



The *Confident*  
**Seller's**  
**Guide**

# HELLO friend

Thank you for considering me to help sell your home! Should we choose to work together, I will diligently work to help make this transition as stress-free as possible.

Your home may be your single biggest investment and one of the largest financial transactions you will ever make. When you sell, our plan will be to get you the best price and the most favorable terms, in the shortest amount of time. So you, in turn, can find the next home that is just right for the upcoming new life chapter.

I look forward to working with you!

Sincerely,

darbi  
BAAB



# Seller Consultation

This is a 2 step process

- The first step is when I come to your home and do a quick walk through. This is a great time for you to tell me about updates made and share unique features. I will share my process with you, which is outlined in this document. I will also give you the latest data on the Spokane real estate market.
- The second step is when I come back to your home and provide you with a Market Analysis. This is done by comparing your home to other homes that have sold, are under contract, or those that are active in your area. This report is time sensitive as the market is always flowing.

I want to  
*make sure*  
you are informed  
& prepared



# Pricing Strategy

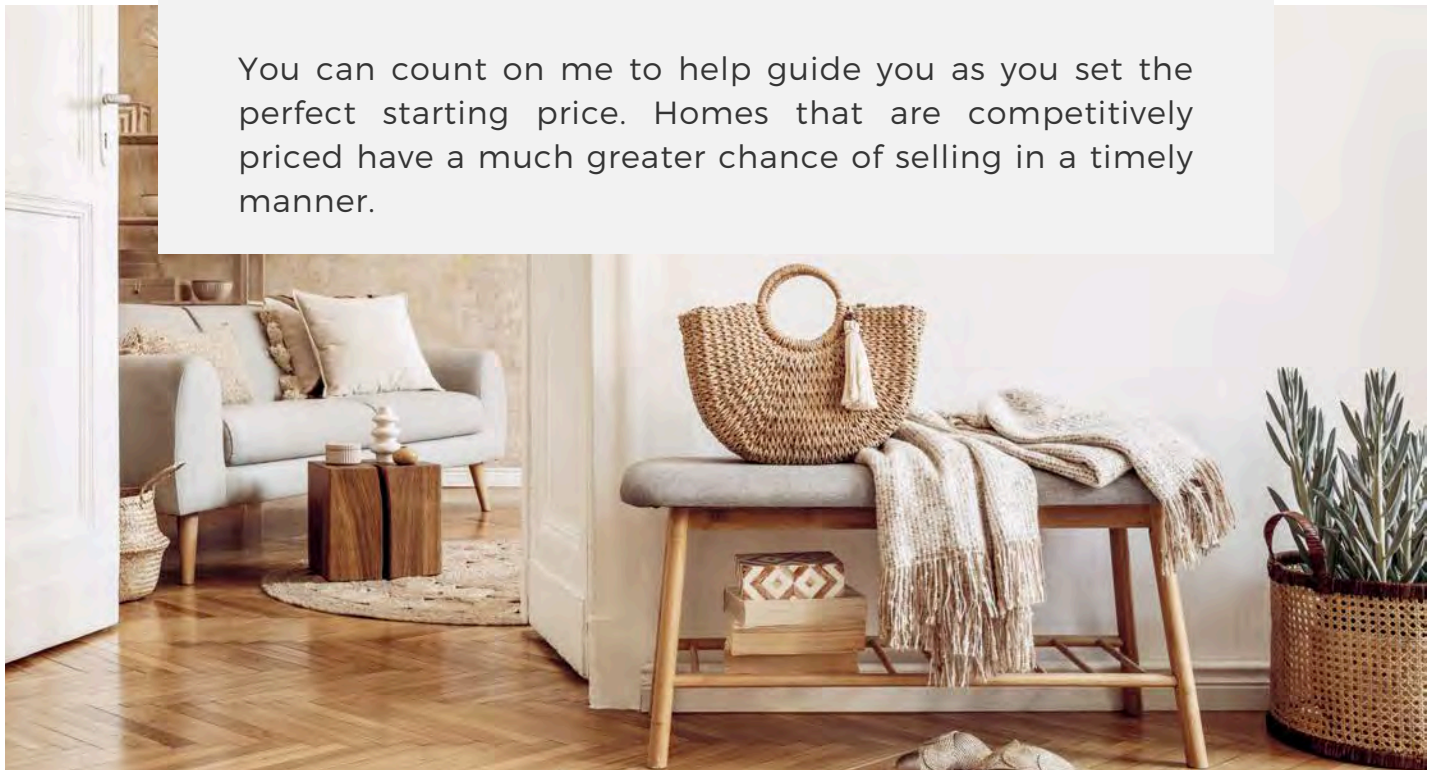
## PRICING YOUR HOME TO SELL

As your realtor, I will help establish a fair market value for your home and make sure that you feel confident in the price at which we list your home. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

### PRICING YOUR HOME COMPETITIVELY

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high. Because the market is constantly changing, the week before we list your property we will take a “competition tour” to see where our biggest competitors are priced. This lets us know how we compare in the market. We can then price accordingly.

You can count on me to help guide you as you set the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.





# Pricing Factors To Consider

## 01. The Market

Your local area's current housing market conditions will play a large factor in helping to determine the best price for you to list your home.

## 02. The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

## 03. Your Timeline

We will establish your urgency and flexibility for selling your home to set the best listing price for your home, to meet your goals.

