

Seller's Guide

Breaking Down The
Home Selling Process

One step at a time.

CHRISTIE'S
INTERNATIONAL REAL ESTATE
GROUP



welcome to *our world*



Experience the difference.



Sell With Confidence

Deciding to sell your home is a big decision. After all, a home is where your heart is, it's where memories are made. Saying goodbye is never easy but when it's time to move, Christie's experts are here to promote and sell your home to the next owner who will enjoy it as much as you do.

As your trusted advisor, I will guide you through the home selling process one step at a time, offering my professional experience during our journey and at the same time delivering an unforgettable customer experience to you.

Experience Matters



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Home *Selling* Steps

This is meant to be illustrative in nature and all steps are not necessarily required in the chart below.

1

Evaluate Your Needs

We will discuss the process of selling, determine your needs, and design a game plan.

2

Pricing Strategy

We will review your current competition and similar properties that have sold in your market area and collaborate together on a sale price that will produce you the best result.

3

Sign Documents

Our listing agreement can be sent to you in an electronic format after we have agreed on the terms. You will be requested to fill out a seller's disclosure. This will take you approximately 20 minutes.



Develop A Marketing Plan

We will custom design a marketing plan that will include print and digital advertising along with an open house schedule and game plan.

4

Staging For Photography

I will assist you in staging your property in a way that best showcases your home.

5

Schedule Professional Photographer

It's time for your photo shoot. This process will take about 20 minutes to 1 hour depending on the size of your home.

6



7

Install Sign and Obtain Key

8

Showing Buyers

Our plan includes introducing your home to potential buyers as well as the brokers and agents who represent them. This is achieved by implementing our marketing plan.

9

Weekly Updates

I will update you weekly on any feedback I receive and discuss the market reaction to your home.

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10

Schedule A Public Open House

Some people say open houses don't work. That is simply not true. They may not secure a buyer every time, but they have proven to secure some very solid offers.

11

Schedule A Broker Preview

It is important to allow agents the opportunity to get a first look so they encourage their current buyers to view the home.

12

Order Print Marketing

- Just Listed Postcards
- Open House Flyers
- Property Brochures
- Office Window Display



Strategy Assessment For Re-positioning

Considering the feedback we get in the first few weeks, together we will discuss any necessary changes to our marketing plan.

13

Receive An Offer

Negotiate offer and qualify buyer > Accept offer

14

Inspections

Schedule and attend inspection > Review inspection report

15



16

Contracts

Contract is prepared by seller's attorney > Buyer's attorney reviews contract and buyer signs > Signed contract is returned to seller's attorney with down payment > Contract is signed by the seller

17

Mortgage And Title

- Buyer applies for a mortgage
- Appraisal is ordered and scheduled
- Buyer's attorney orders title and CO (Certificate of Occupancy)

18

Prepare To Close

Follow up with buyer > Finalize documents > Attend walk-through > Attend closing



Price it *Right*

01.

What Is Your Home Worth?

A correctly priced home is key to selling your home quickly. It's important to take the emotion out of pricing your home.

Base your decision on the data and the facts. How does your property compare to the competition?

- Condition
- Upgrades
- Location

What are the current market conditions in your area?

Determine whether it is a buyer's market or a seller's market.

Get A Comparative Market Analysis

I'll provide you with a CMA which is a compilation of recently sold homes in your area. It takes into consideration home details, features, days on the market, and final sale price.

Learn From Sellers' Mistakes

I'll also take a look at expired listings in the area to gain insight on where to price your home, comparing the original listing price, any price changes, and the final listing prices before the seller took their home off the market. This will allow us to see if there are any big differences and determine why it didn't sell and what we can do differently.

By Failing To Prepare, You Are Preparing To Fail

Consider getting a pre-listing inspection to uncover any potential issues with your home. By fixing most, or all of the repair items, this could make a huge difference in creating a smoother transaction. It often ends up to be less expensive than waiting for the buyer's inspection to uncover needed repairs.

Set the Stage

02.

Highlight your home and its best features.

