REALTOR®
Brandon Childress
WILLIAMSBURG, VA

FROM LISTED TO SOLD



YOUR PATH TO SUCCESSFULLY LIST & SELL YOUR HOME

BRANDON CHILDRESS
REALTOR®

BRANDONCHILDRESS.COM

HELLO

I AM **BRANDON CHILDRESS**,
YOUR LOCAL REAL ESTATE EXPERT



Selling your home is a significant milestone, and I'm here to ensure the process is smooth, transparent, and rewarding. With a tailored strategy and a focus on your goals, we'll work together to achieve the best possible outcome.

THE *RIGHT* AGENT MAKES ALL THE DIFFERENCE

My goal is to understand your unique needs and goals, so we can create a tailored plan to achieve the best possible outcome for you.

Brandon Childress



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Reasons to Hire an Agent

Thank you for the opportunity to represent you in the sale of your home. A home is never just square footage and a listing price — it's where your life has actually happened, and selling it is as much an emotional decision as a financial one. My job is to carry the strategy and the details so you can focus on what's next, while making sure the process feels clear and steady the whole way through.

I was born and raised right here in Williamsburg, and this isn't a market I had to study — it's the one I grew up in. I know these neighborhoods block by block, I know how they've changed, and I know what actually makes a buyer fall for a home here versus just browse past it. That local perspective is what shapes how I position and market every listing.

Every home and every seller's situation is different, and I don't believe in a one-size-fits-all approach. I take the time upfront to understand your timeline, your goals, and what makes your home worth telling a story about — then I build the marketing and pricing strategy around that. You can count on clear communication, careful attention to detail, and someone advocating for your best outcome at every step.

I'd love to learn more about your home and what's next for you. It would be an honor to earn your trust and deliver the level of service and results you deserve.

Very best,

Brandon Childress

LISTING *CONSULTATION*

IT'S ALL ABOUT YOU

Our first meeting is about you. I'll ask about your selling goals and any concerns you have. To make the most of our time, please think about these beforehand. I'll also bring detailed information, including a marketing plan, social media strategy, and a market analysis showing what's currently selling in your neighborhood.



During our consultation, I will:

- Work to understand your selling goals, timeline, and concerns for alignment.
- Share market knowledge, explain the selling process, and answer your questions.
- Offer a detailed marketing campaign overview, social media strategy, and a Comparative Market Analysis (CMA) for real-time market data.

Preparation is Key: Reflect on:

- Your moving timeline: Are you looking for a quick sale or flexible timing?
- Financial expectations: What do you hope to net from your sale?
- Concerns about listing or buying: Write down any questions or worries.

Outcome: By the end of our consultation:

- A clear understanding of the selling process.
- A tailored marketing plan.
- Confidence in my guidance.
- Insight into your property's market value.

From there, we have a few paths we can take:

- **We're a Great Fit:** We decide to partner up, sign the agreement, and then I'll create a plan to sell your home fast and for the best price.
- **I'm Not the Right Fit:** If my approach isn't what you need, that's fine. I'm happy to answer any questions and provide referrals if necessary.
- **I may choose not to list:** I may recommend a different option that better suits your needs. Your success is my priority, even if it means suggesting another path.

I'm here to be a resource for you, whether you choose to work with me or not.



TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY

01

Consultation & Sign Agreement

Sit down with your real estate agent to discuss your selling goals and timeline. You'll review the agent's services and commission, then sign an agreement to officially work together.

02

Home Assessment & Pricing Strategy

Your agent will analyze your home's features, condition, and recent comparable sales to determine its market value. Together, you'll develop a pricing strategy that balances your desired selling price with market conditions.

03

Prepare & Stage Property

Get your home ready to shine! This includes decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers.

04

Pre-Marketing, Photography & Implementation:

Professional photos and even videos are a must! Your agent will arrange for high-quality visuals to showcase your home in its best light and begin marketing it to potential buyers.

TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY



05

Listing Launch & Going Live:

Your home's listing goes live on the Multiple Listing Service (MLS) and popular online platforms like Zillow and Realtor.com, making it visible to a wide range of buyers.

06

Showings & Open Houses:

Buyers and their agents will schedule showings to view your home. You might also hold open houses to allow potential buyers to drop in and explore.

07

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. This process allows sellers to evaluate not just the price, but also the conditions, ensuring they choose the best overall option for their needs.

08

Negotiate & Accept:

You and your agent will review offers, negotiate with buyers (potentially with counteroffers), and ultimately accept the offer that best meets your needs.

