

SELLING A HOME



GOALS:

- ✓ OUR DUTY TO YOU
- ✓ THE STEPS IN THE PROCESS
- ✓ ADVICE
- ✓ WHAT TO EXPECT



GET YOUR PHX *Team*

Ken Clark & Michelle Conley, REALTORS

602.456.9388

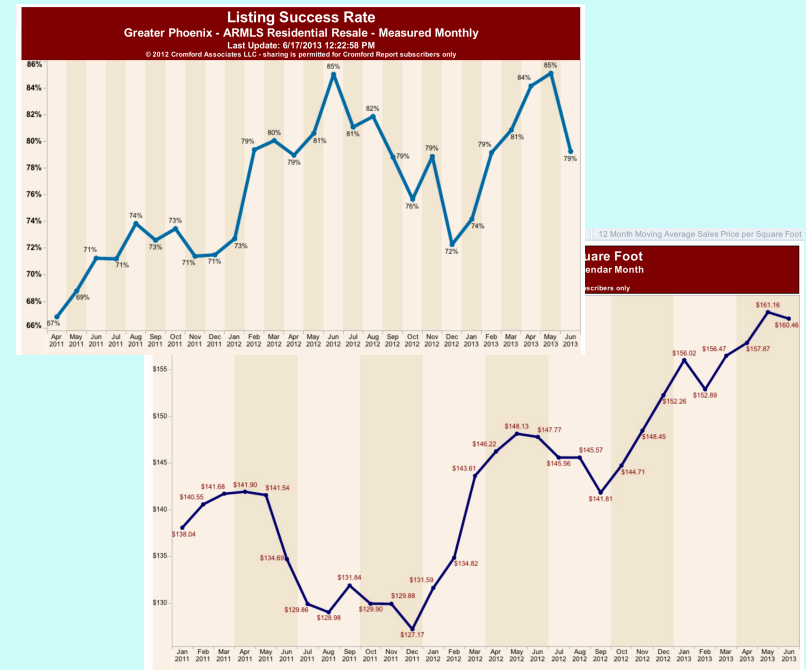
1. SELECT A LICENSED, QUALIFIED TEAM.

- ✓ SMOOTHLY FUNCTIONING TEAM
- ✓ ATTENTION TO YOU. ATTENTION TO DETAIL
- ✓ YEARS OF EXPERIENCE.
- ✓ SPECIALIZATION
- ✓ DISTRESSED MARKET EXPERIENCE
- ✓ KNOWLEDGE OF MARKET DYNAMICS



2. PRICING YOUR HOME

- ❖ GET YOUR OWN APPRAISAL (≈\$400)
- ❖ WE WILL DO COMPARABLES AND ANALYZE YOUR IMMEDIATE MARKET
- ❖ CONSIDER GETTING AN INSPECTION (≈\$400)
- ❖ “YOU WILL FIND THE MARKET. THE MARKET WILL NOT FIND YOU.”



3. PREPARING FOR SALE

- ❖ GET A TERMITE INSPECTION OR CONFIRM YOUR WARRANTY (≈ \$50)
- ❖ KNOW WHAT BUYERS MIGHT FIND BEFORE THEY FIND IT
- ❖ MAKE A BUDGET FOR REPAIRS:
 - WHAT IS WORTH REPAIRING, BASED ON THE MARKET?
 - WHAT IS BETTER LEFT ALONE?
- ❖ WHAT IS YOUR TIME LINE TO SELL?
- ❖ DO YOU NEED TO PURCHASE ANOTHER HOME BEFORE YOU SELL?

