



Each Office Independently Owned & Operated

Seller

Guide

Your guide to selling your home.



Our Commitment *to You*

As your representative, we commit:

To Guide You From Start to Sold

- Research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need during the selling process
- Market Your Property
- Timely presentation and response to all offers
- Keep your needs in mind as we negotiate the best price and terms on your behalf
- Assist you in making informed decisions to achieve a satisfactory sale

To Offer Professional, Reliable Service

- All representation will be enacted in good faith
- Timely response to emails, texts, and phone calls
- Follow your directions and faithfully represent your concerns
- Adhere to all deadlines and important dates

To Be Accountable

- Record the receipt of Earnest-Money Deposit during acceptance of offer
- Obtain and deliver all documents promptly
- Review all settlement documents with you

To Prioritize You

- We will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interest will be placed above all others

HOMES BY KONJAN



Homes by Konjan Real Estate Group is a full-service Real Estate Group offering residential and commercial services, including buyer, seller, and renter representation.

Our mission is to create a memorable experience for our clients. One that consists of providing knowledgeable information that pertains to today's Real Estate market, being available at all hours of the day to answer whatever questions you may have, and keeping you informed throughout the process so you're well aware of what is happening while we're assisting you.

We take a people-centered approach, providing a suite of real estate services that is unmatched.

Let's Connect



702.622.1496



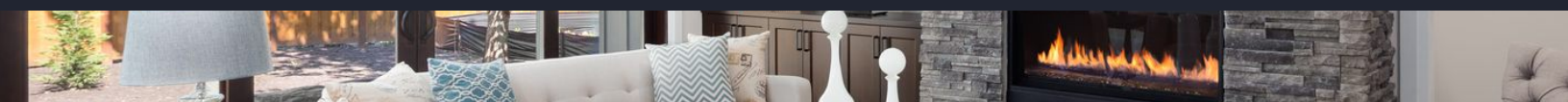
Info@HomesbyKonjan.com



HomesbyKonjan.com



We'll be with you every step!



HOME SELLING PROCESS

Steps To Selling Your Home

1. GET READY

Identify your selling goals
Hire us & discuss a selling plan
Sign a listing agreement
Know your costs and responsibilities



2. SET A PRICE

Discuss comparable home sales
Learn the difference between list price and sold price
Set an appropriate market price for your home



3. MARKETING

Prepare your home for viewings
Deep clean and declutter
Make needed repairs
Take professional photos & create video
Start promoting your house online and offline (social media, flyers, signs)
Schedule open houses



4. NEGOTIATE OFFERS

Discuss each offer together
Negotiate any repair requests & issues
Either accept, deny or counter-offer
Accept the best offer presented
Agree to all the terms and sign the contract



5. PRE-CLOSING & TITLE

The buyer will perform an inspection to reveal any needed repairs
Title search verifies you own the property
A property survey is complete
Buyer's final walkthrough within 24 hours prior to closing



6. CLOSING

Review closing statement
Deed is delivered to buyer, title transferred & agreed-on costs are paid
Sign closing documents & hand over keys



Congratulations !

YOU JUST SOLD YOUR HOUSE!

The Inner Workings of Home Selling

01

GET READY

02

SET A PRICE

03

MARKETING

04

NEGOTIATE
OFFERS

05

PRE-CLOSING
& TITLE

06

CLOSING

01

Get Ready

LISTING APPOINTMENT

Sometimes called Research & Discovery, we will tour your property and provide insights for how to set your sale up for success. We may also discuss initial marketing strategies and will walk you through the selling process. We will review the comparative market analysis, discuss and set your home's selling price.

LISTING AGREEMENT

We will discuss your goals & expectations, outline the services we provide, and sign the listing documents that enact the listing contract.

PRE-LAUNCH

After the listing agreement is completed, we will make the necessary arrangements to prepare your home for sale. Marketing photography, signage, and key box installed so we're ready to launch.

COSTS & PROCEEDS

Expect to receive an "Estimated Net to Seller" form a few times throughout our work together. The first will be based on your asking price, and the others will be based on specific orders that come in. This will help you know as much as possible regarding your proceeds. Expect to pay prorated real estate taxes, broker commissions, title charges, and government recording and transfer charges.





LAUNCH & MARKETING

Your property will be marketed through all available channels and marketing will continue until an offer is accepted.