**“Pricing your home correctly the first time!”**

# How Price Affects *Buyer* Interest

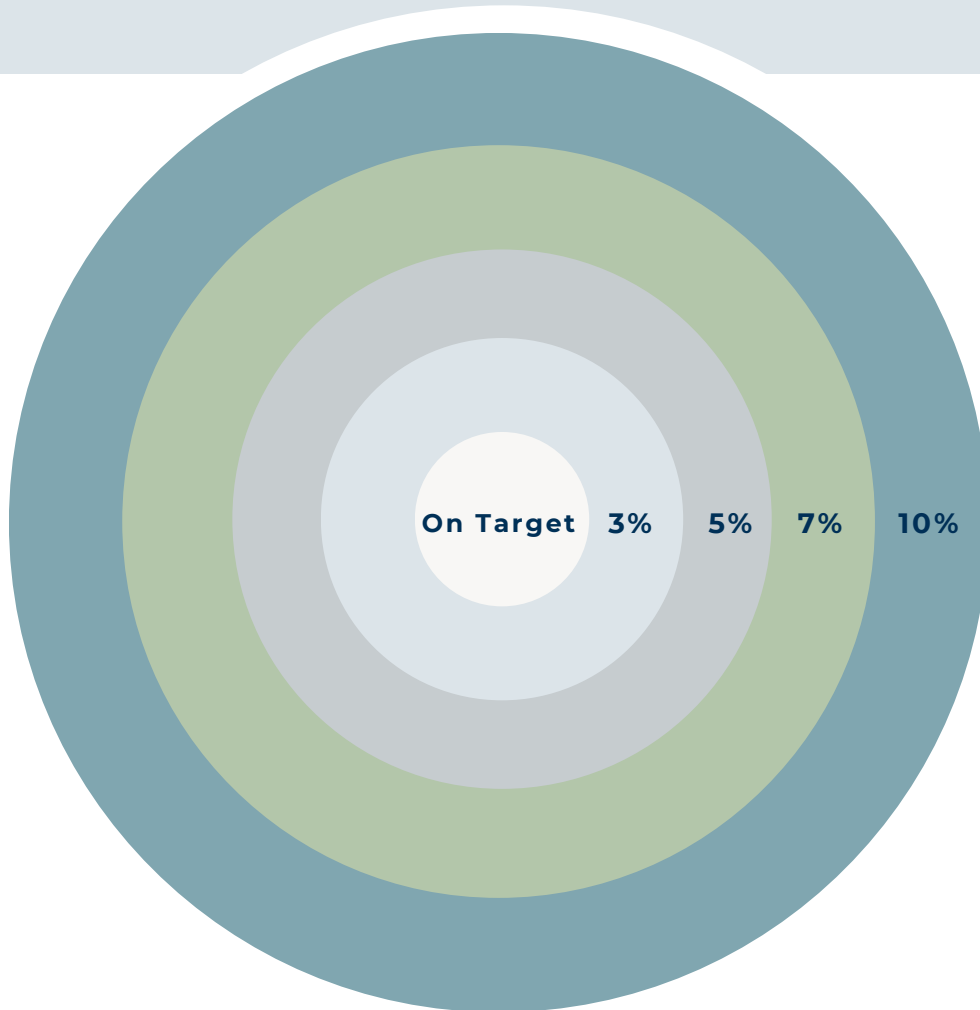


**Pricing your home right from the start is essential when selling your home.**

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- ***57.4%** of listings have reduced their asking price.*
- *Homes that were overpriced & required a price reduction typically sell in **87 days**.*
- *Homes that were priced right from the start sell in about **46 days or less**.*

# Rule of Thumb Pricing



Pricing a property correctly is **essential** to maximize the sales price of the property. Markets can change quickly, so it is important to make adjustments to the property's price based on the feedback **from the market**.

**On Target** - If a property is priced correctly there will be a strong number of showings, and the property will receive offers within the first two weeks.

**3% Too High** - If a property is priced 3% too high there will be a strong number of showings but will not receive offers.

**5% Too High** - If a property is priced 5% too high there will infrequent showings and no offers.

**7% Too High** - If a property is priced 7% too high there will be no showings or offers, but there may be some drive by traffic and inquiries.

**10% Too High** - If a property is priced 10% too high there will be no real traffic, No showings, no drive by traffic, no inquiries and no offers.

# Why Offer A Buyer's Agent Compensation

## HERE'S WHY IT'S A SMART MOVE

When you decide to sell your home, maximizing its exposure and appeal is crucial. Offering a compensation to buyer agents can significantly enhance your chances of a successful and profitable sale. Here's why:

### Attract More Buyers

Buyer agents play a pivotal role in guiding potential buyers. By offering a compensation, you incentivize these agents to show your home to their clients, increasing your pool of prospective buyers.

