

· A HOME SELLER'S GUIDE · YOUR GUIDE TO SELLING A HOME · MARKETING THAT WOR SELLING ·

HOME SELLER GUIDE

FROM LISTED TO SOLD

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COLDWELL BANKER REGAN



ERIN CECIL'S

LISTING PRESENTATION

A HOME SELLER'S GUIDE • YOUR GUIDE TO SELLING A HOME • MARKETING THAT WORKS • STRESS-FREE HOME SELLING •



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HELLO,

YOUR LOCAL EXPERT

Thank you for the opportunity to meet with you and talk about the possibility of selling your home.

I know selling a home is a big decision, and choosing the right real estate professional to guide you through the process is an important part of that decision. My goal today is simple: to get to know you, understand what is most important to you, and share how I would approach the sale of your home from start to finish.

With years of experience in the Kansas City market, I understand that every home and every seller is different. There is no one-size-fits-all approach. Your pricing strategy, preparation, marketing plan, communication, and timing should all be tailored to your specific goals.

If you choose me to represent you, you can expect honest advice, thoughtful preparation, strong marketing, consistent communication, and an experienced advocate working on your behalf throughout the entire transaction.

I don't take the opportunity to represent someone's home lightly. My job is not simply to put a sign in the yard and put your home in the MLS. My job is to create a strategy designed to position your home well, attract the right buyers, negotiate on your behalf, and make the process as smooth and successful as possible.

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TEN STEPS TO SOLD

SIMPLIFYING THE JOURNEY

01

Consultation & Sign Agreement

Sit down with your real estate agent to discuss your selling goals and timeline. You'll review the agent's services and commission, then sign an agreement to officially work together.

02

Home Assessment & Pricing Strategy

Your agent will analyze your home's features, condition, and recent comparable sales to determine its market value. Together, you'll develop a pricing strategy that balances your desired selling price with market conditions.

03

Prepare & Stage Property

Get your home ready to shine! This includes decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers.

04

Pre-Marketing, Photography & Implementation:

Professional photos and even videos are a must! Your agent will arrange for high-quality visuals to showcase your home in its best light and begin marketing it to potential buyers.

TEN STEPS TO SOLD

SIMPLIFYING THE JOURNEY



05

Listing Launch & Going Live:

Your home's listing goes live on the Multiple Listing Service (MLS) and popular online platforms like Zillow and Realtor.com, making it visible to a wide range of buyers.

06

Showings & Open Houses:

Buyers and their agents will schedule showings to view your home. You might also hold open houses to allow potential buyers to drop in and explore.

07

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. This process allows sellers to evaluate not just the price, but also the conditions, ensuring they choose the best overall option for their needs.

08

Negotiate & Accept:

You and your agent will review offers, negotiate with buyers (potentially with counteroffers), and ultimately accept the offer that best meets your needs.

09

Inspections & Appraisals:

The buyer usually performs a home inspection to spot potential issues, while the lender orders an appraisal to verify the home's value for financing. Findings from both may lead to further negotiations or credits.

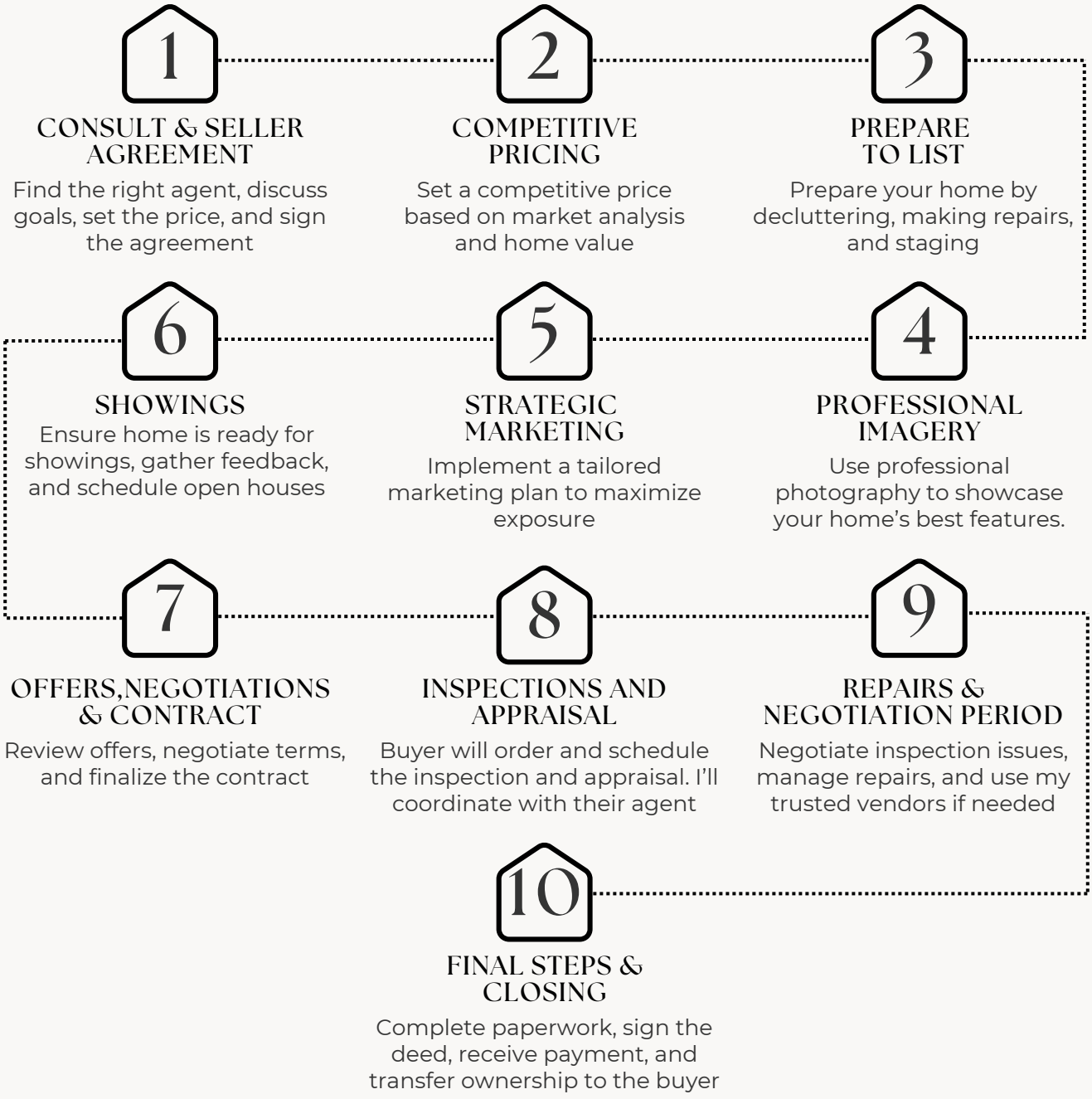
10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!

