

Seller's *Guide*

A Complete Guide to Selling
Your Home



MY PROMISE TO YOU

I specialize in helping homeowners transition seamlessly, whether downsizing, moving to their next home, or selling an investment property you no longer want.

With deep market knowledge and real, day-to-day experience working with today's buyers, I know exactly what helps a home stand out and sell quickly for top dollar. As a solo agent, you get my full attention from start to finish. I'm hands-on with every detail, from styling and staging to professional photos and video, so your home is presented at its absolute best.

My personal attention, patience, and hands-on approach ensure your selling experience is smooth and successful.

A handwritten signature in black ink, reading "Nicole Langford". The signature is written in a cursive, flowing style with a large initial 'N' and 'L'.

The

Home Selling Process

STEP 1:

- Understand your finances
- Listing appointment
- Hire an agent

STEP 2:

- Price finalization
- Stage property
- Marketing Approaches

STEP 3:

- List property on the market
- Buyer prospecting
- Showings & open houses

STEP 4:

- Accept an offer
- Understand contingencies
- Under contract

STEP 5:

- Prepare for closing
- Moving time!
- Closing day

Preparing

UNDERSTAND NON-NEGOTIATABLES & FINANCES

Before we meet, it's a good idea to understand your finances so you know how much equity you will gain after you sell your home. Call your loan officer to see how much of your mortgage balance is left so that you can budget for pre-listing improvements. Next, list non-negotiables, such as the minimum sale price you will accept and the time frame for moving.

LISTING APPOINTMENT

Before we sit down for our listing appointment, I will briefly tour your home and offer my insights on what could increase the value of your home and the overall value estimate based on your neighborhood and the current market.

After the home tour, we will meet for a listing appointment. I will provide a CMA (Comparative Market Analysis) showing recently sold comparable homes in your neighborhood. We will then decide on a competitive listing price and discuss the home selling process and expectations. Additionally, I will share my marketing approaches to get your home sold for top dollar.

HIRING AN AGENT

After your listing appointments, it will be time to choose a real estate agent to represent you. If we are the right fit, we will go over all the listing paperwork and sign the necessary documents so that we can move forward and get your home on the market!



WHY HIRE ME AS YOUR AGENT?



I will give your home top priority and attention



I provide frequent communication with you during the process



I Follow up of every buyer prospect and after every showing



I will work to get you top dollar for your property



I provide insight to increase your property value



Successful & custom marketing approaches



Pre-Listing SETTING PRICE

If you want to sell your property quickly, it's important to list it at the right price to attract the most potential buyers. We will determine the appropriate price for your home based on several factors, such as its location, condition, age, improvements, and current market conditions.

With my expertise and understanding, I'll work with you to finalize the price and get your approval.

STAGE PROPERTY

It's time to stage your home. This involves not only arranging furniture and decor, but also thoroughly cleaning and decluttering. Our top priority is to create a clean, neutral, and welcoming space that allows potential buyers to imagine themselves living there.

MARKETING APPROACH

As your realtor, I will go above and beyond to market your home. This includes professional high-quality photos, flyers for every buyer who tours your home, e-mail marketing, social media marketing, postings on every real estate website, and open houses to get buyers into the home.

How I Will Market Your Home

My Strategies



Professional Photos

Hiring a professional photographer is one of the most important steps in the marketing strategy. This will help sell your home more quickly, as the photos accentuate your property's best features. Images that are high quality and consistent will attract more buyers to come see it for themselves.



Network Marketing

By knowing other Real Estate professionals, I can get the word out that your property is for sale via email marketing. They could have potential buyers who are interested or pass it on to other agents in their office.



In Person & Online Marketing

We will place a for-sale sign in front of your home to make it visible to passersby and hold open houses on weekends so potential buyers can tour your home without waiting for another agent to let them in.

I will hand out beautiful, customized printed flyers with all your property details and stunning images. Social media marketing is another strategy used on platforms such as Instagram, Facebook, and YouTube.

Your home's listing will be included in multiple websites including Zillow, Realtor.com, Trulia, Facebook, Instagram, Twitter, Pinterest, and more!

Listing Time!

PROPERTY IS LISTED ON MARKET

The day has finally come! Your property is now live and listed on the Multiple Listing Service (MLS). If you are living in your home while it's on the market, be prepared for showing requests throughout the day. We will always give you plenty of notice, but know you may have to leave the house for a few hours at a time.

Weekends are typically peak days of showings since more people are available to see your home, which is why we recommend we wait until after the first weekend to accept the best offer.



BUYER PROSPECTING TIME

Depending on the market, there will be a period before we accept an offer during which I will be prospecting for buyers. During this time, we will host open houses, use social media, and consistently expose your listing to other real estate professionals to attract more buyers. Our mission is to get you a top-dollar offer in a short period of time.



SENTRILOCK

Smart Lock. Smart App. Smart Card. Smart Choice.



The lockbox on your home is a Sentrilock. Sentrilock uses Bluetooth technology to ensure only licensed realtors are accessing your home for showings. Sentrilock documents the time a showing begins and exactly who opened the box. If you ever need to access the Sentrilock personally, have no worries, I will provide you with a secure one day code!



