



A COMPLETE GUIDE FOR THE HOME SELLING PROCESS

SELLERS

GUIDE





TABLE OF *CONTENTS*

- 3** IT IS TIME TO SELL
YOUR HOME
- 4** COMMITMENT TO
EXCELLENCE
- 5** GOALS & OBJECTIVES
- 7** 5 EASY STEPS TO SELL
YOUR HOME
- 8** PREPARE
- 9** THE IMPORTANCE OF
CORRECTLY PRICING YOUR
HOME
- 10** PRE-LISTING
- 12** PHOTOGRAPHY &
VIDEOGRAPHY PRE-SHOOT
CHECKLIST
- 13** HOME STAGING CHECKLIST
- 15** LISTING TIME
- 17** SHOWING TIME
- 18** OFFER PROCESS
- 20** MOVING OUT
- 21** CLIENT
TESTIMONIALS

IT'S TIME FOR YOU *TO SELL YOUR HOME*

We have made it our top priority to put you and your needs first. We understand that the process of selling a home can be very stressful and we have the tools to guide you in the right direction.

This guide is information gathered over our decade+ in real estate, which will help answer your questions and help you fill any blanks, all while making this process as seamless as possible.

Knowing that this can be a very stressful time, we want to assure you that our main objective is taking care of YOU, and ensuring the process runs effortlessly and smoothly, always putting you and your family first. This is something we are very passionate about.

Our goal as the community's real estate market leader is to provide those in our community with impeccable service. With our years of combined work, digital marketing strategies, online platform, and hearts that care more about serving you than selling you, you have our full integrity in this process.

Once you have gone through this guide, if you still feel like you have questions or need clarification, let us know. We are here to be a reliable, experienced and transparent resource, as we help guide you through one of your biggest journeys.

Hoping to help in any way possible,
Best,

*Amber
Johnson*



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COMMITMENT TO EXCELLENCE

We are committed to providing clients with the highest level of service possible. This is our commitment to you:

- ✦ Treat people honestly and ethically.
- ✦ Advise clients like I would a member of my family.
- ✦ Return calls/emails immediately within business hours.
- ✦ Provide the highest level of service in the industry.
- ✦ Maintain on the cutting edge of all industry advancements.
- ✦ Provide great communication every step of the way.
- ✦ Keeping appointments and showing up on time.
- ✦ Work with clients by their choice of communication methods: call, email or text.
- ✦ I will say what I mean and mean what I say: straight forward service.
- ✦ It's our mission to take the stress out of the transaction, and make it as smooth as possible.
- ✦ Be a Fiduciary. The highest legal duty of one party to another, being a Fiduciary requires being bound ethically to act in the other's best interests.



GOALS AND *OBJECTIVES*

*In order to best serve you,
gathering information is
very important.*

*When we know what you
are looking for and your
goals, we can better
accommodate you and your
needs. Let's start with 'Why'
is it that you are wanting to
sell?*

WHAT IS THE REASON YOU ARE SELLING?

- Are you looking to upgrade?
- Are you looking to downgrade?
- Do you need to relocate for a job?
- Are you moving to be closer to family?
- Are you moving to be in a nicer area
or closer to better schools?



 *My goal in selling my home is...*



Let's cover more of the basics. Fill out the boxes below and elaborate as much as possible:



I want to sell my house because...



Selling my house would make me feel...



It is important that my agent...

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5 EASY STEPS TO SELL *YOUR HOME*

STEP 1 PREPARE

- Home Tour and Research
 - Listing Appointment
 - Hire a Real Estate Agent
-

STEP 2 PRE-LISTING

- Establish a Price
 - Stage your Property
 - Marketing Materials are Designed & Prepared
-

STEP 3 LISTING TIME

- Your Property is officially Launched on the market
 - Buyer Prospecting Time
 - Be prepared for Open Houses & Showing Times
-

STEP 4 OFFER PROCESS

- Sales Agreement
 - Contingencies
 - Under Contract
-

STEP 5 MOVING OUT

- Closing Preparations
- Moving and Packing
- Closing Day



PREPARE

STEP 1



HOME TOUR & RESEARCH

Before we discuss the home selling process and your expectations, we will tour your property and offer you our insights on what can help you sell your home. Afterward, we will sit down and discuss the approximate value of your property based on current market trends and recent sales in your neighborhood.