09

Inspections & Appraisals:

The buyer usually performs a home inspection to spot potential issues, while the lender orders an appraisal to verify the home's value for financing. Findings from both may lead to further negotiations or credits.

10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!

SETTING THE *RIGHT* PRICE

THE FIRST STEP TO SUCCESS

Below Market Value Pricing

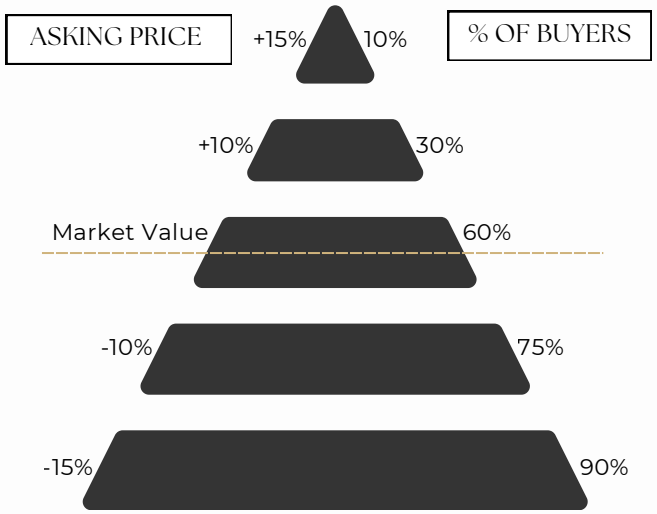
INCREASES INTEREST AND MAY LEAD TO BIDDING WARS, RAISING THE FINAL SALE PRICE.

At Market Value Pricing

ATTRACTS DIVERSE BUYERS FOR FAIR AND TIMELY SALES.

Above Market Value Pricing

SUITABLE FOR HOMES WITH UNIQUE FEATURES OR STRONG MARKET CONDITIONS.



PRICE IT RIGHT: AVOIDING MARKET *SILENCE*

OVERPRICING YOUR HOME LEADS TO ONE THING: INACTIVITY.

No showings, no offers, just a missed opportunity. Accurate pricing is the cornerstone of a successful sale.

Pricing is a strategic process, not a guessing game. It's the single most impactful decision you'll make when listing your property.

IN THIS LISTING CONSULTATION, WE NEED TO:

·Match your expectations to the real market: Let’s analyze current market data and recent sales to establish a realistic price.

·Create a tailored pricing strategy: Working together, we'll develop a plan that positions your home for maximum impact.

·Prevent the "no-activity" scenario: By pricing correctly, we'll generate buyer interest and ensure a timely sale.

PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- ◻ Declutter: Remove excess items.
- ◻ Depersonalize: Store personal photos.
- ◻ Clean: Deep clean thoroughly.
- ◻ Neutralize Odors: Eliminate bad smells.
- ◻ Repair & Maintain: Fix minor issues.
- ◻ Paint Touch-Ups: Refresh with neutral paint.
- ◻ Lighting: Ensure all lights work.
- ◻ Temperature: Set a comfortable climate.
- ◻ Valuables: Protect important items.
- ◻ Pets: Arrange care for pets.

KITCHEN

- ◻ Appliances: Clean inside and out
- ◻ Counters: Clear and organize.
- ◻ Cabinets: Organize and declutter.
- ◻ Sink: Clean and shine.
- ◻ Pantry: Organize and check expiration dates.
- ◻ Lighting: Make sure it's bright!
- ◻ Trash: Empty all cans.
- ◻ Floors: Sweep and mop.
- ◻ Windows: Clean windows and blinds/curtains.
- ◻ Backsplash: Clean and touch up grout.
- ◻ Small Appliances: Put away extras.
- ◻ Hardware: Polish cabinet knobs and pulls.
- ◻ Under Sink: Organize and clean..

EXTERIOR

- ◻ Lawn: Mow and edge.
- ◻ Plants: Tidy and add mulch.
- ◻ Front Door: Clean or paint.
- ◻ Porch: Sweep and add a fresh mat & plant
- ◻ Windows: Clean.
- ◻ Siding: Clean or power wash.
- ◻ Driveway/Walkways: Clean and repair.
- ◻ Lighting: Ensure all lights work.
- ◻ Deck/Patio: Clean and stage.
- ◻ Gutters: Clean.
- ◻ Fences: Repair if needed.
- ◻ House Number: Visible and in good condition.
- ◻ Mailbox: Clean and repair.

