



SELLER'S GUIDE

- **Consider** your motivation for selling; Do I need or want to sell? Do I need all the money right now? Consider all the ramifications - Where will you move to? Will you rent or buy? Have you looked at the prices in those markets? Is there a timeline? Is your home in the condition to start showings or do you need home improvements?
- **Interview Real Estate Agents** Each offers different contract options, inclusions, and exclusions. Do they have the experience and means to give your property great exposure? Will they be able to give your listing attention and handle the influx of calls, emails, and showings? Can you count on them to provide consistent feedback and advise? This could be a long process so the greatest aspect is finding someone that you can communicate well with.
- **Pricing** Your agent will present you with comparable's of recently sold listings in your neighborhood. The variables will be size, type of home (co-op, condo, townhouse), condition of home (original, renovated), amenities, and proximity to conveniences (transportation, shopping). Next will be your position in this market- are there many similar units on the market or is your home rare? Once you determine a starting point, the number of inquiries, feedback, and the number of open house attendees will indicate if you are in the correct price range.
- **Due Diligence** If you are selling a house; hire an inspector that will walk through and evaluate all components of the home. You should be present to see and hear all explanations of the findings. This can drastically change your selling price or your timeline if there are problems that need to be remediated. The concentration is on whether or not things are up to code, plumbing, electrical, and structural issues. Minor things should be expected.
- **Prepare Your Home** Clean, organize, de-clutter. Consider having a stager prepare the home for photographs. The photographs are important to advertise with. This step is important as all undesirable features or flaws will be identified by potential buyers. They will use their findings to negotiate the price. It is best when you can limit these.
- **Managing Expectations** No two sales are exactly the same. Many things can arise during the process and you should not feel disappointed or discouraged. There will be times buyers want to see your home on days you don't feel ready. There may be offers that don't make it to contract. There may be contracts that don't make it to closing. Being prepared and performing due diligence will limit these, as well as, being understanding of the current market.
- **Accepting An Offer** Your agent will have a Submit Offer Form that will get financial information and terms of the potential buyer. If you live in a co-op or condo, this is especially important because they will have to present a Board package and have an interview with the Board that makes the decision to accept or deny the purchaser. Sometimes there are two offers- a high one without strong qualifications and a lessor offer from someone that is more qualified to pass the Board process, . It is a long process which you don't want to commence if there are red flags which make the purchaser "risky". In this situation, it's in your interest to take the lower offer. Your agent should advise you as to what the best decision would be.
- **Closing** The buyer will come to view and tour the property once more either the day before or the day of closing. This is to ensure the home is completely vacated, free of debris, and in the condition that they expected. You will just need to bring identification to the closing.



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