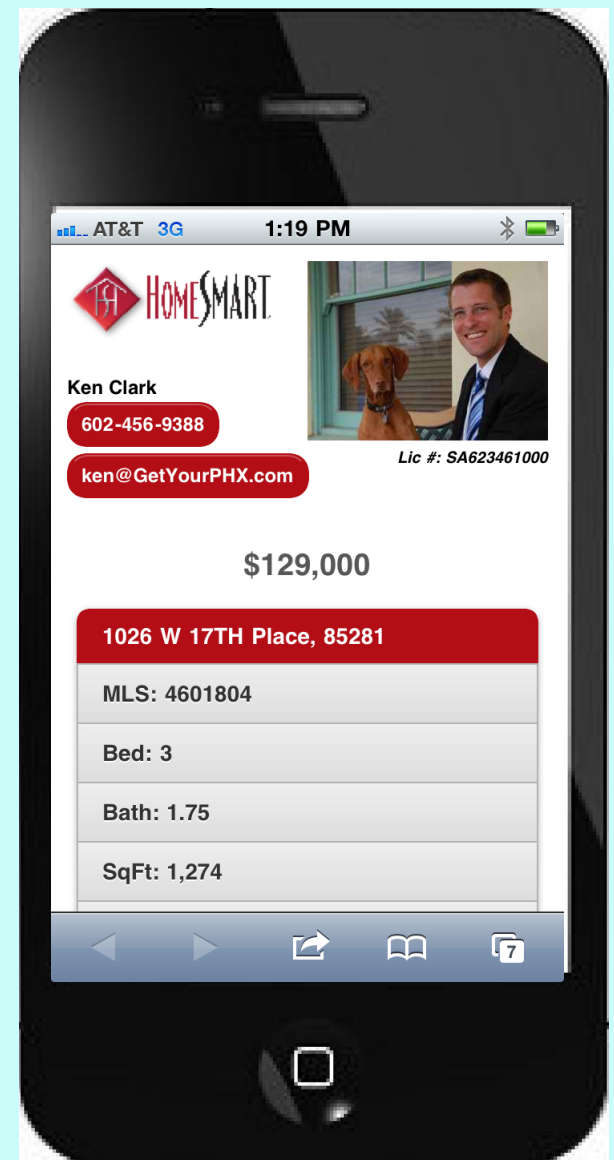
4. STAGING YOUR HOME

- ❖ RESOURCES
 - PINTEREST
 - GOOD OL' GOOGLE
- ❖ DE-CLUTTER, DE-CLUTTER!
- ❖ ALLOW THE BUYER TO IMAGINE THEMSELVES IN THE HOUSE.
- ❖ PUT VALUABLES OUT OF SIGHT BEFORE SHOWING.
- ❖ ASK YOUR FRIENDS OR TRUSTED NEIGHBOR TO GIVE YOU FEEDBACK ON YOUR STAGING JOB



5. LISTING YOUR HOME

- A. GOOD PHOTOS ARE KEY
- B. 80% OF BUYERS FIND THEIR HOME ON LINE.
- C. SMART PHONES ARE INCREASINGLY POPULAR
- D. THE EASIER TO SHOW, THE MORE PEOPLE WILL COME SEE IT.



6. TAKING OFFERS

1. IS THE OFFER SO HIGH THAT AN APPRAISAL WILL NOT LIKELY COME IN AT THAT PRICE?
2. HOW IS THE BUYER FINANCED? HOW SOLID IS THEIR FINANCING?
3. IF THE OFFER SEEMS LOW, IS IT REALLY LOW?
4. EMOTIONS ARE YOUR BIGGEST ADVERSARY.
5. OUTLINE SEVERAL POSSIBLE RESPONSES BEFORE RESPONDING.
6. COUNTER, REJECT OR ACCEPT

7. ESCROW PERIOD

- A. BUYER WILL PRESENT THEIR EARNEST MONEY DEPOSIT TO THE TITLE COMPANY (“ENTER ESCROW”).
- B. ESCROW PERIOD BEGINS WHEN YOU HAVE CONTRACT ACCEPTANCE AND ENDS WHEN YOU EITHER CLOSE OR LEAVE THE TRANSACTION.
- C. TITLE COMPANY HAS TWO ROLES:
 - I. INSURE TITLE
 - II. HANDLE PAPERWORK

CONVENIENT TOOL:

DocuSign®

8. INSPECTION PERIOD

1. CONDUCT A GENERAL INSPECTION OF THE PROPERTY;
2. CONDUCT A TERMITE INSPECTION OF THE PROPERTY;
3. YOU CAN:
 - AGREE TO REPAIR ALL REQUESTS,
 - AGREE TO REPAIR SOME REQUESTS,
 - REFUSE TO REPAIR ANYTHING (SAY “AS-IS” UP FRONT)
4. APPRAISAL PERIOD MAY OCCUR CONCURRENTLY, OR MAY OCCUR LATER.
5. EXPECT TO GIVE BUYER, INSPECTORS AND APPRAISERS ACCESS TO THE PROPERTY.