LISTING APPOINTMENT

After our initial meeting, we will prepare a **Comparative Market Analysis (CMA)** that includes sold prices of comparable properties in your area. Once we finished all our research and data collection, we will meet again. Based on all the data we collect and your needs, we'll establish a competitive listing price for your home. We will also discuss the home selling process, timelines and expectations from the sale, to be on the same page and head towards one same goal as a team. Additionally, we'll discuss our unique approaches to marketing your property so that you can rest assured that we'll do everything possible to get your home sold for top dollar and fast.



HIRE A REAL ESTATE AGENT

Sometime around our home tour and listing appointment, you will have to decide who you want to represent you during the home selling process. If you choose to hire us, we will walk you through all the listing paperwork, and we will get all the necessary documents signed to move ahead with putting your home on the market!

To help you decide, here are some unique key services we offer all our seller clients:

- Top priority and attention to your property
- Regular and timely communication with you
- Active follow-up of every buyer prospect
- Work with you and for you to obtain top dollar
- Fully customized marketing materials
- Suggestions to increase your home's value

THE IMPORTANCE OF CORRECTLY *PRICING YOUR HOME*

It is crucial to correctly estimate the price you sell your home in order to get your home sold most efficiently, quickly and easily.



Home prices nationwide will increase 1.4% in 2024 and 2.6% in 2025 according to the U.S Economic Outlook by NAR. Experts anticipate home values will continue to grow going into the following year. Low inventory is largely keeping them from depreciating. Mark Fleming, Chief Economist at First American, states:

Yun expects home sales will begin to rise next year by 13.5% compared to 2023, and the median home price will reach \$389,500, an increase of 0.9% from this year.

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers your way. This strategy actually increases the number of buyers who will see your home in their search process.

Instead of trying to win the negotiation with one buyer, you should price your house so demand is maximized. This way, potential buyers don't get deterred by a high price tag and you don't find it sitting on the market longer than it should. By doing so, you won't be negotiating with one buyer over the price. Instead, you'll have multiple buyers competing for the property.



STEP 2

PRE-LISTING

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to obtaining maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's **location**, its **condition**, its **improvements** (or upgrades), its **age**, and the **market conditions** experienced at the time of listing.

Therefore, our experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers your way. This strategy actually increases the number of buyers who will see your home in their search process.



STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or moving all of your stuff out and renting furniture and decor to better suit the room's staging arrangements. Our goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like.

To help, we will give you personalized tips during our initial home tour, and we will provide you with a home staging checklist for reference on the following page.



A stylized, handwritten-style letter 'P' in a dark blue color, located in the bottom right corner of the page.



MARKETING MATERIALS ARE DESIGNED AND PREPARED

While we go further into detail about our marketing strategy in the following pages, we will have professional photographers take high-quality photos of your home after staging your property. At the same time, we will have all our marketing materials professionally designed and customized to match and include the stunning pictures of your home.

Once all our marketing materials are designed, we will download and prepare them for print. Before listing day, we will personally deliver some printed marketing materials to you (such as property brochures, and business cards). That way, you may set-up for showings and help increase buyer turnout rates on offer day.

Aside from printed marketing materials, we will also tackle the digital world by having professional "Coming Soon" and "Just Listed" property social media posts posted on all our social media pages and sponsoring them to reach more prospective buyers.



PHOTOGRAPHY & VIDEOGRAPHY PRE-SHOOT CHECKLIST



EXTERIOR

- ☐ Clean up the landscaping: trim bushes and mow/edge lawn
- ☐ Close garage doors
- ☐ Pressure wash driveway/walkup
- ☐ Remove children's toys and patio furniture
- ☐ Remove yard clutter
- ☐ Remove cars from driveway

GENERAL

- ☐ Leave all lights on and turn off any ceiling fans
- ☐ Turn off any devices (including TVs)
- ☐ Open all blinds and curtains
- ☐ **Declutter the entire home: remove any excess furniture and any other items**
- ☐ Touch up paint
- ☐ Deep-clean the entire home

BEDROOMS

- ☐ Make beds and tidy up the rooms
- ☐ Remove any personal photos and items
- ☐ Store away toys, clothes, devices and valuables