THE HOME SELLER

ROADMAP



STAYING AHEAD OF THE CURVE:

KEY REAL ESTATE TRENDS FOR TODAY'S BUYERS AND SELLERS



The real estate market is dynamic and influenced by various factors. It's essential to stay informed about current trends when buying or selling. Here are key shifts impacting the market:

LIFESTYLE SHIFTS AND LOCATION CHOICES:

How we live and work has changed. Buyers are prioritizing homes that accommodate modern lifestyles, often seeking properties with versatile spaces. Many are also re-evaluating where they want to live, with suburban and even rural areas attracting those seeking a different pace of life.

MARKET DYNAMICS:

In many areas, limited housing supply coupled with strong buyer demand creates a competitive environment. In a competitive market, it's essential to be pre-approved for a mortgage and work closely with your agent to craft compelling offers.

TECH-SAVVY REAL ESTATE:

Technology has transformed real estate, making buying and selling more efficient and transparent. From virtual tours and online listings to digital signatures, tech is now essential. Buyers can preview homes easily, and sellers reach broader audiences. Agents use technology to provide better service and market insights.

ECO-CONSCIOUS HOMES:

Eco-conscious homes are increasingly in demand as buyers prioritize sustainability and energy efficiency. This trend reflects a growing awareness of environmental impact and the long-term cost benefits of green living.

LOCAL MARKET VARIATIONS:

While these trends are broadly observed, it's important to remember that real estate markets are local, and conditions can vary significantly

HOME STAGING
TIPS AND TRICKS



Staging your home is the secret weapon to attracting buyers and maximizing your sale price. It's about showcasing your property's potential and helping buyers envision their lives within its walls. This page is packed with insider tips and tricks to transform your house into a buyer's dream.

•DECLUTTERING & DEPERSONALIZING: CREATING A BLANK CANVAS

Trick: Use the 80/20 Rule. Pack 80% of unused items.

Tip: Think upscale hotel room: clean, minimal, inviting. Remove personal items.

Pro Tip: Rent a storage unit to keep your belongings safe, organized, & out of sight.



•DEEP CLEANING:

Trick: Focus on high-touch areas: doorknobs, switches

Tip: Clean all glass and windows, sparkling windows let in natural light.

Pro Tip: Hire professional cleaners for a deep clean.

•ORGANIZATION & OPTIMIZATION:

Trick: Organize and clean out closets and cabinets to demonstrate spaciousness.

Tip: Use matching containers and labels for a sense of order.

Pro Tip: Stage your pantry with visually appealing items.



•REPAIRS & REFRESHING:

Trick: Caulk around tubs, showers, and sinks for freshness.

Tip: Touch up paint, especially baseboards and trim.

Pro Tip: Replace outdated light fixtures with modern ones.

•NEUTRALIZING YOUR COLOR PALETTE:

Trick: Use a consistent, neutral color palette throughout.

Tip: Paint walls neutral shades white, greige, beige or gray.

Pro Tip: Add pops of color with accessories.

HOME STAGING

TIPS AND TRICKS

•HIGHLIGHTING KEY FEATURES:

Trick: Stage furniture to highlight focal points like fireplaces.

Tip: Use mirrors to make small rooms appear larger.

