

HOME SELLER'S GUIDE

LONDON
PROPERTIES



PRESENTED BY **Jessica Arthur**

THE ULTIMATE HOME SELLER'S GUIDE



In this guide, we will cover the most critical aspects of selling your home at the best possible price with the least amount of hassle. Put your mind at ease knowing your trusted advisor will be with you through each step of the process.

HIRING A PROFESSIONAL

As your trusted Real Estate advisor, we will work together in creating a stress-free transaction for you. My experience in the Real Estate market and community, coupled with the strength and power of London Properties, will allow me to professionally market your property. With the seven different listing options that London Properties and I can provide you, you pay for the selling program that is just right for you, possibly saving you thousands in commissions.

CLEAN AND DECLUTTER

The moment your home hits the market, buyers are judging your home from the photos they view online. With over 90% of home buyers searching online, having a well-polished home plays a crucial role in generating as much interest as possible. We will go through each room to rid your home of clutter and additional personal objects that may cloud a buyer's ability to see themselves living there. Ultimately, a well-organized clean environment allows for buyers to envision their family setting roots in their potential new home.

HOME MAINTENANCE

Buyers gravitate toward homes that are well maintained and what we like to call “move-in ready”. To help you get the most money for your home, we will go over the best repairs and minor upgrades that will impress buyers and help sell your home quicker. This small investment into your property will help your listing stand out in a competitive market. Minor repairs and upgrades can include painting, replacing old flooring, cleaning the carpet, updating fixtures, and energy-efficient lighting. These are just a few examples of what can make for a quicker sale at a higher price. As your trusted and experienced Real Estate advisor, we will maximize your home's appeal together.

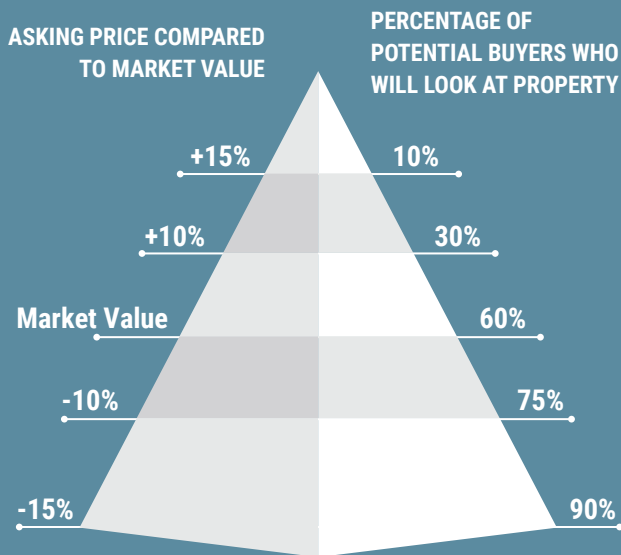
STRATEGIC PRICING

Research has shown that within the first five weeks on the market, your property will have garnered the most views. If your home is priced right and desirable, this could quickly lead to a multiple-offer situation, putting you in the driver's seat throughout the transaction. On the other hand, overpricing your home could be detrimental and cost you thousands of dollars. As your home sits on the market, the DOM (Days On Market) increases, and buyers will automatically assume there is something wrong with your property. This could lead to no offers or a significantly reduced offer from a buyer hoping to get a “deal” due to your home being a stale listing. To make sure we avoid this overpriced pitfall, I will provide you with a current CMA (Comparative Market Analysis) that aligns with your goals to help you strategically price your property in the current market.



WHO'S LOOKING AT MY PROPERTY?

Price your home correctly to capitalize on market exposure. The price you set will determine what percentage of the buyer pool will look at your property.



Remember, the buyer and the market will ultimately determine the sales price. Price it too high and risk losing thousands of dollars by sitting on the market for too long. Price it correctly from the beginning and you can assure yourself of selling it for top dollar!

A PROFESSIONAL MARKETING PLAN

A comprehensive strategic approach, exposing your home and community to thousands of potential buyers through professionally-designed print collateral and online marketing, is crucial to selling your home at top dollar. With my expertise and resources in Real Estate marketing, I have a plan that will provide real results. Before your home is placed in the MLS, we will devise a plan specifically for your property to meet your needs. Here are a few of the services I offer:

- Professional Photography – Open Houses
- Direct Mail – Campaigns Property Website
- Facebook Advertising – Professionally Designed Flyers
- Virtual Tours – Social Media Boosts

Being a part of London Properties, who consistently ranks in the top 1% of brokers nationwide, I am equipped with these tools to get the job done.

NEGOTIATING THE SALE

Now that your home has received an offer, it is time to negotiate the sale. The sale of your property will contain an enormous amount of legal documents that can be overwhelming without the right help. It is my job to look over these contracts with you and to help you understand the terms of each offer. We can accept an offer as-is, reject it, or send a counter offer. Once we have selected an offer, and have a ratified contract, I will provide you with the necessary legal forms to help you disclose to the buyer facts about your property. As an added layer of protection, London Properties is the only broker in the Valley that provides a proprietary form, the “Disclosure Responsibility Addendum”, that helps minimize our sellers’ exposure to any meritless lawsuits from egregious buyers.

CLOSING THE DEAL

Each sale can vary in length depending on contract stipulations, property type, and terms of financing. Once both parties have effectively taken care of their contingencies and contractual obligations, we are in the home stretch. Both parties will go to the title company to finish paperwork.



CONGRATULATIONS...YOU HAVE SUCCESSFULLY SOLD YOUR HOME!

REMINDERS

Following the recording of the close of escrow, the home is now sold... What's next? Here are a few tips to make your move as easy and pain-free as possible.

I LEAVE OWNER'S MANUALS & WARRANTIES

Help make the buyer's transition into their new home easier by providing all manuals and warranties that you may have for the property. This will help create piece of mind, should anything happen to a recently installed appliance.

I CHANGE YOUR ADDRESS

With so many changes happening in your life, don't forget one of the most important — your address. Make sure to take care of your address change as soon as possible. Fill out a change of address form with the USPS, and also update your address with all of your accounts.

I CANCEL YOUR INSURANCE

Don't continue to pay for insurance that you don't need. Once you are sure ownership of your property has transferred to the buyer, call your insurance agent immediately. If you prepaid your premium you may receive a refund on the unused portion.

If you are purchasing another home, if you haven't already, now may be a good time to get a quote on bundling your home and auto insurance. Bundling your home and auto insurance can save you hundreds of dollars.

I CANCEL OR TRANSFER ACCOUNTS

Create a checklist of all utilities and household specific bills. Systematically go down this checklist and cancel or transfer services to your new address. To save time, most companies provide you the ability to do this online ahead of time.

I TAXES

Speak with your tax advisor! In some cases depending on if the property is your primary residence, you may not owe taxes on the gains. Be sure to speak with your tax consultant to determine this.

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