BATHROOMS

- ☐ Clear countertops completely
- ☐ Keep toilet seats and lids down
- ☐ Remove plungers and cleaning items
- ☐ Clean all glass surfaces and mirrors
- ☐ Hang clean towels neatly and remove rugs
- ☐ Remove all personal items (i.e. soap, shampoo, etc.) from tubs and showers

KITCHEN

- ☐ Clear countertops completely
- ☐ Empty sinks and store dishes away
- ☐ Empty and hide garbage bins
- ☐ Remove all magnets from refrigerator
- ☐ Remove or hide any pet food, accessories or kennels

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HOME STAGING *CHECKLIST*

To stage your home and get it ready for launch day, consider doing the following:

REMOVE PERSONAL ITEMS

A few personal things on display is acceptable, but we want to make sure we leave enough room for a prospective buyer to picture themselves living in the home. These items include pictures, awards, personal collections, personal paintings, etc.

DECORATE YOUR HOME WITH NEUTRAL COLORS

If you plan to paint or replace/rent décor items, consider choosing neutral colors to brighten up the living spaces. Great color schemes to choose from are light grays and whites for main areas and soft blues and greens for bathrooms.

CLEAR ALL ITEMS FROM COUNTERTOPS NEUTRAL COLORS

Remember to remove all toiletries in the washrooms and all items on kitchen countertops. However, consider leaving a vase of flowers in the bathroom and a luscious bowl with fruit in the kitchen to add touches of color.



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DECLUTTER, DECLUTTER, DECLUTTER

Unless you have a minimalist lifestyle, you have likely accumulated many items during your stay in the house. As we aim to create an open and clean space inside your home, it is crucial to remove as many unnecessary items as possible. Furthermore, a decluttered home maximizes your home's space, which can give the impression to the buyer that your home has more square footage than it has in reality. If you have no space for storage, consider renting a short-term storage bin or locker.

KEEP THE LAWN MANICURED AND WATERED REGULARLY

Don't forget to trim hedges, weed flower beds, and prune trees regularly as well. Also, keep the lawn free of clutter and add fresh mulch to garden beds.

WASH OR PAINT THE HOME'S EXTERIOR

A fresh coat of paint on the exterior of your home will make your property's curb appeal stand out. This is not really a low-budget job, if you can, we recommend doing it!

DECORATE YOUR FRONT PORCH

Depending on your front porch's size, consider adding outdoor pots with plants as well to finish off a warm look. Add a new welcome mat and hang a beautiful wreath to your door. To freshen up your front door, add a fresh coat of paint.

DEEP CLEAN THE ENTIRE HOUSE

Don't forget to clean all flooring and pet areas as well.

MAKE ALL BEDS AND STYLE THEM

Add multiple coherent décor pillows to make a bed look more comfortable and sumptuous.

ORGANIZE CLOSETS

If you have regular closets, try to make it look as organized as possible. If you have a walk-in closet, remove as many items as possible to make it look very spacious.

HIDE ALL CORDS FROM ELECTRONICS

Also, consider hiding or removing any unnecessary devices (such as video game consoles).

ADD CLEAN TOWELS IN THE BATHROOM

Place them neatly. You can also add rolled-up towels to create a more "spa" look. Hide shampoo and soap from showers



STEP 3

LISTING *TIME*



YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will be officially posted online and appear as an active and new listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So get ready to leave your home on short notice and for a few hours at a time.

Now, a common question we get from sellers is: "When is the best day of the week to launch our listing?" One thing to remember is that whenever we list a property, we strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

Weekends are the peak days of the week, where people are often most available to view homes. Therefore, if we list early on in the week and receive an offer immediately from few buyers who went to view your home, you will not be giving a chance to those who are mostly available on weekends to view the property. This is because you will have to decide on the offer you have already received.

Therefore, we recommend launching your property closer to the weekend - more specifically, on a Wednesday or Thursday - to ensure maximum buyer exposure and get as many viewings as possible within a few peak days.





BUYERS PROSPECTING TIME

Starting on launch day, we will go full-out on exposing your property to prospective buyers. Consistent exposure of your home will be spread across all our social media platforms. We will place targeted Facebook and Instagram ads and customize the audience according to the types of buyers we aim to attract. We will also personally reach out to our real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Additionally, all scheduled events (including open houses) will be completed until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS AND OPEN HOUSES

Once we launch your property, real estate agents will start contacting us to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings and open houses. Here are some tips to help you during this time:

Be flexible to prospective buyers' schedules to avoid missing out on a strong offer.