Pro Tip: Showcase unique features like built-in bookshelves.

•CREATING INVITING SPACES:

Trick: Arrange furniture for comfortable conversation areas.

Tip: Define each room's purpose clearly (guest bedroom, etc.).

Pro Tip: Use rugs to define spaces and add warmth.

•CURB APPEAL:

Trick: Power wash the exterior, including walkways and driveway.

Tip: Add a fresh new rug, and place potted plants or flowers on the porch.

Pro Tip: Paint the front door a fresh and contrasting neutral color.

THE SENSES:

Trick: Consider baking cookies or diffusing essential oils with a light, pleasant scent.

Tip: Avoid plug-ins with an overpoweing scent.

Pro Tip: Leave fresh fruit or lemons in the kitchen.

•THE LITTLE THINGS:

Trick: Fresh flowers add elegance and freshness.

Tip: Ensure all light bulbs work, the house smells clean.

Pro Tip: Leave out a welcome basket with local treats or a neighborhood guide.







CURB APPEAL:

MAKING A STELLAR FIRST IMPRESSION



Curb appeal is crucial for creating a positive first impression on potential buyers. Here are tips to enhance your curb appeal.

LAWN & LANDSCAPING:

- O Mow the lawn and trim the edges.
- O Weed flowerbeds and garden areas.
- O Trim bushes, hedges, and trees.
- O Add mulch to flowerbeds.
- O Plant colorful flowers and/or add potted plants.
- O Fertilize the lawn (if appropriate for the season).
- O Edge along walkways and flowerbeds.
- O Repair or replace any dead or dying plants.
- O Consider adding landscape lighting.
- O Create a pathway to the front door (stepping stones, pavers).

FRONT DOOR & ENTRYWAY:

- O Clean or repaint the front door.
- O Polish or replace door hardware (doorknob, knocker, hinges).
- O Add a welcome mat.
- O Hang a wreath or other decorative item.
- O Ensure the porch light is working.
- O Clean or repaint the mailbox.
- O Add potted plants near the entrance.
- O Stage the porch with seating (if applicable).

EXTERIOR MAINTENANCE & REPAIRS:

- O Clean or repaint the front door.
- O Polish or replace door hardware (doorknob, knocker, hinges).
- O Add a welcome mat.
- O Hang a wreath or other decorative item.
- O Ensure the porch light is working.
- O Clean or repaint the mailbox.
- O Add potted plants near the entrance.
- O Stage the porch with seating (if applicable).

DRIVEWAY & GARAGE:

- O Sweep or power wash the driveway.
- O Organize the garage
- O Paint the garage door (if visible and needed).
- O Add lighting to the driveway and garage area.

BEFORE SHOWINGS:

- O Mow the lawn (if needed).
- O Tidy up any landscaping.
- O Remove any debris from walkways and driveway.
- O Ensure outdoor lighting is working.

REPAIRS & ENHANCEMENTS:

GET TOP DOLLAR FOR YOUR HOME

Today's buyers want move-in ready homes.
Focus on smart updates for maximum impact:



KEY AREAS:

- **Kitchen:** Refresh cabinets, update counters, replace appliances, paint.
- **Bathrooms:** Regrout/recaulk, update fixtures, new flooring, paint.
- **Curb Appeal:** Landscaping, power wash, paint front door, update lighting.
- **Energy Efficiency:** Improve insulation, replace windows, check HVAC.
- **Flooring:** Replace worn flooring.
- **Lighting:** Update fixtures, ensure all bulbs work.

HIGH RETURN ON INVESTMENT ITEMS TO CONSIDER:

- **Minor Kitchen Updates:** Cabinet refacing/painting, new hardware, updated lighting.
- **Bathroom Refresh:** Re-grouting, new faucets and showerheads, fresh paint.
- **Curb Appeal Boost:** Landscaping, power washing, front door refresh.
- **Energy-Efficient Upgrades:** Sealing drafts, adding insulation.

PROJECTS WITH LOWER RETURNS (CONSIDER CAREFULLY):

- **Luxury Finishes in a Modest Home:** High-end materials in a less expensive neighborhood may not recoup their cost.
- **Highly Personalized Upgrades:** Unique features may not appeal to a wide range of buyers.
- **Major Renovations in a Declining Market:** Large-scale projects may not yield the desired return if home values are falling.
- **Over-Improving for the Neighborhood:** A home significantly more expensive than others in the area may be difficult to sell.

TIPS:

When improving your home, focus on repairs first to boost its value. Work on projects that give the best return on investment (ROI) for financial gain. Understand your market to choose upgrades that appeal to buyers. Getting help from a contractor or real estate agent can offer useful advice. Also, keep detailed records of your work to track expenses and progress.

PRICING STRATEGIES:

FINDING THE SWEET SPOT IN TODAY'S MARKET

Proper pricing of your home is essential for a successful sale, especially in a market with changing interest rates and selective buyers. This page covers common pricing strategies, emphasizes the need for accurate pricing, and highlights the risks of mispricing your property.