### Competitive Edge

In a competitive real estate market, offering a buyer agent compensation sets your home apart. It signals to agents that you are a serious seller, making your property more appealing compared to those without.

### Higher Sale Price

Studies show that homes offering a buyer agent compensation often sell for more. The increased buyer interest and competitive nature fostered by commissions can drive up the final sale price of your home.

### Faster Sales Process

Homes with buyer agent compensations often sell faster. Agents are more likely to prioritize showing these properties, leading to quicker offers and reducing the time your home spends on the market.

### Professional Negotiation

Buyer agents are skilled negotiators. By engaging them through a compensation, you ensure that negotiations are handled professionally, leading to better terms and a smoother closing process.

### Smooth Transactions

Buyer agents help manage the paperwork, coordinate inspections, and handle other details, ensuring a seamless transaction. Their expertise reduces the likelihood of delays and complications.



# Seller Mistakes

## COMMON MISTAKES TO AVOID

Home seller mistakes are common, but they can be disastrous & lead to unwanted process delays and financial issues down the road. Here are the top 6 common mistakes to avoid:

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1

### **Not Clearing the Clutter From Your Home**

Be sure to deep clean your home, and put away clutter

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2

### **Not Working With A Real Estate Agent**

A real estate expert makes the home buying process go smoothly

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3

### **Pricing It Wrong**

Set your price right from the start to sell your home quickly

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4

### **Not Expecting To Pay Home Selling Costs**

Don't let home-selling costs catch you by surprise.