Get everyone in your household on the same page to be all informed when showings are happening to help them maintain their spaces clean and tidy.

Get your entire household to vacate your property to avoid making buyers feel uncomfortable and leaving them an empty space to visualize themselves living in your home without added pressure.

Create a mood by setting a tone that accentuates your property's features. Examples include: light a fire if you have a fireplace (even if it's summer), create a romantic atmosphere by placing two clean champagne glasses on a table with a bottle of champagne, turn on some soft music at a low volume like in stores, turn on any decorative water features (such as fountains), drape sensuous materials such as chunky knit blankets over your chairs and sofas.



SHOWING *TIME*

GET YOUR HOME READY IN ONE HOUR:

- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put up your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Put laundry away (or take it with you)
- Clear kitchen and bathroom countertops (except for decorative items)
- Close all the toilet seats
- Wipe down all countertops
- Secure your pets or take them with you
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Sweep and mop all hard-surfaced floors



STEP 4

OFFER *PROCESS*

SALES AGREEMENT

Once a buyer tours your property and decides they would like to purchase it, the buyer's representative will prepare an offer and send it to us.

After an offer is submitted, we will sit down and go through the offer together. Although it may be tempting to go with an offer that has offered the highest sale price, we will also have to consider other sales agreement factors: contingencies, financing condition, closing timeline, buyer letter, and repair requests.

Once we have discussed an offer, you will decide how you want to move forward. You can: **accept** the offer, **decline** the offer, or **counter-offer** (which occurs when you want to negotiate on the sales agreement terms). If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. After negotiations, if one party agrees with the offer, we will finalize all signatures. The buyer will have to bring the deposit to secure the contract. Now, any inspections, appraisals, financing approvals, or anything else will take place.

CONTINGENCIES

Contingencies (or conditions) are found in most sales agreement contracts. The most common ones included in a contract include home inspections and appraisals.

A buyer can hire a professional **home inspector** to review your property's condition closely. It typically takes 1-4 hours. Suppose the inspector finds anything significant that needs to be repaired. In that case, they may counter-bid on the sale contract, which you may accept, decline, or counter-offer.

An **appraisal** is often requested by the buyer's mortgage lender to ensure that the buyers are not over-paying too much for your property. No matter the result, I will assist you in making the right moves if required to make any moves.

All conditions have deadlines by which the buyer will have to waive the contingencies to make the sales agreement firm and proceed with the transaction.

UNDER CONTRACT

The "under contract" period begins after the buyer and seller finalize and sign the sales agreement. During this period, a binding agreement exists between a seller and a buyer involving a property. When a property is "under contract," the seller may not enter into another contract with a different buyer, as the buyer is now obligated to purchase your home. A property is still considered "under contract" with contingencies, and the contract firms up once all conditions are waived.

MORE ABOUT HOME INSPECTIONS



QUESTIONS AND ANSWERS

Q. WHEN DOES A HOME INSPECTION USUALLY TAKE PLACE?

A. Although home inspections can take place later, usually the appointment takes place within a week after signing the contract.

Q. HOW MUCH DOES THE SERVICE COST FOR US SELLERS?

A. Good news! Buyers choose and purchase a home inspector's services, so they incur the whole cost. Therefore, there is NO COST to you, the seller.

Q. WHAT HAPPENS AFTER AN INSPECTION IN TERMS OF NEGOTIATIONS?

A. Negotiations usually happen within a few days of the home inspection appointment. If there are any issues with the property that the home inspector finds, the buyer can:

- Accept the house as-is
- Back out of the transaction
- **Negotiate.** They can offer you a lower sale price or ask you to fix the issues before closing day.

WHAT IS INCLUDED IN AN INSPECTION

- Basement
- Foundation
- Crawlspace
- Roof + Components
- Doors (including garage doors)
- Electrical
- Attic + Insulation
- Appliances (select)
- Windows + Lighting
- Stairs
- Grading + Drainage
- Structure
- Exterior + Siding
- Plumbing
- Attached Garages
- Heating + Cooling
- Septic Tank
- Pool



STEP 5

MOVING *OUT*

Closing day refers to the day that finalizes your purchase. At closing, funds and documents are exchanged to transfer ownership to the buyer. After closing, you'll receive any remaining funds from the sale of your property.