LIVING & DINING ROOM

- ◻Declutter: Remove excess furniture and items.
- ◻ Surfaces: Dust and clean all surfaces.
- ◻ Fireplace: Clean and ensure it works.
- ◻ Windows: Clean windows and treatments.
- ◻ Floors: Vacuum or clean.
- ◻ Lighting: Ensure good lighting in both areas.
- ◻ Walls: Touch up paint.
- ◻ Electronics: Hide cords and cables.
- ◻ Artwork: Tasteful pieces to enhance the space.
- ◻ Mirrors: Make the room feel bigger.

BEDROOMS

- ◻Declutter: Clear away excess items.
- ◻ Bed: Make it neatly.
- ◻ Closets: Organize and tidy.
- ◻ Nightstands: Clear off the clutter.
- ◻ Surfaces: Dust everything.
- ◻ Windows: Clean windows and treatments.
- ◻ Floors: Vacuum or clean.
- ◻ Lighting: Ensure good lighting.
- ◻ Walls: Touch up paint.
- ◻ Dresser: Clear and organize.
- ◻ Mirrors: Clean and sparkling.

BATHROOMS

- ◻ Surfaces: Deep clean everything
- ◻ Declutter: Remove personal items.
- ◻ Towels: Fresh and neatly hung.
- ◻ Mirrors: Sparkling clean.
- ◻ Shower Curtain/Door: Clean or replace.
- ◻ Floors: Clean and mop.
- ◻ Grout & Caulk: Clean or repair.
- ◻ Toiletries: Minimize what's visible.
- ◻ Trash: Empty all cans.
- ◻ Air Freshener: Subtle scent.
- ◻ Ventilation: Ensure good airflow.
- ◻ Toilet Paper: Restock!
- ◻ Lighting: Brighten up!
- ◻ Rugs: Clean or replace.
- ◻ Hardware: Polish fixtures.



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STAGING THAT *ATTRACTS*

THE IMPORTANCE OF STAGING



1 Why Stage?

Faster Sale: Staged homes sell faster.
Higher Price: Staging can increase your home's selling price.
Better First Impression: A well-staged makes a lasting impression on buyers.
Easier Visualization: Staging helps buyers envision themselves living in your home.
Cost-Effective: The investment is often less than the price reduction.

2 What is Staging?

Decluttering and Depersonalizing: Removing excess furniture, personal items, and clutter.
Neutralizing: Creating a neutral palette that appeals to a wider range of buyers.
Furniture Arrangement: Arranging furniture to optimize flow and create inviting spaces.
Highlighting Features: Showcasing your home's best features.
Creating Ambiance: Adding the final personal touches to make your home look inviting.

2 Pros & Cons:

Pros: Staging offers a multitude of benefits for sellers. It can lead to a faster sale, a higher selling price, and increased buyer interest. Staged homes present better online, attracting more potential buyers. Ultimately, staging helps you sell your home more efficiently, potentially saving you time and money.

Cons: While staging offers many advantages, there are a few potential drawbacks to consider. It requires an upfront investment, although this is often recouped through a higher selling price. Staging may also involve some inconvenience as you declutter. Finally, staging requires an objective perspective, which can be difficult for those who are emotionally attached to their belongings and décor.

83%

83% of buyers' agents believe staging a home helps buyers visualize it as their future home.

NATIONAL ASSOCIATION OF REALTORS® - 2019 PROFILE OF HOME STAGING

73%

Professionally staged homes sell 73% faster than unstaged homes.

REAL ESTATE STAGING ASSOCIATION 2019

40%

40% of buyers prefer to visit a home they saw online if it's staged.

NATIONAL ASSOCIATION OF REALTORS® - 2021 PROFILE OF HOME STAGING

17%

Staged homes sell for an average of 17% more than unstaged homes.

REAL ESTATE STAGING ASSOCIATION - 2020

PHOTOSHOOT PREPARATION

A CHECKLIST TO PREPARE FOR PHOTOS



General

- [ ] **Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- [ ] **Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- [ ] **Depersonalize:** Put away family photos and personal items.
- [ ] **Neutralize:** Aim for a neutral and universally appealing look.

Kitchen

- [ ] **Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- [ ] **Sink:** Make sure it's empty and sparkling clean.
- [ ] **Cabinets:** No magnets or clutter on the outside.
- [ ] **Table:** Clear it off or set it simply with minimal place settings.