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5

### **Using Photos That Don't Showcase Your Home**

Work with a realtor who enlists experienced photographers

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6

### **Limiting Showings**

You could be missing out on potential buyers, be sure to be flexible

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# Timing Your Sale

## Navigating the Market

Timing your home sale can significantly impact your financial outcome. By listing your property during peak seasons or when market conditions are favorable, you can potentially attract more buyers and achieve a higher selling price.

Conversely, selling during slower periods might mean less competition and could provide unique advantages.

## General Seasonal Trends

### Fall (September - November)

As the weather shifts and the holidays draw near, the market often slows down. This can be an ideal time for serious buyers seeking great deals, while sellers may become more open to negotiating on price.

### Winter (December - February)

This is typically the slowest season for real estate in most markets, with fewer active buyers. However, homes listed now may appeal to motivated buyers eager to capitalize on reduced competition.

### Spring (March - May)

Often viewed as the prime season for real estate, summer attracts families looking to move during the break, with warmer weather enhancing a home's appeal. This surge in activity can lead to heightened buyer competition and potentially higher sales prices.

### Summer (June - August)

Although the market remains active, it may begin to slow as families settle into their new homes and vacations take precedence. However, buyers seeking a swift move may feel more urgency during this time.

# Your listing STRATEGY

## Staging Your Home

We will help you to strategically stage your home to attract the most attention from potential buyers, so they can envision themselves living in your home. Staging a house prior to selling it is one of the best investments you can make to ensure it gets a quick offer for the highest value.

## Professional Photography

We will take a variety of high-quality photos of your home, which will be used to market the property. Similarly, we will take advantage of modern resources such as virtual tours and aerial photography to sell your home quickly and for the most money.

## Advertising & Marketing

We will create an effective marketing plan to advertise your home, to reach a wide audience. Such as; placing your listing on online websites, and creating physical marketing material; brochures, postcards, and flyers.

“Consider these factors in mind  
when listing your home: Price,  
Condition, and Marketing”



# A Team with YOU



## Staging Consultation

Most homes are already beautifully decorated by the owners, but advice from a professional stager adds the icing on the cake! I will personally pay for you to have a walk through with a professional home stager. This helps owners to see their home through fresh eyes and how to prepare it so it will appeal to the widest audience of people. This step can also be helpful when people feel overwhelmed about where to start on getting their home ready-we make it easy with a checklist of suggestions.

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## Service Providers

My team of service providers are highly qualified and reputable. I can refer you to amazing people and coordinate the resolution of inspection items, mitigating your stress and providing you with substantial time savings!

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## Listing + Marketing + Transaction Coordinators

Our amazing listing specialist, **Ali**, will input all the listing information that we provide and make your home look top notch on the MLS and other sites on the internet where your home will be advertised.

**Danyelle** is our marketing and graphic design director. **Wendy**, our transaction coordinator helps process the contract and details of your transaction once we are under contract so that I can continue focusing on the negotiations and communication needed to get you to the closing table!



# Preparing Your Home

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## Interior

- Wipe down the washer and dryer
- Clean counter, sinks, and cupboards
- Remove all personal items
- Clean or replace the shower curtain
- Check water is draining correctly
- Place fresh clean towels and mats
- Declutter closets and shelving
- Organize furniture to look spacious
- Launder bedding and pillows
- Tidy up, discard, or pre-pack items
- Ensure all appliances are working
- Check lights are strong and working
- Clean and straighten pet areas
- Remove valuables (or lock in safe)

## Exterior

- Address driveway cracks or stains
- Clean interior and exterior windows
- Check the gutters are clear
- Clean or paint the front door
- Tidy or remove outside furniture
- Touch up exterior paintwork
- Rake and remove fallen leaves
- Apply fresh paint or stain wood fences
- Repaint or stain the patio
- Mow lawn and trim edges



Use these points to enhance the aesthetic appeal of your home to potential buyers!

# Photography



When taken by a professional photographer, real estate photos can significantly help real estate agents sell listings faster and for more money to a prospective buyer. Homebuyers judge whether or not to walk through a property by first seeing the listing photos online. As your agent, I will ensure that your listing will be shown in its best light.