NEGOTIATIONS & AGREEMENT

When an offer is made, we will help you determine the best course of action and respond accordingly until an agreement is reached.

INSPECTIONS

Your home will likely undergo a series of inspections depending on the Buyer's mortgage lender. We will guide you through any post-contract negotiations required by the inspector's findings.

LOAN COMMITMENTS

Your property will undergo a second appraisal by the lender to ensure the Buyer is not over paying. Further documentation will be collected and verified in order to proceed with closing the sale.

CLOSING PREPARATIONS

We must ensure all lender and Buyer requirements are met before the closing deadline. We will provide any remaining documents and schedule the official closing appointment. We will review the final figures before the appointment. There will likely be a final walkthrough by the Buyer 24 hours before the closing.



CLOSING

During the appointment, the escrow officer will determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the Buyer's title is recorded.

We'll be with you every step!

Prepare Your Home



FIRST IMPRESSIONS MATTER

Tempt buyers to take a closer look by following this simple guide!

THE EXTERIOR

Curb appeal is crucial. Be sure to keep your lawn neat and tidy, weed-free, and water it regularly. In addition, be sure all trees & bushes are maintained & trimmed.

Clean the exterior of the home. Pressure wash the siding and clean out the gutters.

Inspect the exterior for damage. Complete any exterior repairs that detract from the appeal - cracked foundation, crooked gutters, uneven pathways, loose siding, missing shingles, chipped paint, peeling caulking, or crumbling steps. Remember to reseal the driveway, if needed.

Refresh your front door. A new coat of paint, a wreath, and a new mat would help make it look more inviting, too.

Replace address numbers. Make it easy to find your property when buyers visit.

CONCIERGE SERVICES

DON'T PANIC! Let me help you! Quality service is guaranteed when it comes to having the best pre-inspection and home improvement concierge services. I know the best in town to help get your job done right, at an affordable price, and fast.

THE INTERIOR

Clean, organize, and declutter every room.

Your space will appear bigger and it will help prospective buyers envision their belongings in the home. Disorganized closets and storage rooms will make it difficult for buyers to determine if the storage space will suit their needs.

Simplify and depersonalize. Stick to tasteful, neutral décor choices and store personal items.

It should sparkle! Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period. Consider hiring professional cleaners or renting a carpet cleaner.

Inspect the interior for damage and complete repairs. Cracks, water damage, leaks, holes, damaged windows, peeling wallpaper, and stains should all be taken care of before buyers have access to view your home.

Refresh your paint. Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson as much as you do!

Neutralize any bad odors. You don't need to bake cookies before every showing, but your space shouldn't smell unwelcoming.

If your spaces are open and connected, tie them together with accent items. For example, a set of yellow throw pillows in the living room would be nicely accented by a bowl of citrus in the kitchen.



It should sparkle!

02

Set a Price

PRICING

We will prepare a Competitive Market Analysis (CMA) for you which will help us in setting the price of your home. It is imperative to price your home correctly from the start.

THE COST OF OVERPRICING

- The peak value of your home is at the exact moment it hits the market
- You are less likely to create a "bidding war"
- Even if you lower the price later, buyers are still unlikely to reconsider
- You will turn off many potential buyers
- Your home may not appraise if priced too high
- Your home may get an invisible warning sign
- You might lose money while your overpriced home stays on the market

KEY FACTORS TO SELLING YOUR HOME

FACTORS YOU CAN CONTROL

LIST PRICE: Price is one of the biggest factors in real estate. Getting the price right the first time can net you the highest offer.

CONDITION: Property condition affects both price and speed of sale.

TERMS: Property condition affects both price and speed of sale.

FACTORS YOU CAN'T CONTROL

LOCATION: Location is an important factor in determining the value of your property.

TIMING: The real estate market may reflect a seller's market. An individual marketing plan should be customized based off of the state of the market.

COMPETITION: Buyers compare your property and its value against other competing properties.



THOSE “IT” FACTORS

While the aesthetic appeal of your home is vital, there are a few other factors that determine the saleability of your home.

Does your property stand out? In a busy market, it is important for your home to shine in a crowd. We will do our best to guide you in the best direction in this regard. It's important to note that the condition of your property, both aesthetically and functionally certainly comes into play here.

