



Home Sellers GUIDE

step-by-step process



ABOUT ME

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REALTOR AT

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Congratulations on starting the process of selling your home! This step-by-step guide will help you go through all of the steps required. I will be providing insights on each step. You don't need to follow it exactly, but we do recommend you consider each step, especially if you are a first time seller.

Selling a home is one of the biggest financial decisions you can make. While it can produce large profits, there are also a lot of variables to consider, especially if you intend to use those profits toward the purchase of another property. I am so happy that I will be playing a part in this process with you.

Selling a home is a complicated process, but I will be working hard to ensure that everything is as rewarding as possible, guiding you every step of the way and making sure that your needs are met and that we achieve the best possible outcome.

This step-by-step plan will walk you through the home-selling process so you can:

- Figure out the approximate amount you can expect to pay in closing costs
- Learn about what it takes to choose the right real estate agent
- Gather tips and tricks that will help you prepare your property for sale
- Become familiar with the four Ds of selling a home
- Know what to expect when you sign on the dotted line

Whether you're ready to list your home for sale tomorrow or you just want to have a better idea of whether or not selling is a viable option for you, this guide will help you make the process as simple as possible. Let's get started!

QUESTIONS TO ASK WHEN HIRING A REALTOR

Hiring a realtor to sell your home is a big decision. Choosing the right person can make a big difference in how quickly you sell and how much you sell it for.

- Have you sold any homes or properties like mine in the last six months?
- How long have you been working in this area?
- Do you know my neighborhood well?
- How often do you host open houses and how do you market them?
- How do you think my property will compare to others on the market right now?
- How you to advertise the homes and properties that you list?
- Who answers the phone number published on your real estate sign?



SOME OF THE EXTRAS YOU GET WITH A GREAT REALTOR

There are a few high value extras that you can count on when you hire an experienced agent:

- Virtual tours on your listing & social media
- Targeted advertising
- Social media campaigns
- A pool of active buyers

THE HOME SELLING PROCESS

Assess the condition of the home

Establish a price

List & advertise

Take, negotiate & accept offer

Close & move

Assess the condition of the home

The first step in this process is to consider what can be done to improve the value of your home, prior to listing. We will discuss more about this on the next page, but this step will include:

- Taking inventory & considering comparable properties
- Walking the property as a buyer
- Considering a pre-listing inspection
- Making any obvious and necessary repairs
- Maximizing curb appeal

Establish a price

Now it is time to determine a listing price dependent on:

- The current market conditions
- Your available timeline
- Your goals

List and advertise

Your Realtor will do the majority of the work for this step, which includes:

- Listing your property on the MLS and other real estate sites
- Start an advertising strategy that includes a virtual tour, social media campaign, paid advertising, email, and more.

Take, negotiate, and accept an offer

Your Realtor will assist with the entire negotiation and post-acceptance process

- Accept the offer
- Negotiate (if necessary) costs associated with inspection discoveries
- Execute final walk-thru

Close & move

- Pack up those boxes, line up a mover, and empty the house
- Sign the papers, hand over the keys, and accept the check for remaining funds

DETACH

In order to properly evaluate, analyze, and price your home, you must detach. You have to look at the space with new eyes - removing the memories and emotion that you have built within it.

Try to look at the property like a buyer, seeing it for the first time. Look for areas that could be improved upon in order to increase the appeal and value.

DECLUTTER

While your furniture and knickknacks may make the space feel homey for you, they can distract a buyer trying to envision the space as their own. Remove as much of the clutter as possible. In some cases, that may even mean calling in a staging company to assist, and moving most (or all) of your personal belongings out before showing the home.

DECOLORIZE

Neutral colors show the best. This has always been the case. Dark, bright, or unusual color palettes aren't as widely appealing and can turn a buyer off. Repaint any spaces that need a touch-up or need a more neutral hue.



DEPERSONALIZE

Just as you are making the space neutral in color, and are staging the space to reduce the feeling of clutter, it is important to depersonalize. Remove photos and memorabilia that is overly personal. Once again, the goal is to allow the potential buyers to picture the space as their own. That's much harder to do when there are obvious signs of the current residents.

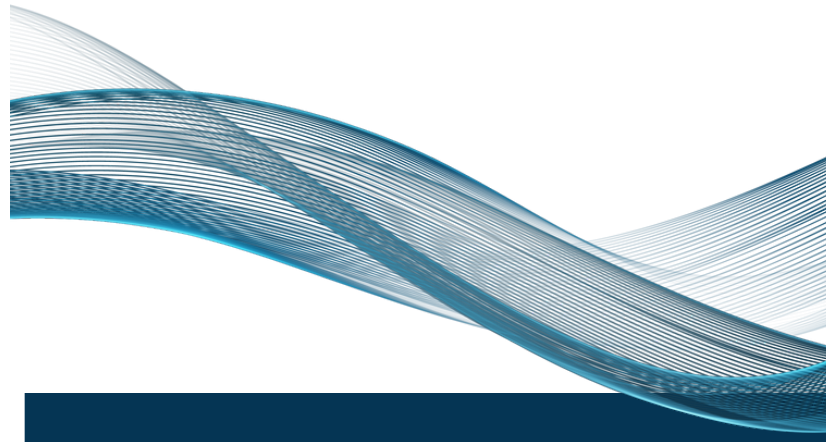


FIGURE OUT THE PROFIT MARGIN ON YOUR HOME

There are several expenses to consider when determining how much of the selling price will be handed over to you at closing.

The first step will be to determine the probable pricing of your home. As you know, prices fluctuate based on the demand of buyers. By comparing your home to others that recently sold in your area, and in similar neighborhoods, I can help you determine a price range for your home. I say range because the listing price that you decide on will be determined by a few factors - how much do you need to make on the sale, how long can you afford to wait for the closing, and how much are you willing to negotiate with buyers, as well as the condition of your home.

The suggested price range serves as guidance with regards to where your home falls with respect to current market activity. Our goal is to get your home sold for the highest price in the shortest period of time.

Once the price of your home has been set, then you can consider what your potential net profits are based on the following costs associated with the sale. The actual costs may vary based on the closing attorney, other loans, and fees charged.

EXAMPLE OF NORTH CAROLINA SELLER CLOSING COSTS

Net to Seller		sale price - sum of closing costs
1	What is the selling price?	sale price
Estimated Closing Expenses		
2	Attorney fees (typically \$300-\$400)	
3	Courier & Handling	
4	Title service fees	
5	Title Insurance	
6	Transfer/Excise Tax	Sold price/500
7	Recording Fees	
8	Realtor Commission	Negotiable and based on service level desired
9	Homeowners Association Dues	
10	Real Estate Tax Proration	
11	Buyer Concessions	
12	Mortgage balance/loan payoff	
13		
TOTAL		Sum of closing costs

ARE YOU READY TO BEGIN THE SELLING PROCESS?

When you're ready to start the selling process, I am here for you. I will be happy to assist. You can call, email, or contact me via my website (all information below).



"A comparative market analysis (CMA) estimates a home's price based on recently sold, similar properties in the immediate area. Real estate agents and brokers create CMA reports to help sellers set listing prices for their homes and help buyers make competitive offers." -Investopedia



How to get started

All you have to do is reach out to schedule a time for me to visit your property and begin the process. We can talk together and walk the property together, looking at it as a buyer would.

I will then begin a comparative market analysis (CMA), so we can get a solid understanding of the best possible pricing range for your property.



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