Bathrooms

- [ ] **Counters:** Clear of toiletries.
- [ ] **Toilet:** Lid down!
- [ ] **Towels:** Fresh, matching towels neatly hung.
- [ ] **Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms

- [ ] **Furniture:** Arrange to maximize space and flow.
- [ ] **Cushions:** Fluff pillows and fold throws neatly.
- [ ] **Mantle:** Simple and stylish décor only.
- [ ] **Dining Table:** Consider a simple centerpiece.

Bedrooms

- [ ] **Beds:** Made perfectly with clean, wrinkle-free linens.
- [ ] **Nightstands:** Clear, except for maybe a lamp and a book.
- [ ] **Closets:** Tidy and organized (buyers will peek!).

Exterior

- [ ] **Lawn:** Mow and edge.
- [ ] **Landscaping:** Tidy and add fresh mulch.
- [ ] **Cars:** Move cars out of the driveway.
- [ ] **Trash Cans:** Hide them away.
- [ ] **Hose/Gardening Tools:** Put them away neatly.

Final Touches

- [ ] **Lights:** Turn on all lights.
- [ ] **Blinds/Curtains:** Open for natural light.
- [ ] **Doors:** Open interior doors for flow.
- [ ] **Pets:** Keep them out of the way during the shoot.



MARKETING YOUR HOME

A *CUSTOMIZED* APPROACH

Forget one-size-fits-all strategies; each home and marketing plan should be unique. In today's digital age, a strong mix of print and digital marketing is essential to attract the right buyers. With a targeted marketing plan designed just for your home, I'll leverage my expertise and data to get you the best results.

ALL THE TOOLS WE OFFER TO SHOWCASE YOUR HOME

PRINT & TRADITIONAL MARKETING

≫ Signage & Visibility

- □ YARD SIGN ON PROPERTY
- □ PUBLIC OPEN HOUSE
- □ BROKER-ONLY PREVIEW EVENT
- □ COMMUNITY SHOWCASE EVENT

≫ Print Collateral

- □ CUSTOM PROPERTY BROCHURE
- □ PRINT ADVERTISING
- □ NEIGHBORHOOD FLYERS/POSTCARDS

≫ Direct Mail

- □ TARGETED POSTCARD MAILING
- □ RELOCATION PACKET INCLUSION

≫ Networking

- □ NETWORK ANNOUNCEMENT
- □ ANNOUNCEMENT AT BROKERAGES

≫ Public Relations

- □ LOCAL MAGAZINE FEATURE
- □ TRADITIONAL OUTREACH

DIGITAL & MODERN MARKETING

≫ Photography & Video

- □ PROFESSIONAL PHOTOGRAPHY
- □ VIRTUAL HOME TOUR
- □ YOUTUBE VIDEO WALKTHROUGH
- □ INSTAGRAM/TIKTOK SHOWCASE

≫ Online Presence

- □ CUSTOM PROPERTY WEBSITE
- □ BROKERAGE WEBSITE FEATURE
- □ FACEBOOK PROPERTY PAGE

≫ Listing Launch

- □ MLS LISTING LAUNCH
- □ ONLINE LISTING SYNDICATION

≫ Social Media

- □ SOCIAL MEDIA PROMOTION
- □ INSTAGRAM SHOWCASE
- □ PERSONALIZED WEBSITE

≫ Email Marketing

- □ EMAIL MARKETING CAMPAIGN

≫ Pre-Marketing

- □ "COMING SOON" PRE-MARKETING

MARKETING SCHEDULE

COMING SOON:

Listed online as "coming soon," and signage will be placed. This creates anticipation and early buzz, allowing potential buyers to plan ahead and generating immediate local interest.

DECLUTTER, DEPERSONALIZE, DEEP CLEAN:

Removing 30% of items, including personal photos, creates a blank canvas. Enhance with rugs and greenery. This allows buyers to visualize their own lives in the space, and a clean home shows pride of ownership.

PROFESSIONAL PHOTOSHOP & IMAGERY:

High-resolution photos and video will be professionally edited in Photoshop to ensure optimal presentation. This enhances the visual appeal and highlights the home's best features.

PRINT CAMPAIGN:

Flyers and Postcards. Professionally designed print materials will be distributed to targeted areas, reaching potential buyers through direct mail and local distribution.

SOCIAL MEDIA CAMPAIGN:

Engaging posts and targeted ads will be launched across various platforms. This generates online visibility, drives traffic to the listing, and fosters interaction with potential buyers.

LISTING LIVE ON THURSDAY:

To capture the most weekend buyer interest, the listing will go live. This timing maximizes exposure and creates a sense of urgency.

OPEN HOUSE OPENING WEEKEND:

Schedule open houses for the first weekend to generate immediate showings. This provides a personal touch and allows potential buyers to experience the home firsthand.