UNDERSTANDING TODAY'S MARKET DYNAMICS:

To attract today's value-seeking buyers, sellers must price competitively using market data. Tracking sales trends and conditions helps sellers position their homes effectively and meet buyer needs for a profitable sale. Staying informed and flexible is key to success.

COMMON PRICING STRATEGIES:

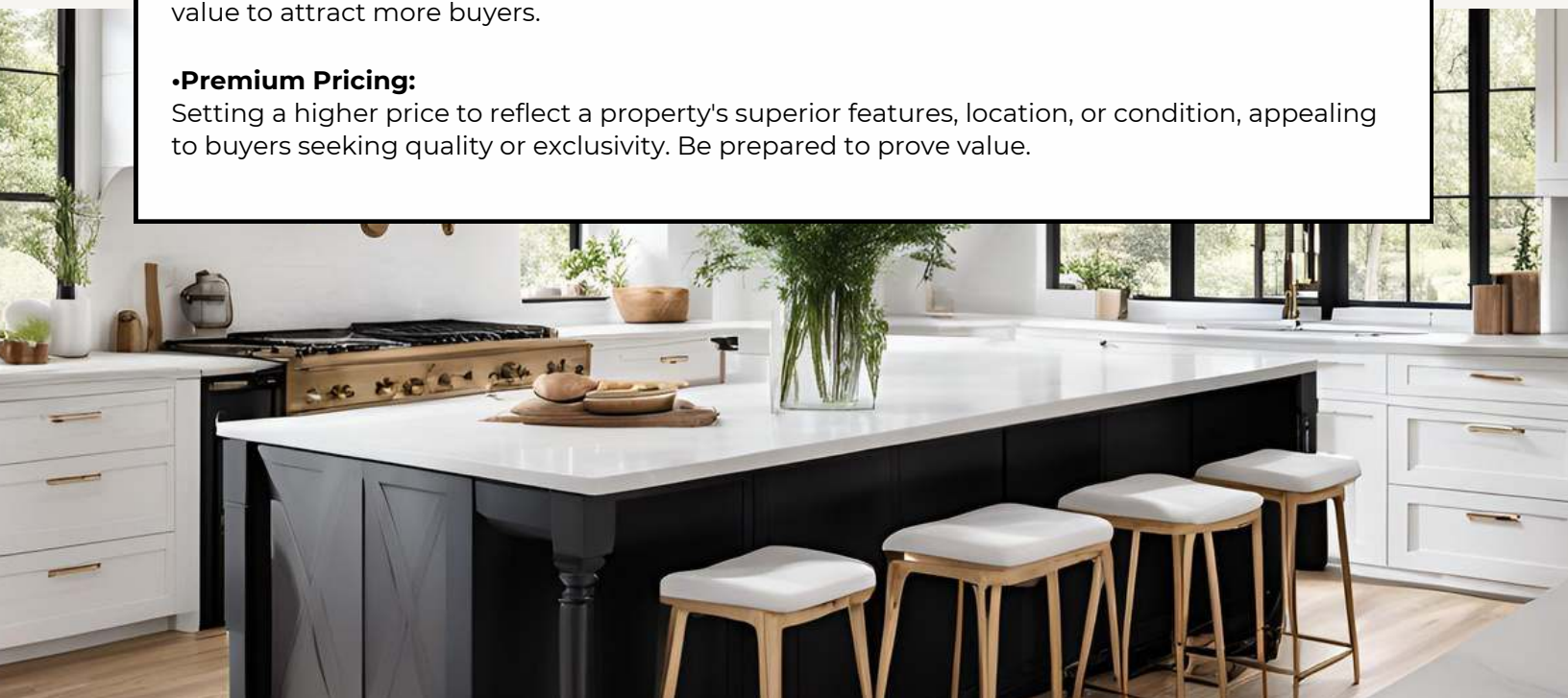
•**Competitive Market Analysis (CMA) Based Pricing:**
Pricing a property by comparing recent sales of similar homes, considering factors like size, location, and condition to reflect current market value.

•**Market-Based Pricing:**
Setting a price based on current market trends like inventory, demand, and sales speed to stay competitive in changing conditions.

•**Penetration Pricing:**
Pricing a property lower than the market average to attract attention, generate interest, and encourage faster offers.

•**Preemptive Pricing:**
Pricing strategically to undercut potential competition, positioning the property as a better value to attract more buyers.

•**Premium Pricing:**
Setting a higher price to reflect a property's superior features, location, or condition, appealing to buyers seeking quality or exclusivity. Be prepared to prove value.





PRICING YOUR HOME

FOR SUCCESS

Setting an appropriate listing price is crucial for attracting buyers and maximizing returns, balancing competitive pricing to generate interest with ensuring the highest value for your home.

Below Market Value Pricing

INCREASES INTEREST AND MAY LEAD TO BIDDING WARS, RAISING THE FINAL SALE PRICE.

At Market Value Pricing

ATTRACTS DIVERSE BUYERS FOR FAIR AND TIMELY SALES.