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves & switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer

MOVING AND PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!



CLOSING DAY

Closing day is here! The buyer will have a final walk-through of your property 24-48 hours before closing. This is to ensure that you have left your home in the same condition as they purchased it (except for minor wear and tear).

Closing typically takes place at your lawyer's office. You will need to bring some documents with you, including:

- Valid government-issued ID
- All house keys, garage door openers, mailbox keys, pool keys, etc.
- Cashier's cheque to pay for closing costs.
- Any outstanding documents requested from your lawyer or lender.

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Real Estate Commissions.
- Title Insurance Home Warranty.
- Any unpaid survey or assessment fees.
- Any outstanding taxes, fines, or claims against your property.
- Any mortgage discharge fees.

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CLIENT TESTIMONIALS

My husband and I worked with Amber to sell our home, and she was absolutely amazing! As first-time home sellers, we were very new to the process, but Amber explained everything thoroughly and was always available to answer any questions we had. We felt so informed and supported every step of the way. Her in-depth knowledge of the local market helped us price our home competitively, and we had multiple offers in no time. Amber's positive and can-do attitude was contagious, and she always approached challenges with a solution-oriented mindset. Thanks to her expertise and guidance, our home was under contract in a matter of days, and the entire closing process was so much smoother than I ever could have imagined. We are so thankful for Amber and how easy she made the process of selling our house. Her support allowed us to focus on our move and our future, rather than worrying about the details of the sale.

★★★★★

Amber went above and beyond to help us sell our family home. When a last-minute issue arose with the buyer's financing, she worked tirelessly to find a solution, even on weekends. Her dedication and perseverance were truly inspiring. Thanks to her efforts, we were able to close the deal and move on to the next chapter of our lives. I can't thank her enough for her outstanding service.

★★★★★

Amber's deep understanding of the local market was invaluable. She knew exactly how to position our home to attract the right buyers. Her network of contacts and marketing strategies helped us generate significant interest in a short amount of time. I was particularly impressed with her ability to navigate the complex paperwork and legal aspects of the sale. If you're looking for a realtor who knows the local market inside and out, I highly recommend Amber Johnson.

★★★★★

Amber is a true professional. She streamlined the entire selling process, from listing our home to closing the deal. Her attention to detail and organizational skills were impeccable. She handled all the paperwork and negotiations with ease, saving us countless hours of stress and hassle. I highly recommend Amber to anyone who wants a stress-free and efficient home selling experience.

★★★★★

Amber truly cares about her clients. She took the time to understand our unique needs and preferences, and she tailored her approach accordingly. She was incredibly responsive, always keeping us informed and updated throughout the process. I was particularly impressed with her ability to handle unexpected challenges with grace and professionalism. Thanks to Amber, selling our home was a smooth and pleasant experience.

★★★★★

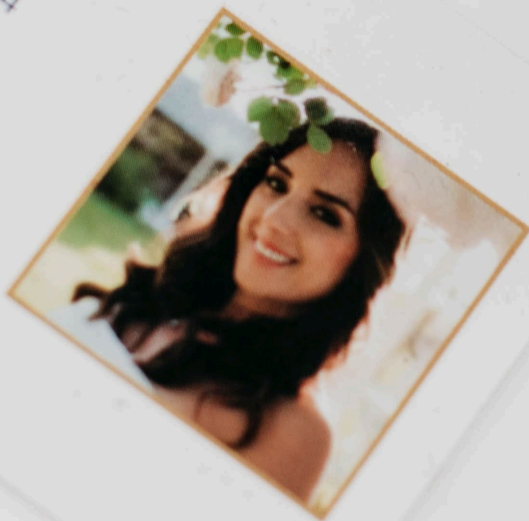
Amber was an absolute lifesaver during the entire home selling process. Her in-depth market knowledge helped us price our home competitively, and her expert negotiation skills secured us an offer well above our expectations. She was always available to answer our questions, and her calm and collected demeanor helped alleviate any stress. I wholeheartedly recommend Amber to anyone looking for a top-notch real estate agent.

★★★★★

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WE BUILD ON
WHAT MATTERS,
WE BUILD ON
RELATIONSHIPS

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SELLING YOUR HOME IS AN IMPORTANT
AND EMOTIONAL MOMENT IN YOUR LIFE.
LET US HELP YOU WITH YOURS.

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