TIME FOR *SHOWINGS*

Showings are essential in the home selling process, allowing potential buyers to imagine living in your property. Keeping your home clean, inviting, and clutter-free enhances the showing experience and boosts the chances of a successful sale. Here's how to maximize their impact:

MUST-DOS BEFORE EVERY SHOWING:
To ensure your home is always ready to make a fantastic impression, please remember these essential steps before each scheduled showing:

- **Give Space:**
  Buyers feel more comfortable and can better visualize themselves in the space when the current occupants are not present.
- **Take Your Pets (and Their Evidence):**
  While buyers may love animals, not everyone does. Removing pets ensures no allergies or fears interfere. Don't forget to take pet food bowls, toys, and clean up any pet hair or accidents.
- **Hide Medications and Personal Items:**
  For privacy and security, ensure all medications and sensitive personal items are out of sight.
- **Quick Clutter Control:**
  If time is short, grab a laundry basket and quickly place any visible clutter into it. If you have time, take the basket with you during the showing. This instantly creates a tidier appearance.

SHOW-READY IN MINUTES: A TIME-BASED TIDY GUIDE

1 HOUR NOTICE

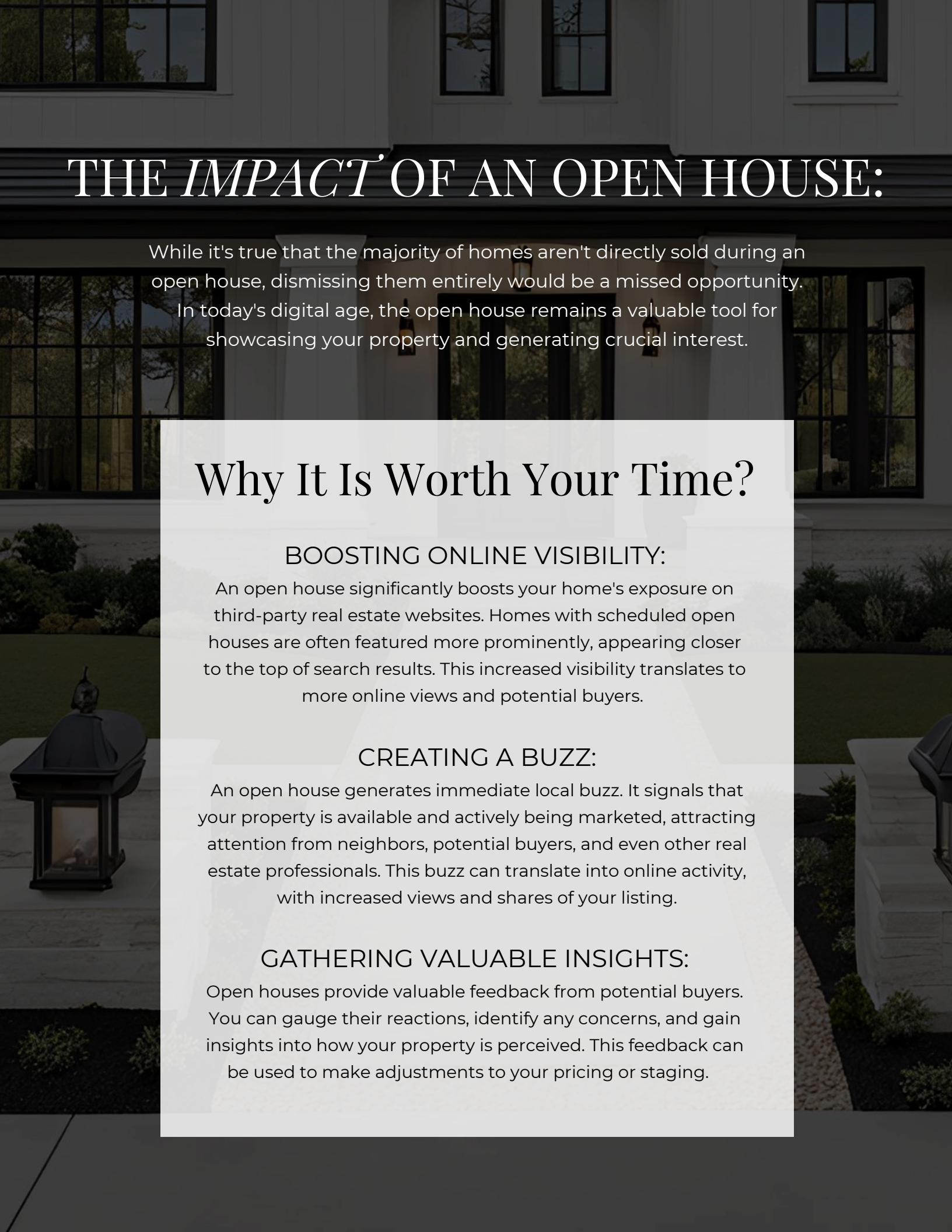
- **TARGET HIGH-IMPACT ZONES:**
  Living room, kitchen, bathrooms.
- **SURFACE SHINE:**
  Wipe counters and sinks for a fresh look.
- **AERATE & ILLUMINATE:**
  Open windows (weather permitting) and turn on all lights. Consider subtle scents.
- **FINAL TOUCH-UP:**
  Straighten pillows, fold blankets, and do a quick clutter sweep.