## Did you know homes with professional photography

1

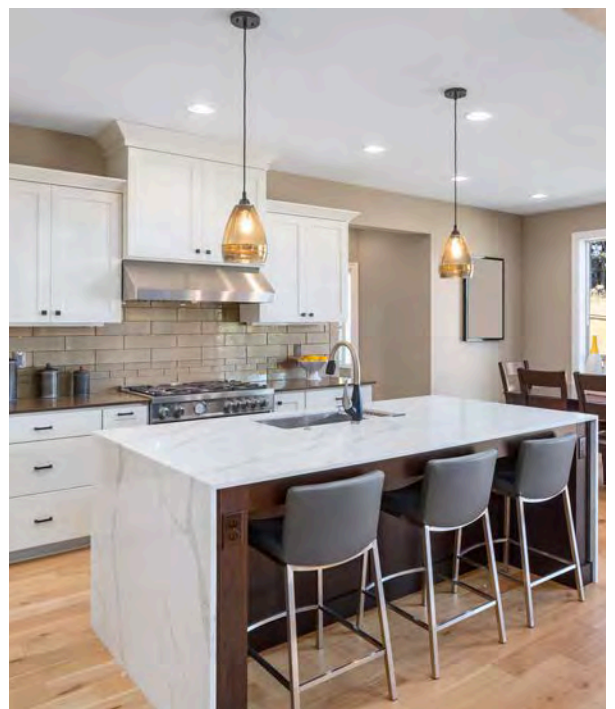
Receive an average of 87% more views than their peers across all price tiers.

2

A home with one photo spends an average of 70 days on the market, but a home with 20 photos spends only 32 days on the market.

3

Have a 47% higher asking price per square foot.



# Marketing Your Home

When we list your home your listing will receive maximum exposure using our extensive marketing techniques by providing fresh marketing strategies when selling your home.

I am committed to getting your home sold to the strongest buyer in a timely manner. Below are the steps I will take:



# Open House

## HOSTING OPEN HOUSE EVENTS



Hosting an open house is a brilliant way to create a buzz about your house sale.

### How we prepare for your open house events!



#### Online Marketing

Post on popular real estate websites, such as Zillow and our local MLS



#### Yard Signs

Put up multiple "Open House" signs in the neighborhood on key corners



#### Social Media

Highlight your open house event on our social media platforms, such as Facebook & Instagram



#### Marketing

Print out postcards and flyers to hand out to potential buyers driving them to your open house

## Captivating Staging!

Staging is what creates a "wow factor" when buyers first walk through the doors of your home. On the morning of your open house make sure you tidy and give a final clean. Also, have your property details on hand as potential buyers walk around!

# Home Showings

## THINGS TO CONSIDER



### Be Flexible

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.



### Natural Light

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.



### Odors

Avoid strong-smelling foods; keep your meal prep as neutral and simple as possible.



### Furry Friends

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Not everyone is a pet person and it may hinder potential buyers' ability to picture themselves living in your home.