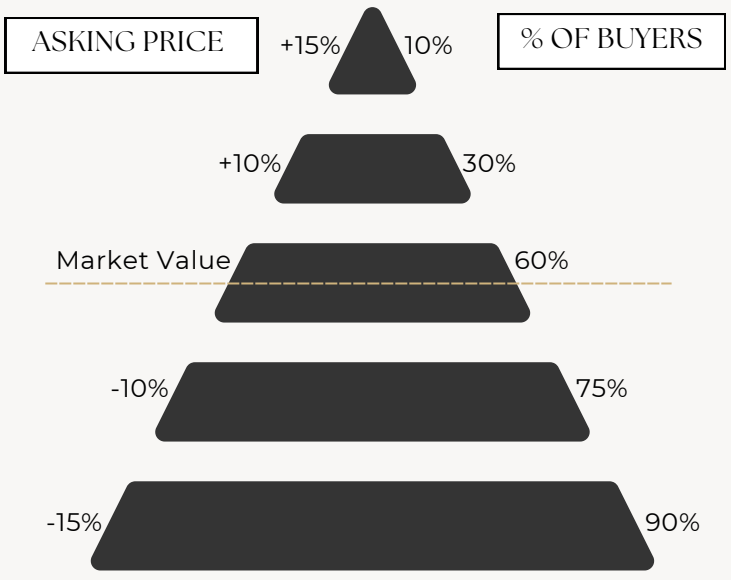
Above Market Value Pricing

SUITABLE FOR HOMES WITH UNIQUE FEATURES OR STRONG MARKET CONDITIONS.

Together, we'll develop a pricing strategy that maximizes your return and achieves your desired outcome.

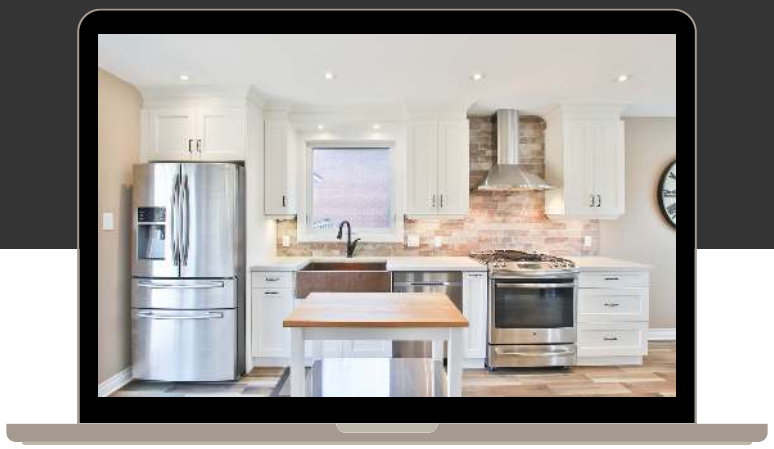
did you know...

- Properly priced homes sell faster and for more.
- Overpricing results in longer selling times and fewer showings.
- Early pricing is vital, particularly in the first few weeks.
- A comprehensive market evaluation helps set the right price.



A PICTURE IS WORTH

A THOUSAND WORDS



Listing photos are crucial for attracting potential buyers, often serving as their first impression of the home. As most buyers search for homes online, quality pictures are key to gaining attention, scheduling showings, and achieving sales. As your agent, I will showcase your listing effectively, as many buyers decide their interest based solely on online images.

Listings with professional photos sell FASTER & for MORE MONEY than listings with amateur photos. With an average difference of $3,400 - $11,200 & a 21-day faster sale time. (Redfin)

90% of home buyers use the internet to search for their dream homes, and 87% of buyers find high-quality photos to be very useful in their home search. (NAR)

Listings with high-quality photos receive 118% MORE VIEWS than listings with low-quality photos, this highlights the importance of standing out in a crowded online marketplace. (Zillow)