Making small improvements and tackling any issues uncovered during your pre-listing inspection can make all the difference in showcasing your home. You want to make the ultimate first impression with every buyer that visits your home.

As a real estate professional, I can help make suggestions that will prepare your home for sale, such as a fresh coat of paint, updating the carpet, or repositioning furniture to enhance the best features and minimize attention to any less appealing elements. I do this by observing buyer behaviors based on our experiences with them. I can formulate custom ideas to make your home compelling to more buyers. My knowledge will assist you in generating top dollar for your home. Isn't that what matters in the end?

Tips *and* Tricks

- Clean out the clutter and get rid of all the things you don't use or need on a daily basis.
- Clean and then clean again. Invest in a professional carpet cleaner and hire a service to help clean all the neglected areas such as baseboards and windows.
- Consider staging your home. Rearrange rooms so they have a useful distinct purpose.
- Enhance curb appeal by doing landscaping and tidying up your yard.



03.

Expert Marketing

Networking & Connections

Key relationships matter. Being involved in the community and building key relationships with other real estate agents and brokers keeps me connected.

Professional Photography

Bright, high-quality, professional images are the key to grabbing buyer interest and making your property stand out from the others in the same price range. I partner with the best real estate photographers who strategically take photos of the best angles in your home and then professionally edit the images to remove shadows and unwanted electrical cords.

Tradition Plus Cutting Edge

In addition to using the basic methods of marketing, such as mailers, brochures, print ads, open houses, and listing your home on the MLS (Multiple Listing Service), I take it even further by developing a custom marketing strategy that utilizes the latest technology and advertising trends.

To achieve maximum exposure, your home will be listed on our global Christie's website which is then populated to over 700 different websites.



04.

Deal or No Deal

I can help you negotiate the best deal.

There is a lot to consider when you receive an offer. Should you accept, counter, or reject it? Should you offer a home warranty? Each situation is unique, but an experienced agent can guide you through the process and help you make informed decisions leading you to a successful sale.

You can always count on me to:

- Present all offers in a timely manner
- Put your interests above all others—including myself
- Communicate effectively and promptly
- Negotiate the best possible terms and price, always keeping your specific needs in mind

The Home Stretch

05.

Know what to expect before closing.

The closing process can be pretty tedious and the date agreed upon for closing sets the framework for all of the final details. A typical time frame is 45-60 days if your buyer is applying for financing.

If the buyer is presenting a cash offer, it is possible to close sooner. The actual closing date is not necessarily a firm date but rather a target date. As we get closer to closing time, the attorneys will finalize the date. Keep this in consideration when scheduling your moving company.

Prior to contract, the buyer will conduct a home inspection. Once complete, the report can take several days to be delivered. Once we receive the report and the buyer's requests, we will decide what items you are willing to repair. You will communicate with your attorney and negotiate those details before you actually make any repairs. We will also meet the appraiser to assist the buyer with their financing. Be sure to get pricing and availability from moving companies. We can assist you with recommendations and suggestions along the way.

I will be in constant communication to keep you informed during the process.

06.