### Empty Trash

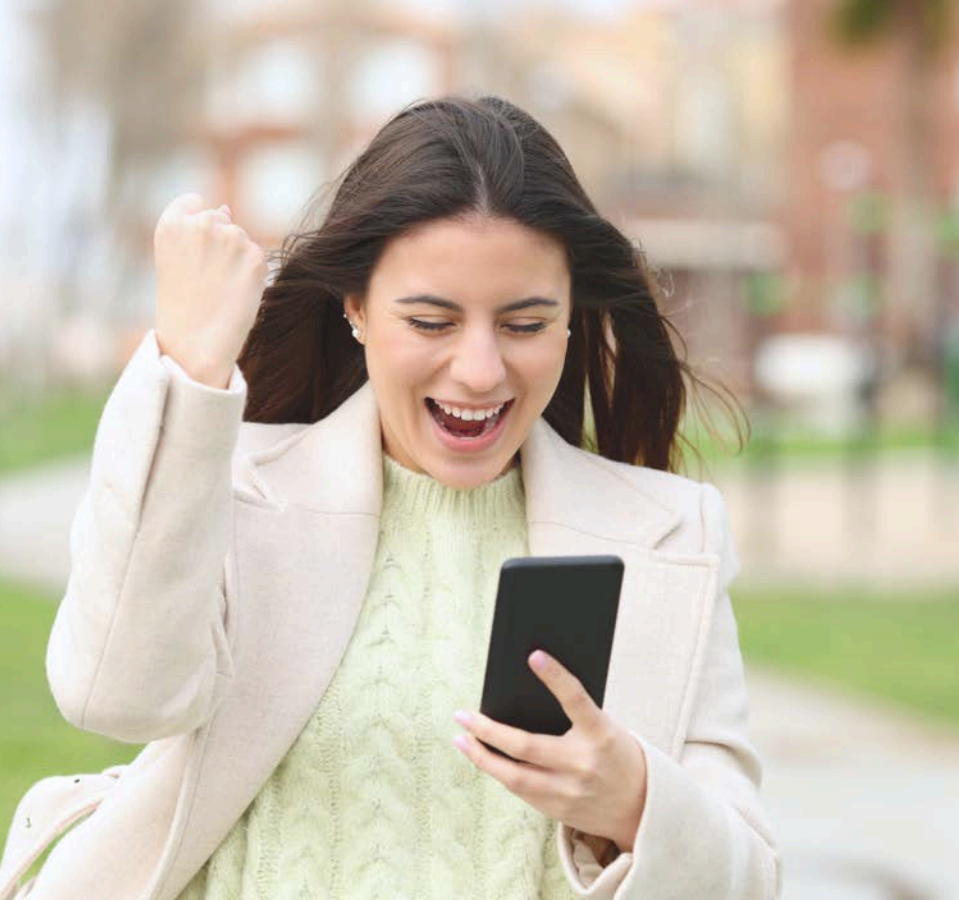
Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.



### Keep Informed

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.





## Capitalizing on **The First Offer**

When selling your home, it's tempting to pass up the first offer from a potential buyer in hopes that higher offers may come. But the first offer can often be the best offer a seller receives, so it's wise not to take it for granted. This chart illustrates the reasons why this typically occurs.

### OVERPRICING AND INACTION LEAD TO DIMINISHING RETURNS



*Overpricing can occur in any real estate market and*

<b>NEW BUYERS</b>	<ul style="list-style-type: none"><li>› Fresh and excited</li><li>› Focused on value vs. price</li></ul>
<b>SEASONED BUYERS</b>	<ul style="list-style-type: none"><li>› Seen it all, experienced, very particular</li><li>› Focused on value vs. price</li></ul>
<b>NEGOTIATORS</b>	<ul style="list-style-type: none"><li>› Focused on price</li><li>› Want to negotiate</li></ul>
<b>INVESTORS</b>	<ul style="list-style-type: none"><li>› Drawn to phrases: "Just reduced", "Must sell"</li><li>› Looking to build/maximize property ROI</li></ul>



# Purchase and Sale Agreement

Once we've found a buyer for your home, I will work with you explaining the purchase and sale agreement. This is the contract in which you and the buyer outline the details of your property transfer. The purchase and sale agreement usually consists of the following:

- Earnest money receipt
- Financing addendum
- Inspection addendum
- Conditions/disclosure addendum
- Contingency addendum, when appropriate
- Addendum outlining special conditions
- Lead-based paint notification, when appropriate
- Agency disclosure form
- Property disclosure form

# Offers & Negotiations

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

## ○ Disclosures

The law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.

## ○ Inspections

It is important to understand the contingencies in the offers that are received. The default inspection contingency gives the buyer a little less than two weeks (10 days) to complete all inspections. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.

## ○ Financing / Appraisals

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.