30 MIN. NOTICE

- **PRIORITIZE KEY SPACES:**
  Living room, kitchen, and the primary bathroom.
- **CLEAR & CLEAN:**
  Remove clutter from visible surfaces (tables, counters, vanities).
- **MAKE BEDS:**
  Ensure all beds are neatly made.
- **QUICK TIDY & LIGHT:**
  Straighten visible items, stow shoes/coats, and turn on main lights.

10 MIN. NOTICE

- **CLUTTER CONTROL:**
  Use a "grab-and-go" basket for immediate clutter removal.
- **SPOT CLEAN:**
  Quickly wipe away any visible spills or marks.
- **LIGHTING CHECK:**
  Ensure main lights are on.
- **FINAL SCAN:**
  Take a quick look for any glaring issues.



THE *IMPACT* OF AN OPEN HOUSE:

While it's true that the majority of homes aren't directly sold during an open house, dismissing them entirely would be a missed opportunity. In today's digital age, the open house remains a valuable tool for showcasing your property and generating crucial interest.

Why It Is Worth Your Time?

BOOSTING ONLINE VISIBILITY:

An open house significantly boosts your home's exposure on third-party real estate websites. Homes with scheduled open houses are often featured more prominently, appearing closer to the top of search results. This increased visibility translates to more online views and potential buyers.

CREATING A BUZZ:

An open house generates immediate local buzz. It signals that your property is available and actively being marketed, attracting attention from neighbors, potential buyers, and even other real estate professionals. This buzz can translate into online activity, with increased views and shares of your listing.

GATHERING VALUABLE INSIGHTS:

Open houses provide valuable feedback from potential buyers. You can gauge their reactions, identify any concerns, and gain insights into how your property is perceived. This feedback can be used to make adjustments to your pricing or staging.

FROM *OFFER* TO *CLOSING*

1. ACCEPTANCE & CONTRACT:

BUYER MAKES AN OFFER:

SELLER REVIEWS, ACCEPTS, CREATING A LEGALLY BINDING CONTRACT *(1-3 DAYS)*

2. CONTINGENCIES (CHECKS & BALANCES):

HOME INSPECTION: BUYER CHECKS FOR PROBLEMS *(5-10 DAYS)*

FINANCING: BUYER SECURES A LOAN *(3-5 WEEKS)*

APPRAISAL: LENDER CONFIRMS PROPERTY VALUE *(1-2 WEEKS)*

TERMITE/MOISTURE INSPECTION: CHECKS FOR PEST DAMAGE *(1-3 DAYS)*

3. PREPARATION FOR CLOSING:

SELLER COMPLETES AGREED-UPON REPAIRS *(VARIABLE)*

TITLE COMPANY VERIFIES OWNERSHIP *(1-2 WEEKS)*

BUYER'S FINAL WALKTHROUGH *(1 DAY)*

HOA DOCS (IF APPLICABLE) *(3-7 DAYS)*

4. CLOSING:

SIGN ALL PAPERWORK

FUNDS ARE TRANSFERRED

KEYS ARE EXCHANGED

(1-2 DAYS)

OVERALL TIMELINE:

TYPICALLY 30-60 DAYS (CAN VARY)

FACTORS IMPACTING TIME:

FINANCING, APPRAISALS, REPAIRS, TITLE ISSUES, SCHEDULING

NAVIGATING *APPRAISALS*

The appraisal process is crucial in real estate transactions, particularly with financing. It includes an independent evaluation of a property's market value by a licensed appraiser, ordered by the lender to confirm the loan amount aligns with the property's worth.

