

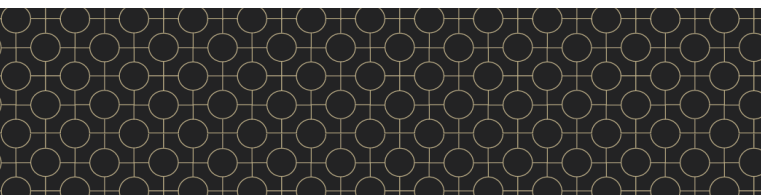
Two Shovel's 425.286.4781
Jose's 425.299.2654

ELECTRICIAN

Seatown Electric 206.202.3669
Dean's Home Repair 206.909.1225
Rock Electric 253.243.9842

ORGANIZE/DECLUTTER

Sound Org. Sol 206.250.5471
Making Space 206.818.9102
Organize to Optimize 206.920.4499



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