## ○ Closing

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we want to earn the role as your real estate professional for LIFE... not just a single transaction.



# Home Inspections

Property inspections are done to make sure the home is in the condition in which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or negotiate the terms for the sale.

## Here are Your Options when a Home Inspection Reveals any Problems

1

Buyer may ask you to make the necessary repairs

3

Buyer may ask for credits towards their closing costs

2

Buyers may ask you to reduce the sales price to make up for the repairs

4

Buyers may back out of the transaction (If an Inspection Contingency is in place)

5

Move Forward With the Deal!



# Ordering an *Appraisal*

WHAT IS THE VALUE OF YOUR HOME?



If the buyer is applying for a loan to purchase the home, they need an appraisal performed to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount.

## What Do Home Appraisers Look For?

During the actual inspection, an appraiser looks at a number of factors in the home to determine its value, including:

- ✓ **Home's Basic Condition**  
Count the number of bedrooms and check for health and safety considerations.
- ✓ **Upgrades**  
Looking at any improvements or upgrades made to the property.
- ✓ **Other Homes in the Area**  
As the location is a major factor in determining the value of a property.

## Appraisals are Beneficial for Everyone

This lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter. If approved, the buyer will receive their final commitment letter that includes their final loan terms and percentage rates.



# Coordinating the *Closing*

HELPING YOU CLOSE  
THE DEAL

There are typically between 80-100 steps that must be completed before you get to closing. I want to be there to help guide the process and make sure everything stays on track, enhancing your selling experience.

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1

## **Review and Sign Purchase & Sale Agreement**

Negotiations to get the most favorable terms for you.

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2

## **Disclosures, Inspections & Appraisals**

I will keep on top of the process and due dates to keep things moving.

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3

## **Title Search and Title Insurance**

Escrow will competently guide you through these necessary steps.

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4

## **Legal Documents Prepared**

Escrow will both prepare and explain all the documents.

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5

## **Closing Costs Calculated**

Fees, taxes, title insurance, interest, compensation

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6

## **Closing Day**

Deed is recorded, funds distributed and keys are handed over.

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# Prepare For Your Move

- ☐ **Update your mailing address** at [usps.com](https://usps.com) or fill out a change of address form at your local post office.
- ☐ **Change your address with important service providers**, such as banks, credit companies, magazine subscriptions, and others.
- ☐ **Create a list of people who will need your new address.**  
Whether you plan on sending formal change of address notices in the mail, or just emailing the family members, friends, etc.
- ☐ **Contact utility companies.**  
Make sure they're aware of your move date, and arrange for service at your new home.
- ☐ **Check insurance coverage.**  
The insurance your moving company provides will generally only cover the items they transport for you.
- ☐ **Unplug, disassemble, and clean out appliances.**  
This will make them easier to pack and move.
- ☐ **Check with the condo or HOA board** about any restrictions on using the elevator or exit/entrances for moving. If applicable.
- ☐ **Pack an "Open First" box.**  
Include items you'll need most, such as toiletries, soap, trash bags, chargers, scissors, tools, plates, cups, etc.

## If you're moving a long distance:

- ☐ **Obtain copies of important records** from your doctor, dentist, vet, and children's schools.
- ☐ **Email a copy of your driving route** to a family member or friend.
- ☐ **Empty your safe deposit box.**



# Final Steps for Sellers

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## Check for Forgotten Items

Do one more check throughout the home to make sure you're not leaving anything behind. One exception: You may want to leave unused or leftover paint cans in the colors currently used in the home

## Change Address

Let everyone know your new address. Submit a change of address to the post office.

## Documents

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place. Put together a packet of manuals, receipts, and any warranties as well.

## Turn Off Water Valves

The last thing you want before closing is a flood. With the buyer's permission, turn off your house's main shutoff valve before closing.

## Close Accounts

Cancel utilities and close the accounts. Keep a list of phone numbers for each of your utilities.