PROFESSIONAL

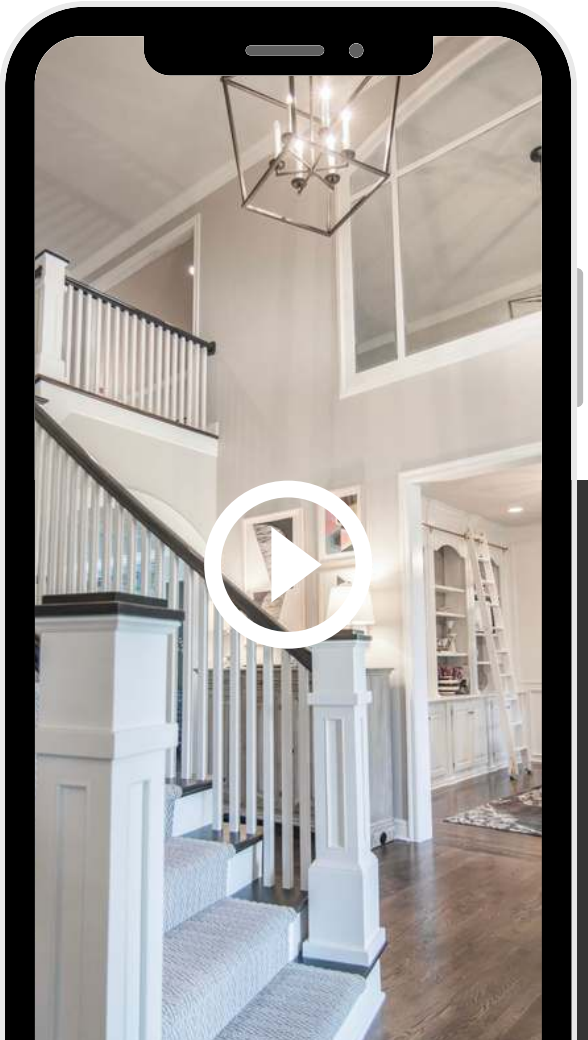
VIDEOGRAPHY

VIDEO IS THE TOP FORM OF ONLINE ENGAGEMENT

HOMES WITH VIDEOS RECEIVE 403% MORE INQUIRIES THAN THOSE WITHOUT VIDEOS
NATIONAL ASSOCIATION OF REALTORS

PROPERTIES WITH VIDEOS RECEIVE AN AVERAGE OF 2.5 TIMES MORE VIEWS
REDFIN

HOMES WITH VIDEOS SOLD 68% FASTER THAN HOMES WITHOUT VIDEOS
VIRTUANCE



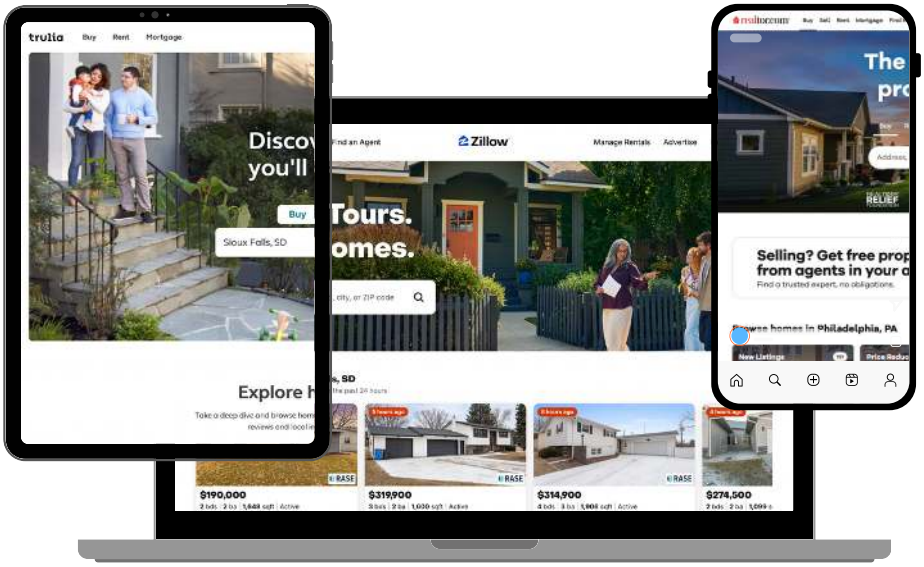


MARKETING PLAN

NETWORKING	SIGNAGE	SUPERIOR ONLINE EXPOSURE
A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.	A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.	Buyers in today's market first start their search online. Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites.
EMAIL MARKETING	**PROPERTY FLYERS**	**LOCKBOXES**
An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.	Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.	Lockboxes enhance home security by allowing agents to access the property conveniently as owners are expected to vacate the premises during showings. Having a lockbox makes this process much easier for all involved.
SHOWINGS	**OPEN HOUSES**	**SOCIAL MEDIA**
When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.	After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.	We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

GET FEATURED

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites. Online listing platforms are essential in today's real estate market. Buyers are turning to websites like Zillow, Realtor.com, and Redfin as their primary tools for finding properties, making it crucial for sellers and agents to have a strong online presence.



“97% OF HOME BUYERS USE THE INTERNET IN THEIR HOME SEARCH.”
SOURCE: NAR'S 2023 PROFILE OF HOME BUYERS AND SELLERS

“BUYERS SPEND AN AVERAGE OF 20 MINUTES VIEWING ONLINE LISTINGS.”
SOURCE: NAR, 2021 TRENDS REPORT

“51% OF BUYERS FOUND THE HOME THEY PURCHASED ON THE INTERNET.”
SOURCE: SOURCE: NAR, 2023 PROFILE OF HOME BUYERS AND SELLERS

MLS

Zillow

trulia

REDFIN

realtor.com

facebook

Instagram

Pinterest

YouTube

LinkedIn

BROKERAGE SITE

PHOTOSHOOT PREPERATION

A CHECKLIST TO PREPARE FOR PHOTOS



General

- [ ] **Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- [ ] **Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- [ ] **Depersonalize:** Put away family photos and personal items.
- [ ] **Neutralize:** Aim for a neutral and universally appealing look.

Kitchen

- [ ] **Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- [ ] **Sink:** Make sure it's empty and sparkling clean.
- [ ] **Cabinets:** No magnets or clutter on the outside.
- [ ] **Table:** Clear it off or set it simply with minimal place settings.