WHAT TO EXPECT DURING AN APPRAISAL:

- Appraiser conducts a thorough inspection evaluating:
  - Square footage and layout
  - Condition of the structure, roof, and foundation
  - Quality of finishes and upgrades
  - Recent renovations or improvements
- Appraisers use recent sales of similar nearby homes ("comps") to determine your home's fair market value
- The appraiser create a comprehensive report and submit it to the lender

POTENTIAL OUTCOMES & CONSIDERATIONS:

APPRAISAL MATCHES OFFER:

If the appraised value matches or exceeds the agreed-upon purchase price, the transaction typically proceeds smoothly.

APPRAISAL BELOW OFFER:

If the appraised value is lower than the offer, it can create challenges.

OPTIONS INCLUDE:

Renegotiating the purchase price

The buyer paying the difference

The seller challenging the appraisal with additional comps

The deal falling through

Timeline: Appraisals typically take 1-2 weeks to complete.

Factors like appraiser availability and property complexity can influence the timeline.

HOME *INSPECTIONS*

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

Typically, 10-14 days after signing a contract, with negotiations usually occurring within a 5 day timeframe.

COSTS

No cost to the seller; the buyer selects and pays for the inspection by their chosen inspector.

POSSIBLE OUTCOMES:

Inspections and potential repairs are usually one of the top reasons a sale does not lead to a closing.

COMMON PROBLEMS COULD BE:

Foundation, electrical, plumbing, pests, structural, mold, radon

UPON COMPLETION:

- BUYER CAN ACCEPT AS IS
- BUYER CAN OFFER TO RENEGOTIATE
- BUYER CAN CANCEL CONTRACT

CLOSING THE SALE

WHAT TO EXPECT

Closing is the process in which funds and documents are transferred to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by all parties, prepare documents for closing, perform the closing, make sure all payoffs are completed, that the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

•Mortgage balance & penalties: *If applicable*
•Any claims against the property:
Including but not limited to liens or judgments.
•Unpaid assessments:
For HOA or other property associations.
•Real estate agent commissions:
As agreed upon in the listing agreement.
•Title insurance policy:
To protect the buyer's ownership rights.
•Home warranty:
Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS



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CANCEL POLICIES
Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS
Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS
Let everyone know your new address. Submit a change-of-address form to the post office.

TURN EVERYTHING OFF
Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

DOCUMENTS
Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK
Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS
Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN
Before you leave, ensure your home is clean. Thoroughly clean the cabinets, refrigerator, and appliances inside and out. Don't forget to clean the garage. Arrange for trash pickup before closing day. Leave your home in the condition you would want as a buyer.

INCIDENTALS
Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS
Vacuum and sweep floors one more time

LOCK UP
Ensure all blinds are closed, and lock the windows and doors.

LISTING AGENT *AGREEMENT*

Before we list your home, it's important to understand how my compensation works. This listing agent agreement outlines our partnership and ensures a smooth and successful selling experience.

WHAT IS A LISTING AGENT AGREEMENT?

This agreement clarifies our working relationship and how I'll be compensated for helping you sell your home. It's designed to be transparent and upfront.

STARTING WITH A SOLID FOUNDATION

Recent changes in real estate practices emphasize clear communication about agent fees. This agreement ensures we're on the same page from the start.

KEY ELEMENTS OF THE AGREEMENT:

- **My Services:** I will market your property, conduct showings, negotiate offers, and manage the closing process.
- **Your Role:** You will provide necessary information about your property and be available for communication throughout the process.
- **Duration:** The agreement covers a specific timeframe, which can be adjusted as needed.
- **Compensation:** My compensation is typically a percentage of the final sale price or a fixed fee, which we will discuss and agree upon. We'll determine what works best for your situation. Offering compensation to the buyer's agent is your choice and can be negotiated. While buyer agent compensation is no longer listed on the MLS, we can still discuss it directly and negotiate it as part of the offer.
- **Marketing:** We'll discuss and create a tailored marketing plan for your property.

BENEFITS OF A LISTING AGENT AGREEMENT:

- **Clarity:** The agreement provides a clear understanding of our roles and responsibilities.
- **Advocacy:** I'm your advocate, working to get you the best possible price and terms.
- **Customization:** We can tailor the agreement to fit your specific needs.
- **Reduced Stress:** Having a professional on your side simplifies the selling process.

OPEN COMMUNICATION AND NO PRESSURE:

My priority is your comfort and understanding. I encourage you to ask any questions you have about the Listing Agent Agreement. This partnership is built on trust and transparency, and there’s no obligation to sign until you're completely ready.