What is the condition of your property? Is it like new or does your roof need to be replaced next year, or were you the victim of a recent flood? Do you have all the legal documents required for sale or are there issues with your title deed? Do you have a lien or claim against your property?

Is it the right price? Your listing price is crucial. Does your home seem worth the price it's listed at? Is it considerably higher or lower than the rest of your neighbors? You can trust us to advise you on setting a price that is both fair and strategic.

Is it a Buyers or Sellers market? The state of the Real Estate market is also a huge contributing factor to saleability. These are constantly in motion and we use our expertise to help you navigate your expectations here.

Are we leveraging our marketing? The more exposure, the better, and you can trust us to do our best by you and use as many of our marketing channels as possible.

03

Marketing

WHERE TODAY'S BUYERS FIND THEIR HOME

98% of buyers found their home on the internet

Buyers also find homes through ...
REALTORS • YARD SIGNS • OPEN HOUSES •
NEWSPAPERS • HOME BOOK • HOME BUILDERS • RELOCATION • TELEVISION

OBJECTIVES

- Price your home at the property's market value
- Time to sell in the desired time period
- Conveniently sell your home smoothly & efficiently

WHEN WE LIST YOUR HOME, YOUR LISTING WILL BE FEATURED ON:



We'll be with you every step!



COMING SOON SIGNS

Let everyone know that your home will be listed - before it goes on the market by placing our coming soon signs in our front yard!

INTERNET EXPOSURE

98% of all consumers view their properties online prior to purchasing. We optimize your home's internet exposure by posting information and pictures locally and globally.

SOCIAL MEDIA

Your home will be featured on our website and posted to many social media sites which target potential home buyers.

COLOR PROPERTY FLYERS

Your home will be featured in full color marketing material that will be left inside for potential buyers to keep and review.

KEY BOX

Your home's security is of top importance to us. This key box prevents anyone other than licensed professionals from entering your home.

BUYER SCREENING

Your listing is marketed to agents who will bring pre-qualified buyers to your home.

SHOWING TIME

When it comes to showing your home, convenience is key. This service alerts you of showings via texts, calls, emails, or application notifications to make you aware of showings as soon as possible. We will follow up with feedback from these showings 24 hours after the showing.

OPEN HOUSE

A realtor will hold an open house for your listing. Open houses bring in potential buyers to your home. We post open houses to multiple social media sites to maximize the exposure of your home, instantly pushing your listing to those that are most likely to purchase it.

REVERSE PROSPECTING

By using the reverse prospecting tool through our MLS, we can instantly notify other agents that are searching for homes just like yours. Instantly pushing your listing to those that are most likely to purchase it.

BE SHOW READY EVERY DAY

- Wipe down all surfaces in your bathroom and kitchen daily. All towels should match, and be clean and tidy.
- Make sure all beds are made before you leave.
- Leave all blinds and curtains open.
- Vacuum, sweep, and dust.
- Ensure there are no lingering odors – including cleaners and air fresheners.
- Leave the thermostat at a comfortable temperature.
- Leave all dining chairs pushed in, throws and pillows should be straight & aesthetically positioned.

04

The Art of Negotiation

As Buyers begin to take notice of your property, it's important to keep a few things in mind:

DISCLOSE, DISCLOSE, DISCLOSE.

Disclose everything. Share all known defects about your home. Being open and proactive with your prospective buyer might feel awkward at first but it can save you costly legal troubles down the road.

RESPECT YOUR PRIORITIES AND THEIRS

You have to look out for yourself but it's important to understand that your buyer may be nervous! They are considering their future in your property and may ask a lot of questions to try and avoid as many unknowns as possible.

ASK YOUR OWN QUESTIONS

Question any terminology you don't understand. We are here to represent your best interests, so if you have any questions about your contract, from dollars to verbiage, do not hesitate to ask.

AVOID DELAYED RESPONSES

If you don't reply promptly to requests, offers, or counter offers, you could risk losing your buyer.

SPLIT COSTS

Don't get hung up about trivial costs and expenses. It's better to compromise and keep moving.

BREATHE

Negotiations can be difficult. Don't let a tense situation get the better of you.