## Lock Up

Day before the settlement, make sure to close window coverings and lock the entry doors

# Settlement and *Closing*

Prior to closing, the closing agent (usually an escrow or title company or attorney) will complete a detailed settlement statement for both buyer and seller. As your Windermere agent, I can help you understand which of the following typical settlement fees apply to you.

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## **The Seller Pays:**

- Brokerage commission (the sum or percentage of the sale price previously agreed upon by the seller and real estate agent)
- One-half of escrow or legal fees paid to the attorney or escrow company for preparing the closing
- Document preparation fees, if applicable
- Recording and notary fees, if applicable
- Title search and title insurance (paid by either the seller or the buyer)
- Local transfer taxes, if applicable
- State taxes, if any
- Repairs or inspections, if any, seller has agreed to pay for

## **The Seller Receives:**

- Utility deposits held by gas, electric, cable, telephone and other companies
- Prorated portion of pre-paid property taxes
- Prorated mortgage interest from payments made during the current month
- Fuel rebate for oil or propane remaining in storage tank
- Net proceeds after seller's share of expenses is paid





# Closing Day!

## WHAT TO EXPECT ON THE DAY

“Closing” is when you and the buyer sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. Prior to closing, the closing agent (usually an escrow or title company or attorney) will complete a detailed settlement statement for both buyer and seller.

### Your Costs

- The real estate agents' fee
- Title insurance policy
- Home warranty
- Mortgage balance and prepayment penalties

### What to Bring

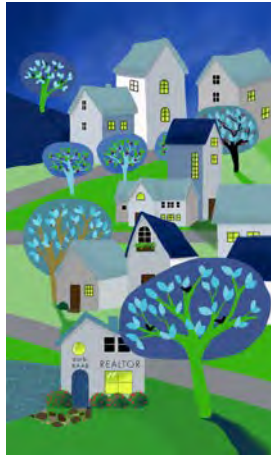
- All house keys
- Any garage openers
- Mailbox keys
- A valid government-issued photo ID

“Congratulations your home has sold!”

# Communication PLAN

- 1 Communication is key! I am available by phone or text during daytime business hours. Never hesitate to reach out!
- 2 I will return all calls by the end of the business day. At times I can text quicker so I welcome text communication as well.
- 3 Between now and “go live” I will keep you up to date on market conditions and other homes that have hit the market.
- 4 I will share all marketing with you and encourage you to share on your social media as well.
- 5 You will be informed of showing activity and feedback.
- 6 I will coach you on a strategy that is most beneficial to you in receiving and reviewing offers.
- 7 I am legally obligated to present all offers. I will call or text you and forward the offer to your email. I will summarize a list of pro's and con's and then we will have a conversation to accept/counter/reject.
- 8 Once you are under contract I have a process to ensure the transaction runs smoothly.





darbi  
BAAB  
*realtor*

## My story

Being an Air Force wife, my husband and I have lived in many places around the world. Throughout our journey, the artist in me has been fascinated with the diversity of homes and architectural designs we've experienced. We have been blessed to live in everything from a duplex in Mississippi, a condo in Hawaii, a ranch in Wyoming, military housing in Florida, an apartment in Norway, and many single-family homes throughout the US. Each home has left its unique imprint on me and my appreciation for different living spaces.

Through all these life experiences, people and relationships have always been very important to me. Now as a Realtor I get to combine my love of people, passion for homes, experience from running my own businesses and empathy towards people relocating - it's a perfect alignment which enables me to serve all my client's real estate needs.

In my spare time I like to stay involved in our community through my church and volunteer work. I delight in spending time with our family, painting, world travel, reading, camping, hiking, gardening, foraging for herbs and all sorts of needlework.

Regardless if you're a military family in need of relocation assistance, an older individual looking to downsize, first-time homebuyers, or anyone in-between, I am committed to walking beside you, clearly communicating, making the process as simple as possible, and exceeding your expectations!

I truly believe there's a home for everyone, in every season of life.

*Darbi*