Bathrooms

- [ ] **Counters:** Clear of toiletries.
- [ ] **Toilet:** Lid down!
- [ ] **Towels:** Fresh, matching towels neatly hung.
- [ ] **Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms

- [ ] **Furniture:** Arrange to maximize space and flow.
- [ ] **Cushions:** Fluff pillows and fold throws neatly.
- [ ] **Mantle:** Simple and stylish décor only.
- [ ] **Dining Table:** Consider a simple centerpiece.

Bedrooms

- [ ] **Beds:** Made perfectly with clean, wrinkle-free linens.
- [ ] **Nightstands:** Clear, except for maybe a lamp and a book.
- [ ] **Closets:** Tidy and organized (buyers will peek!).

Exterior

- [ ] **Lawn:** Mow and edge.
- [ ] **Landscaping:** Tidy and add fresh mulch.
- [ ] **Cars:** Move cars out of the driveway.
- [ ] **Trash Cans:** Hide them away.
- [ ] **Hose/Gardening Tools:** Put them away neatly.

Final Touches

- [ ] **Lights:** Turn on all lights.
- [ ] **Blinds/Curtains:** Open for natural light.
- [ ] **Doors:** Open interior doors for flow.
- [ ] **Pets:** Keep them out of the way during the shoot.

TIME FOR SHOWINGS

MAKE A GREAT IMPRESSION

Showings give buyers a firsthand look at your home. Here's how to make them count:



BEFORE

- **Deep Clean:** Sparkling clean = great first impression!
- **Declutter:** Less stuff, more space.
- **Stage:** Arrange furniture to highlight your home's best features.
- **Light & Bright:** Open blinds and clean windows.
- **Comfy Temp:** Not too hot, not too cold.
- **Fresh Scent:** No bad smells!
- **Safety First:** Secure valuables and medications.
- **Curb Appeal:** Make the outside look great!
- **Safety First:** Tuck away valuables, medications, and any personal items.

DURING

- **Give Space:** Leave the house during showings.
- **No Pets:** Take pets with you if possible.
- **Lights On:** Leave lights on for a welcoming atmosphere.
- **Music Off:** Turn off any music or the TV.

DON'T FORGET

- **Lockbox:** I'll provide a lockbox for secure key access. I'm notified every time it's used, so you know who's entering your home.
- **Feedback:** After each showing, I'll share any feedback from potential buyers.



OPEN HOUSES

Open houses can be a great way to generate interest in your property and can be a powerful marketing tool to attract potential buyers.

To make yours a success, we'll post it on popular real estate websites and social media, put up "Open House" signs, and even hand out flyers.

We'll make sure your home is looking its best and ready to impress!

OFFERS & NEGOTIATIONS

SECURING THE BEST TERMS

Receiving an offer on your home is exciting! But it's rarely the end of the process. Negotiation is often the next step to reach an agreement that works for both you and the buyer. Here's what to expect:



When you get an offer on your home, it usually includes the price, closing date, things that need to happen for the sale to go through (like getting a loan), what's included in the sale (like appliances), and a deposit from the buyer. To decide if it's a good offer, think about if the price is fair, if the conditions are reasonable, and if the closing date works for you.

AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

3

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

NEGOTIATION PLAYBOOK:

TACTICS & STRATEGIES FOR SUCCESS





EFFECTIVE NEGOTIATION TACTICS

•**Price:** We'll analyze the offer price, comparing it to recent comparable sales and considering your desired sale price.

•**Contingencies:** We'll review any contingencies in the offer, such as financing, appraisal, and inspection contingencies, to ensure they protect your interests while keeping the offer attractive to the buyer.

•**Closing Date:** We'll discuss the proposed closing date and determine if it aligns with your timeline and moving plans.

•**Special Requests:** We'll address any special requests from the buyer, such as the inclusion or exclusion of certain appliances or fixtures.

•**Communication:** We'll maintain open and respectful communication with the buyer's agent throughout the negotiation process.

•**Flexibility:** We'll identify areas where you're willing to be flexible and areas where you're firm, allowing for strategic compromises to reach an agreement.

ADVANCED NEGOTIATION STRATEGIES

•**Market Knowledge:** We'll leverage our deep understanding of the local market to support our negotiation strategy, using recent sales data and market trends to justify our position.

•**Creative Solutions:** If challenges arise, we'll explore creative solutions to address them, such as offering seller concessions or finding alternative financing options.

•**Legal Expertise:** If necessary, we'll consult with legal professionals to ensure the final contract protects your rights and interests.

•**Timing:** We'll strategically time our responses and counteroffers to maximize your negotiating position.

•**Walk-Away Point:** We'll establish a clear walk-away point to avoid accepting an offer that doesn't meet your needs.

•**Post-Offer Strategy:** We'll provide guidance on managing multiple offers, backup offers, or escalation clauses to maximize your outcome.



BEYOND THE OFFER

Once you receive an offer, the journey isn't over. There are still important steps to navigate. We'll make sure all details are clear and all terms are met. Once you've accepted an offer, the escrow process begins. I'll be your trusted partner, every step of the way.

