

SELLER guide

FOR SELLING YOUR HOME

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REAL ESTATE AGENT



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SHEILA HOLLAWAY| REALTOR® |NASHVILLESHEILA.COM

In today's competitive market, you need a passionate, local advisor that can help you navigate the home buying and selling process. As a valued client, you'll receive:

- Expertise on neighborhoods and the local markets
- Innovative strategies to market and sell your home
- Additional insights into listings that are not accessible online
- A proven negotiator who will be with you every step of the way
- A trusted and knowledgeable partner through closing and beyond

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Preparing

YOUR HOME TO SELL

Find Your Agent, Listing Price, Questionnaire,
Prepare Your Home & Pre-Listing Checklist



Find Your Agent

TO SELL YOUR HOME



Selling a home without a realtor can be stressful and challenging. The majority of homeowners prefer to work with a real estate agent because their experience and resources typically lead homes to garner higher prices on the market.

Your agent will be working with your best interests to help guide you in your journey of selling your home.



MORE CONVENIENCE/BETTER ACCESS

A real estate agent's full-time job is to act as a liaison between buyers and sellers. This means that he or she will have easy access to all other properties listed by other guest.

NEGOTIATING IS TRICKY

This can put you in a better position to get the price you want.

CONTRACTS CAN BE HARD TO HANDLE

An experienced real estate agent deals with the same contracts and conditions on a regular basis and is familiar with which conditions should be used. Protecting you whether your selling or buying.

ATTENTION TO DETAIL

Agents are far more familiar with this type of paperwork than you are. Consider this if you are trying to save money.

AVOID CLOSING PROBLEMS

When a sale nears closing, all kinds of pitfalls can kill the deal in the final hours. A real estate agent knows to watch for trouble before it's too late.







Listing price

WHAT'S MY HOUSE WORTH?

It's important to know what price is right for your home, Pricing your home too high can be a mistake, but don't worry about pricing your home too low-it can start a bidding war.

Talk to your real estate agent to help you determine the best price for your house.

Benchmark REALTY LLC

Please Complete This Questionnaire

TO FIGURE OUT EXPECTATIONS

NAME:

EMAIL:

PHONE:

WHEN DO YOU WANT TO MOVE?

WHAT ARE YOUR REASONS FOR SELLING?

WHAT PRICE ARE YOU EXPECTING FROM YOUR HOME?

ARE YOU CURRENTLY ON MORTGAGE PAYMENTS?

PROPERTY INFO:

Bedrooms:

Bathrooms:

Approximate Sq. Ft:

Features:

Amenities:



Prepare your home

TO IMPRESS THE BUYERS

When selling your home you want it to look its absolute best for the potential buyers who walk through the door. That's where home staging comes in.

Home staging is a method of decorating meant to highlight your home's most impressive assets and help buyers imagine themselves moving in and living there. Do it right, and you should have no problem selling your home quickly.

Home Staging tips...

- Start with curb appeal, first impressions matter, so make your home stand out the instant buyers pull up to the curb.
- Get rid of clutter, ittakes up a lot of space. Space is what sells but don't feel like you have to get rid of everything forever, but you should certainly be packing up clutter and getting it out of the house.
- Clean like you've never cleaned before. Spring cleaning has nothing on the cleaning you should do when you're putting your home on the market. Consider a professional cleaner-Talk to your realtor to get recommendations, if needed.

Pre-Listing Checklist

Kitchen

- [ ] REMOVE MAGNETS FROM FRIDGE
- [ ] DECLUTTER COUNTER TOPS
- [ ] LEAVE FRESH FLOWERS/ BOWL OF FRUIT
- [ ] DEEP CLEAN ALL APPLIANCES
- [ ] REMOVE TRASH AND PUT IT IN THE GARAGE
- [ ] ENSURE ALL APPLIANCES ARE WORKING
- [ ] WASH ALL CABINET FRONTS

Bathroom

- [ ] CHECK WATER PRESSURE
- [ ] REMOVE ANY SOAP RESIDUE
- [ ] CLEAN TOILET BOWLS
- [ ] CLEAN TILE GROUT
- [ ] CLEAN OR REPLACE SHOWER CURTAIN
- [ ] PLACE FRESH TOWELS AND RUGS
- [ ] REMOVE ANY RUST OR STAINS
- [ ] RE-CAULK SINKS, TUBS AND SHOWERS

Curb Appeal

- [ ] REPAIR BROKEN WINDOWS & SHUTTERS
- [ ] MOW LAWN
- [ ] REMOVE STAINS FROM WALKWAYS
- [ ] CLEAN ALL PATIO FURNITURE
- [ ] REPLACE TORN SCREENS
- [ ] TRIM ANY TREES AND SHRUBS
- [ ] REMOVE WEEDS & ADD FRESH MULCH
- [ ] REMOVE ANY COBWEBS AND NESTS
- [ ] PRESSURE WASH WALKWAYS
- [ ] REPAINT FRONT DOOR & MAILBOX
- [ ] ADD FRESH PLANTS IN BARE AREAS

***Go over this list and decide with your realtor what needs attention most. All items are suggestions based on what buyers will pay most attention to.