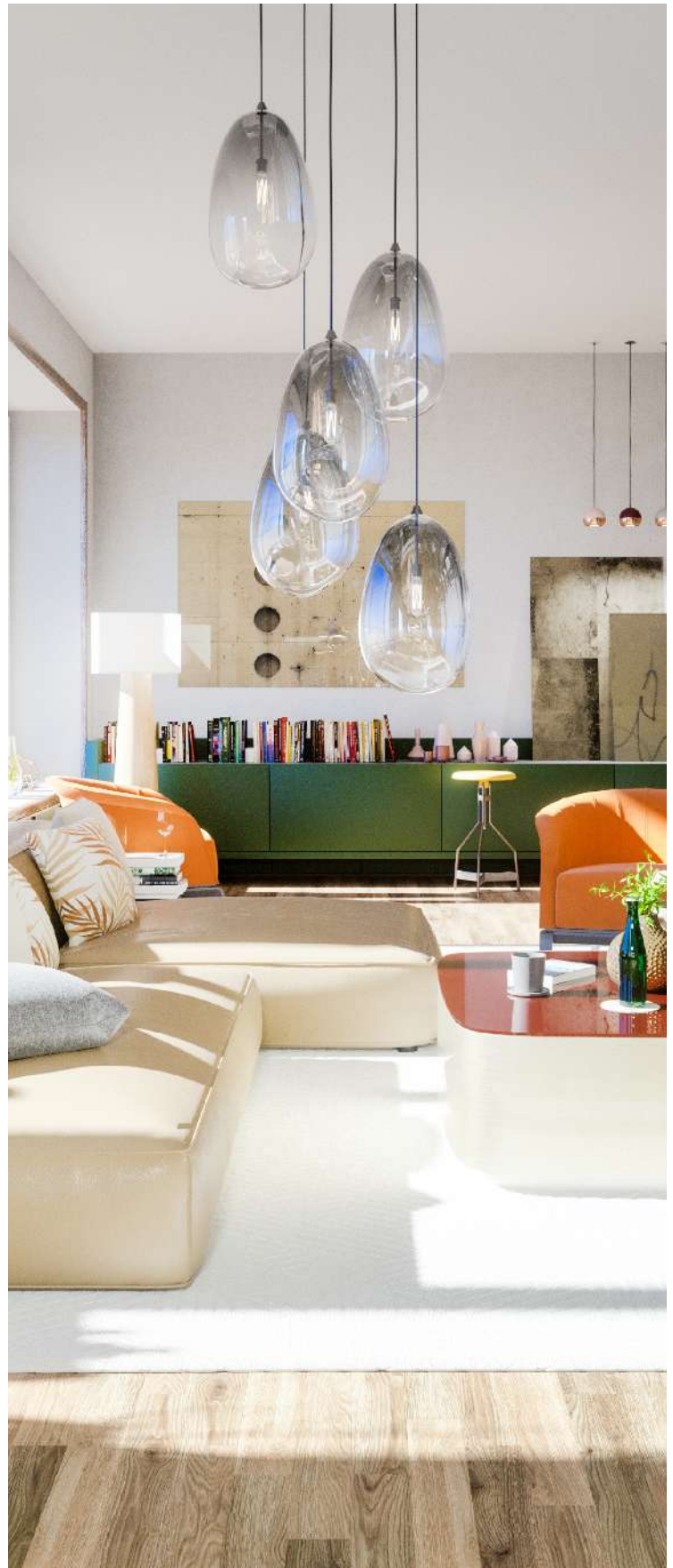
Almost Sold

Ready to sell your home?

You need a partner who knows how to get buyers in your door and how to make them stay. You deserve the Christie's experience!

To Do List

- Change of address
- Cancel utilities of current residence
- Arrange for movers
- Deliver original CO to your attorney along with all keys and garage door openers



Seller's *Anticipated* Closing Costs

Legal and Brokerage Fee

- Legal fee
- Brokerage fee

Mortgage/Adjustments

- Mortgage/Other liens
- Mortgage cancellation fee
- Adjustments for items unpaid by seller
 - city/town taxes
 - water/sewer
 - association fees
 - assessments
- Home Owner's Association fee
 - if applicable
- Pick Up Fee

Miscellaneous costs

- Real estate transfer tax
- Certificate of Occupancy- Fire inspection
 - check with your local municipality
 - no cost to the seller unless there are violations
- Oil tank removal
 - if applicable
- Septic tank - repair/replacement
 - if applicable
- Water/Well test
 - if applicable
- NY State-Out of Residency Tax Withholding
 - based on capital gains
- Moving company cost
 - if applicable

*These figures are general guidelines to aid sellers. These figures are based on estimates of New York fees and are subject to errors and omissions and change without notice. All information provided herein has been obtained from sources believed reliable, but may be subject to errors, omissions, change of price, prior sale, or withdrawal without notice. Christie's International Real Estate and its affiliates make no representation, warranty or guaranty as to accuracy of any information contained herein. If your property is currently listed with another broker, this is not intended as solicitation.



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