9. THE THREE CONTINGENCIES

A. INSPECTION CONTINGENCY

- IF BUYER FINDS SOMETHING, THEY CAN CANCEL.

B. LOAN CONTINGENCY

- IF BUYER'S LENDER WON'T FUND, THEY CAN CANCEL

C. APPRAISAL CONTINGENCY

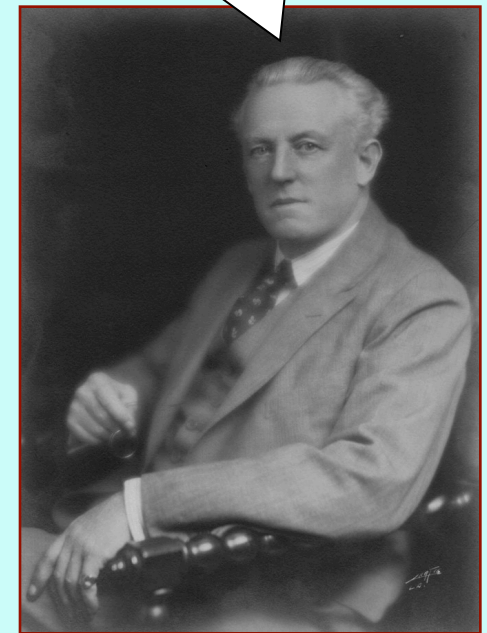
- IF NO MEETING OF THE MINDS, BUYER CAN CANCEL

>>IF YOU GET PAST THESE THREE, CALL THE MOVERS!<<

10. APPRAISAL AND UNDERWRITING

- A. IF THERE IS AGREEMENT ON THE PRICE, BUYER'S LENDER WILL GO TO UNDERWRITING. THIS MEANS THEY ARE IN FINAL STAGES OF APPROVAL.
- B. ONCE ALL "FLAGS" AND QUESTIONS ARE CLEARED, THE UNDERWRITER WILL SEND LOAN DOCUMENTS TO THE TITLE COMPANY FOR BUYERS TO SIGN, ALONG WITH TITLE DOCUMENTS.
- C. YOU WILL GO IN TO SIGN CLOSING DOCS.

"Three underwriters walk in to a bar..."



11. FINAL WALK-THROUGH AND SIGNING



BUYER WILL SEE THE PROPERTY ONE LAST TIME, A DAY OR TWO BEFORE COE.

EVERYTHING SHOULD BE IN THE SAME CONDITION AS WHEN THEY SIGNED THE CONTRACT.

ALL REPAIRS MUST BE COMPLETED.

YOU WILL GET A SETTLEMENT STATEMENT A FEW DAYS BEFORE COE.

12. TITLE AND ESCROW FEES

YOU WILL SEE THE FOLLOWING ON YOUR SETTLEMENT STATEMENT A FEW DAYS BEFORE CLOSE :

- TITLE AND ESCROW FEES
- TITLE INSURANCE FOR BUYERS (PAID BY YOU)
- CONCESSIONS TO BUYERS (MAYBE)
- COMMISSIONS PAID LISTING AND SELLING AGENTS
- PAYMENT OF ANY PAST LIENS DUE

13. CLOSE OF ESCROW

YOU ARE GOING TO SIGN TITLE DOCUMENTS

BRING A BANK CHECK FOR SETTLEMENT CHARGES,
UNLESS CHARGES ARE COVERED IN SALES PRICE

WAIT FOR “RECORDATION”

CONGRATULATIONS!