05

Pre-Closing & Title

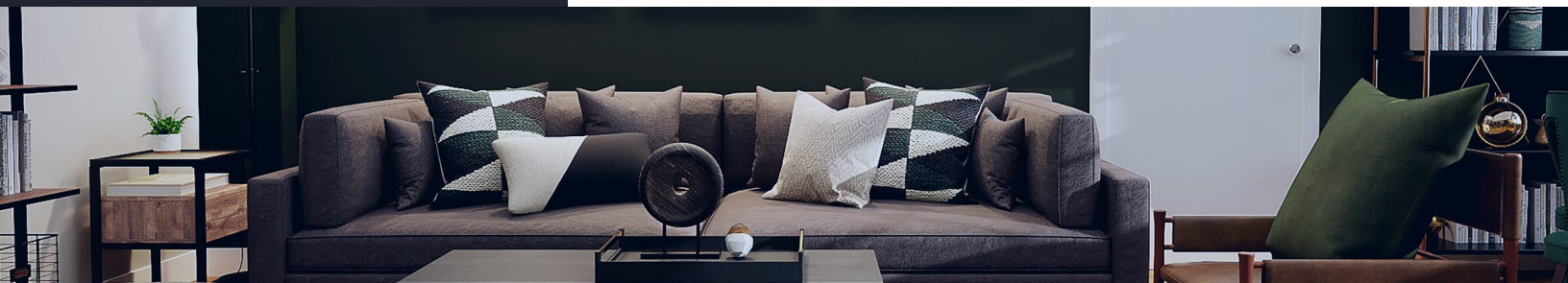
When all the puzzle pieces fall into place, accept the offer if it feels right! Make the deal happen and get ready for the next phase. Here's a snapshot of the next steps in the selling process:

ACCEPTANCE

Congratulations! This is the first big step in selling your home. You're doing great! But now we begin the under contract process, so get out your date book. Over the next 30-60 days, you'll see a host of deadlines for things like inspection, appraisal, title deadlines, and more! It's important you don't miss any of these deadlines or you could risk breaching the contract.

INSPECTION

The biggest impact on your sale contract is the inspection. Your Buyer will contract a home inspector to closely review the condition of your home. Even if it's not required by law, the Buyer still has the right to hire one. You will be asked to leave for the agreed upon time for the inspection. These typically last 1 to 4 hours. Following the inspection, you may receive a counter offer on the sale contract if the inspector finds anything that needs to be repaired or replaced. You may choose which issues to address, by either making repairs or offering a reduction to the price at your discretion. Any issues that affect health and safety should be considered priority.



05

Get Ready to Close

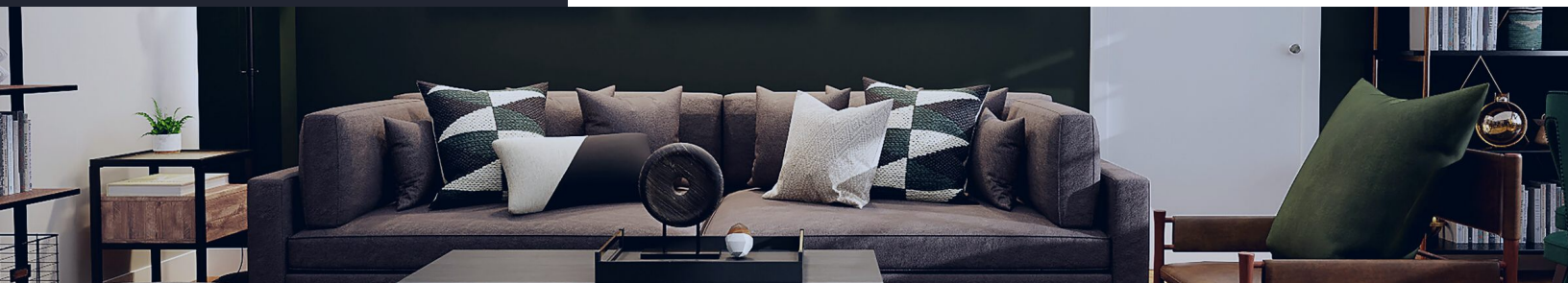
APPRAISAL

Separately from the inspection, the buyer will likely also need an appraisal in order to secure their mortgage. This is for the lender's peace of mind, ensuring that the Buyers are not paying more than the actual value of the home.

Whether the result comes in at value or not, we will assist you in making the right moves if action is required. Once the appraisal process is completed, the loan conditions deadline moves us one step closer to closing.