“ SentiLock’s product technology is superior to other systems in the marketplace. They have over 18 years experience delivering superior product development and electronic access control. They also undergo more extensive independent security testing than any other product on the market, as well as rigorous testing for operation in outdoor environments around the globe. ”



Preparing For Showings & Open Houses

Again, depending on the market, you may experience multiple showing requests in a day or occasional ones throughout the week. In any case, it's important to be prepared for a showing or open house.

Here are some tips to help you prepare:

- Be open to all showing appointments so that you don't miss out on a great offer.
- Make sure everyone in your household is on the same page, and everyone is informed when showings are happening so that you can keep the house tidy.
- During showings, make sure everyone has vacated the property. It's best not to have anyone inside the house to give the prospective buyers some privacy.
- Create an ambiance that would be attractive to the buyers. Some examples include- turning the fireplace on, setting a diffuser with a relaxing scent, or draping a cozy blanket over the couch or chairs.

PROPERTY PREP

Checklist

- Declutter and remove personal items.
- Deep clean the entire property.
- Repaint walls in neutral colors.
- Repair visible damages.
- Enhance curb appeal with landscaping.
- Minimize furniture for a spacious feel.
- Optimize furniture arrangement for flow.
- Use strategic lighting for ambiance.
- Stage rooms with tasteful décor.
- Use a light, neutral scent for a welcoming aroma.
- Ensure all lightbulbs are working.





Accepting an Offer

SALES AGREEMENT

Once all offers are submitted, we will review them together. It's important to note that the offer with the highest sales price might not always be the best offer. We have to take into consideration contingencies, closing timeline, repairs, and financing terms.

You will accept, decline, or counter-offer depending on the offers. If you choose to counter-offer, the buyer will then decide on these new terms. If agreed, the buyer will then sign the contract, and we will officially be under contract!

CONTINGENCIES

Contingencies are conditions the buyer has requested to meet, such as an appraisal or an inspection. An inspection is an overall review of your home's condition done by a licensed professional. The buyer will have a certain number of days to order an inspection, and depending on the results, the buyer may counter-offer, reject, or choose to move forward with the contract.

An appraisal is ordered by the buyer's mortgage lender to ensure they are not over paying for your property. Just know that I will be there to guide you if any of the contingencies require action to be taken.



AND WHY WE USE IT

Buying or selling a home just got easier.

Dotloop was created to provide a solution in Real Estate that allows everyone involved in a transaction to work better together to complete, sign & share documents online.

ALWAYS SECURE

All of your personal information and documents are private and protected through dotloop.

EASY

Dotloop's simple design allows the ability to navigate easily when buying or selling a home. Just review, sign and your document will be shared.

MOBILE

Today you manage most of your life while on the go and need to use technology with the option to be mobile. Dotloop's app and mobile- optimized platform enables you to do just that.

Logging into your account:

1. You will receive an email notification. Click View Document
2. Review and eSign the documents, then press confirm signing
3. You will be prompted to create a password to create an account



UNDER CONTRACT

While under contract, it's important to note that a binding agreement is in place between you and the buyer, which means you may not accept any other offers on your home. Your home will remain under contract through the inspection and appraisal until the closing day when all documents are signed.

HOME INSPECTIONS

- Home Inspections usually take place **within a week** of the contract being signed by both parties.
- As a seller, you do not pay for the home inspection, it is the **buyer's obligation**.
- If the buyer finds anything wrong they can choose to **negotiate** with you on those repairs.

Included In A Home Inspection:

- Basement (when applicable)
- 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

Moving Time

PREPARING FOR CLOSING

After the buyer has met final lending approval, the closing appointment will be scheduled. At this point, it's time to prepare for the big day.

Make sure that you complete these tasks:

- Gather your seller documents
- Clean your entire house (again)
- Turn off all switches & valves
- Change your address for mailing
- Cancel your homeowners' insurance
- Disconnect utilities and transfer to the new home
- Collect all house keys such as garage, front door, mailing, remote keys, etc.
- Plan and box up things for your move

CLOSING

You've made it to the final step in the home-selling process!

Typically, 24-48 hours before closing, the buyers will do a final walkthrough of your property to make sure any contingencies were fulfilled and the home is left in the condition that they bought it in.

WHAT TO BRING TO CLOSING

- A government-issued ID
- Any other documents requested by Escrow

WHAT TO EXPECT

You will need to sign all necessary documents at the escrow office or digitally. The process should take approximately 30 minutes.

CLOSING COSTS

Closing costs can include:

- Escrow fees
- Commissions
- Payment of mortgage balance
- Property transfer taxes
- Recording fees
- Any outstanding fines or claims against the property

CONGRATS!

**You did it! You sold your home,
cheers to new beginnings!**



Lets Sell Your Home

Whether you're planning on selling your home in a couple of months or a couple of years, I will always go above and beyond as your agent, providin you with the information and commitment you need.

Contact us to get started

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*Thank
You*