MOVING FORWARD WITH CONFIDENCE:

This agreement sets the stage for a successful sale. Once you're ready to sign, we can officially list your home!

PAYMENT OPTIONS:

AGENT *COMPENSATION*

HOW THINGS HAVE CHANGED:

Traditionally, the seller pays the listing agent's commission based on the sale price, which remains standard. Now, commission details, including percentage and coverage, are agreed upon before listing, allowing for customized agreements and greater transparency.

BUYER'S AGENT COMPENSATION: HOW IT WORKS & HOW IT AFFECTS YOU

The listing agent commission, typically a percentage of the sale price paid by the seller, is now negotiated upfront outside of the MLS, leading to increased transparency and customized agreements.

POSSIBLE PAYMENT SCENARIOS FOR BUYER'S AGENT:

- **Seller-Paid Commission:** Some sellers may offer to compensate the buyer's agent, covering their fees, which can increase your viewing power and attract more eyes on the property.
- **Buyer-Paid Commission:** If the seller doesn't offer compensation, the buyer may need to pay the agent's fee upfront, agreed upon in advance.
- **Negotiated Compensation:** In some situations, the agent's compensation can be negotiated as part of the offer to the seller.

TRANSPARENCY IS KEY:

We will clearly discuss the compensation structure with you upfront, outlining all possibilities in a written agreement. This ensures that both parties are aligned from the start.

3% SELLERS COMMISSION



IS IT ESSENTIAL
TO OFFER A BUYER'S AGENT COMMISSION?

Ultimately, the decision of whether to offer a commission depends on your individual goals and circumstances. By carefully considering the pros and cons, you can make an informed choice that maximizes your chances of a successful home sale.

PROS OF OFFERING
A Buyer's Agent Commission

•**Larger Buyer Pool:** Attracts more potential buyers, including those unable to pay their agent's commission.

•**Competitive Advantage:** Increases property appeal, potentially leading to quicker sales and higher prices compared to similar properties without commission.

•**Professional Representation:** Ensures fair representation for buyers, protecting their interests and facilitating smoother transactions.

•**Increased Affordability:** Makes properties more accessible, especially for first-time buyers, attracting more qualified buyers.

•**Reduced Risk of Failed Deals:** A buyer agent helps ensure timely and accurate paperwork, minimizing the chances of deal failures.

CONS OF OFFERING
A Buyer's Agent Commission

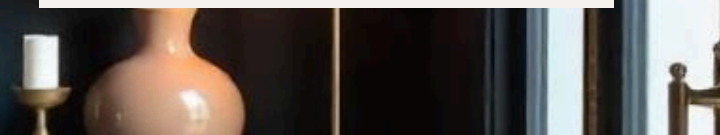
•**Financial Investment:** Offering a commission can be an additional cost to sellers. This can reduce their overall net profit from the sale, especially in competitive markets where multiple offers are common.

•**Agent Experience:** Not all buyer's agents are experienced enough to justify the commission. Some agents may be new to the industry or may have limited experience in specific market areas.

•**Reduced Buyer Pool:** Some potential buyers may be unable to afford to pay their own agent's commission. This can limit the number of interested buyers. As a result, the seller might receive fewer offers or have to wait longer to find a buyer.









YOUR QUESTIONS MATTER

I understand that selling your home is a significant decision!
I want you to feel assured about our strategy.

•Is there anything that still raises questions for you?
•Do you believe this is the right strategy to get your home sold?

I am confident that we can reach your objectives together.
I'm excited to partner with you and will ensure you get the service you deserve!

IF YOU ARE READY, LET'S TAKE THE NEXT STEPS

1. Sign the Listing Agreement:
We'll review the paperwork and officially start working together.

2. Schedule Professional Photography:
We'll arrange for a photographer to take pictures of your home.

3. Prepare for Photos:
I'll give you a checklist to help you get your home ready for the photoshoot.

4. "For Sale" Sign Installation:
I'll put a "For Sale" sign in your yard.

5. Choose Your Listing Date:
We'll decide when to officially list your home for sale.

6. Final Review:
We'll meet to go over everything before your home is listed.

THANK YOU

Thank you for the opportunity to present my services in your home-selling journey!

My mission is simple:

I aim to help you sell your home at the best possible price, within your desired timeframe, and with as little stress as possible. Your successful sale is within reach, and I'm here to ensure the process is smooth and rewarding. Let’s embark on this exciting journey together! By getting started today, we can tailor the selling strategy to your needs and soon transform that 'For Sale' sign into a 'Sold' one, marking the next chapter in your life.



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