CLOSING PREPARATIONS

We must ensure all lender and Buyer requirements are met before the closing deadline. We will provide any remaining documents and schedule the official closing appointment. We will review the final figures before the appointment. There will likely be a final walkthrough by the Buyer 24 hours before the closing.



HANDY HANDBOOKS

We know you kept all that paperwork for a reason! Now's your chance to dust off your manuals and receipts to have them available in case a prospective buyer asks to review them. And don't worry, it's okay if they do!

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance
- Home Warranty
- Real Estate Commission

But wait! Are you selling a condo or townhome?

There may be restrictions or policies governing the sale of your property, so be sure to check your HOA or condo bylaws. If you have any relevant information from your HOA, such as assessments, certifications, or covenants, be sure to include these in case your buyer requests them.

06 Closing Thoughts

You're almost there! This is the final leg of the home selling journey! It's time to finalize the sale and make it real. Once the buyer receives your title and you receive payment, it will all be official!

YOUR CLOSING CHECKLIST:

- Bring your valid, government-issued photo ID.
- House keys, mailbox keys and any other keys that go with the house.
- Garage door openers.

THE FINAL CLOSING PROCESS

By reviewing your contract of sale, the escrow officer will be able to determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the buyer's title is recorded.

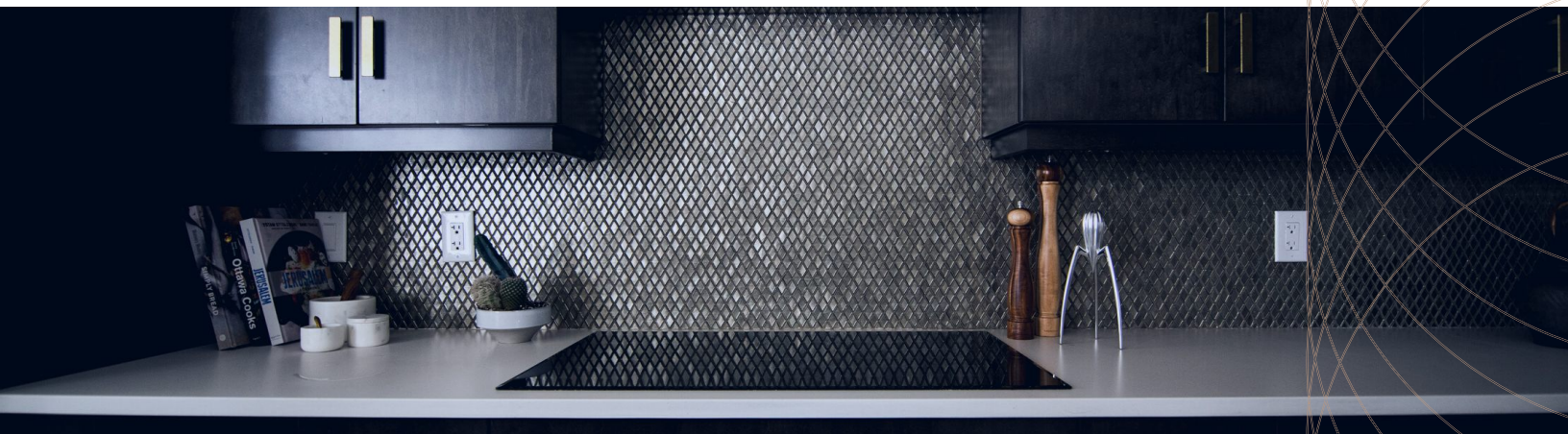
THE COSTS OF CLOSING

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance
- Home Warranty
- Real Estate Commission

POST-CLOSE REMINDERS

Keep all your closing documents and all receipts for home improvements for home improvements and repairs made to the property prior to selling





Congratulations!

Selling your home is a major undertaking. Great work on completing the sale successfully!

As your Real Estate agent, your best interest is at the heart of what we do. You can trust in us to represent you and guide you through this process so you can have the best possible experience.

If you enjoyed working with us, please share your experience and our contact information with your friends, family, co-workers and the like! Your referrals are always honored and appreciated. Thank you!

MIHATTA KONJAN
REALTOR®

702.622.1496

info@homesbykonjan.com
www.homesbykonjan.com



Each Office Independently owned & Operated