Bedroom

- [ ] ORGANIZE FURNITURE TO LOOK SPACIOUS
- [ ] CLEAN SHEETS AND BED COVERS
- [ ] DUST FURNITURE AND LIGHTING
- [ ] DECLUTTER AND ORGANIZE CLOSETS
- [ ] CLEAN WINDOW COVERS/SHADES

Laundry Room

- [ ] ORGANIZE SHELVES AND CABINETS
- [ ] STORE AWAY ANY REMAINING CLOTHES
- [ ] CLEAN APPLIANCES
- [ ] DECLUTTER AND WIPE SURFACES
- [ ] WIPE DOWN WASHER AND DRYER

Overall Interior

- [ ] REMOVE PERSONAL PHOTOS
- [ ] CLEAN FILTERS AND VENTS
- [ ] ORGANIZE EVERY CLOSET & ROOM
- [ ] RE-PAINT WALLS NEUTRAL TONE
- [ ] CLEAN FLOORS, BASEBOARDS, AND TRIM
- [ ] REPAIR HOLES OR CRACKS IN WALLS

Garage

- [ ] SEAL OR PAINT FLOORS
- [ ] ORGANIZE TO CREATE FLOOR SPACE
- [ ] ENSURE THE GARAGE DOOR IS WORKING



02

Finding A Buyer

LISTING & MARKETING

MlS Listing, Signage, Lock Box & Showings,
Open House, Virtual Tour,
Professional Photos/Drone Photos

MARKETING
Plan & Listing

MLS LISTING

Once your home is listed for sale by your realtor, it will be entered on the MLS database. This database is accessed constantly by professional real estate agents. This maximizes your potential audience and can only bring you the best results. End goal: Multiple offers!

SIGNAGE

An initial First step will include identitying that your house is up for sale by placing the classic FOR SALE sign on the front of the property.

LOCK BOX & SHOWINGS

A very successful approach taken by real estate professionals is having the house empty of its owners at the time of a visit by the potential buyers. This can be accomplished by using a lock box located near the front entrance.









Open House

An open house can be scheduled to open the interest of some hesitant buyers. This is a no pressure tactic employed strategically by your agent. Generating interest in a home is in the best interest of the seller.

Virtual Tour

Among the newer, ever evolving, techniques employed by real estate agents is a virtual tour of your home. This extends your reach into the market even further.





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Final Steps

NEGOTIATION TIME

Negotiations

TO SELL YOUR HOME

NAVIGATING THE NEGOTIATION.

1. BE OPEN TO SUGGESTIONS:

During the negotiation process, it's crucial to maintain an open mindset and be receptive to suggestions from your agent. Real estate transactions involve multiple variables, and your agent's insights can help you make well-informed decisions. A collaborative approach ensures that your preferences and interests are taken into account, creating a win-win situation.

2. EMPHASIZE FLEXIBILITY:

Negotiations are a give and take affair. A little flexibility from both parties can go a long way in reaching a favorable agreement swiftly. Your agent will work diligently to negotiate on your behalf, but remaining flexible can open up opportunities and enable a smoother negotiation process.

3. CONSIDER MORE THAN THE SALE PRICE:

While the final sale price is significant, it's essential to consider other crucial factors too. Your agent will help you analyze the overall package, including potential contingencies, financing terms, and closing timelines. Evaluating these aspects will empower you to make an informed decision that aligns with your real estate goals.

MAKING INFORMED DECISIONS

1. WEIGHING ALL FACTORS:

At first glance, accepting the highest possible offer may seem appealing. However, it's essential to remember that there are multiple factors to consider. Your agent will guide you in evaluating offers based on not only the sale price but also the buyer's financial credibility, contingencies, and proposed closing timeline.

2. ASSESSING THE OFFER PACKAGE:

Your agent will assist you in comprehensively assessing the offer package to identify potential risks or benefits. Understanding the terms and conditions will empower you to make a well-rounded decision that accounts for both financial gain and peace of mind.

3. ACHIEVING YOUR OBJECTIVES:

By considering all relevant factors, you can align your decision with your overarching objectives. Whether it's maximizing the sale price, ensuring a quick closing, or accommodating specific needs, your agent will be your advocate in tailoring negotiations to your best interests.

REMEMBER, OPEN COMMUNICATION WITH YOUR REAL ESTATE AGENT IS KEY THROUGHOUT THE NEGOTIATION PROCESS. TRUST THEIR EXPERTISE, BE RECEPTIVE TO THEIR ADVICE, AND TOGETHER, YOU CAN ACHIEVE THE MOST FAVORABLE OUTCOME.

Under Contract

Congratulations! You Are Under Contract...

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.





CLOSING IS THE FINAL STEP

This is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

Congratulations on selling your home!

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Title insurance policy
- Home warranty
- Remaining balance on mortgage
- Any unpaid assessments, penalties or claims against your property.



BRING ITEMS TO CLOSING:

- Government Issued Photo ID
- House Keys
- Garage Openers
- Mailbox Keys
- Or leave keys/Garage Door Openers In A Kitchen Drawer.

Client Testimonials



Sheila is great to work with and very responsive! She gets things done for her buyers and doesn't waste any time! Great person to have on your side when purchasing a home! Highly recommend!



If you need to find the right home call Sheila!!!! Moving to a new city is not always easy, but Sheila made finding the perfect house for us an easy and painless process. Call Sheila!! You won’t be disappointed!!!!!!



Sheila is a go-getter! She was able to secure our home purchase within a day. She is a good communicator. She made sure that we were getting the best deal, and thought of everything. S very punctual. She appears to be working around the clock!

Trusted Resources

CONTACT LIST

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HOME WARRANTY / Achosa
888-509-2916-ACHOSAHW.COM

Craig Sanders
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PAINTER/DRYWALL / Julio
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PLUMBER / Wes Poole Punchlist USA
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STAGING / Barbara Webb Home Staging
615-293-9094

ELECTRICIAN / BeLo Electric Co.
615-308-4976

HOUSE CLEANING / Zaida-Pure Cleaning
615-586-8644

LANDSCAPE/ Tri-Star Mowing &More
615-992-0770









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