1 OFFER & ACCEPTANCE (1-3 DAYS)

Buyer's Offer: Buyer submits an offer with earnest money.
Seller's Review: Seller's review the offer, negotiate, and accept.
Executed Contract: Both parties sign contract, making it legally binding.

2 CONTINGENCIES (1-4 WEEKS)

Home Inspection (10 days): Buyer hires an inspector and negotiates repairs.
Financing (3-5 weeks): Buyer secures a loan if necessary.
Appraisal (1-2 weeks): Lender checks property value.

3 MEET CONTINGENCIES & PREPARE FOR CLOSING (1-3 WEEKS)

Repair Completion: You complete agreed-upon repairs from inspections.
HOA Docs (if applicable, 3-7 days): You provide HOA documents to the buyer.
Title Search & Insurance: Title company verifies ownership and provides title insurance.
Final Walkthrough (1 day): Buyer does a final check of the property.

4 CLOSING (1 DAY)

Gather at Title Company/Attorney's Office: All parties meet to sign and close.
Sign Documents: You and the buyer sign all required paperwork.
Disbursement of funds: Seller receives proceeds, and buyer gets keys.
Possession: Buyer takes possession of the property

OVERALL TIMELINE: 30-60 DAYS (OR MORE)

This is a rough estimate. Some deals close faster, others take longer.

FACTORS THAT INFLUENCE THE TIMELINE:

- **Buyer's Financing:** Loan approvals can be quick or slow.
- **Appraisal Issues:** Low appraisals can cause delays or renegotiation.
- **Repair Negotiations:** Extensive repairs take time.
- **Title Issues:** Unforeseen title problems require legal resolution.
- **Scheduling:** Coordinating everyone's availability for closing.

Pro Tip: Stay in close communication with your realtor throughout the process. They'll guide you, keep you updated on deadlines, and help ensure a smooth closing.

HOME INSPECTIONS

AND WHAT TO EXPECT

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

TYPICALLY 10-14 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE:

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

- BUYER CAN ACCEPT AS IS
- BUYER CAN OFFER TO RENEGOTIATE
- BUYER CAN CANCEL CONTRACT



HOME APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer



POST-INSPECTION

PROCESS

1. REVIEW INSPECTION REPORT

- Carefully review the inspection report with your agent to identify any necessary repairs.
- Prioritize repairs based on urgency and impact on the property's value.

2. NEGOTIATE REPAIRS

- Your agent will work strategically with the buyer's agent to negotiate the scope and cost of repairs.
- They will advocate for your best interests, ensuring a fair and balanced agreement.

3. SELECT RELIABLE CONTRACTORS

- Your agent will recommend trusted and experienced contractors to handle the repairs.
- They will oversee the entire repair process to guarantee quality workmanship and timely completion.

4. SCHEDULE AND COORDINATE REPAIRS

- Your agent will coordinate with contractors to schedule repairs that minimize disruptions to your lifestyle.
- They will monitor the progress of repairs and address any unforeseen issues promptly.

5. FINAL WALK-THROUGH

- Conduct a thorough final walk-through with your agent and the buyer's agent to verify that all agreed-upon repairs have been completed.
- Address any remaining concerns and ensure the property is prepared for closing.

ADDITIONAL TIPS:

- Stay Informed: Maintain open communication with your agent throughout the repair process, seeking regular updates.
- Proactive Approach: Anticipate potential issues and take proactive steps to address them.
- Obtain Necessary Permits and Insurance: Adhere to local regulations and protect your investment with adequate insurance coverage.

By following these steps and working closely with your agent, you can navigate the post-inspection process with confidence and ease.

UNDERSTANDING ESCROW:
A SMOOTH PATH TO CLOSING

WHAT IS ESCROW?

A neutral third party (escrow holder – often a title company) holds funds and documents until all agreed-upon conditions are met, protecting both buyer and seller.

HOW DOES IT WORK?

1. Open Escrow: Earnest money is deposited.
2. Instructions: Buyer and seller provide instructions outlining all sale terms.
3. Holding: Escrow holds funds and documents (purchase agreement, title reports, loan docs).
4. Conditions Met: Buyer and seller fulfill obligations (financing, repairs).
5. Closing: Funds are disbursed, and title is transferred.

WHAT HAPPENS DURING ESCROW?

- **Title Search:** Ensures clear ownership.
- **Appraisal:** Lender assesses property value.
- **Loan Underwriting:** Lender finalizes loan approval.
- **Inspections:** Buyer completes inspections.
- **Repairs:** Seller completes agreed-upon repairs.
- **Document Prep:** Legal documents are prepared.
- **Closing:** Final meeting where documents are signed, and ownership is transferred.

WHY IS ESCROW IMPORTANT?

- **Protection:** Ensures no funds or property change hands until all conditions are met.
- **Impartiality:** A neutral third party handles the transaction fairly.
- **Security:** Secure holding of funds and documents.
- **Streamlined:** Coordinates all closing steps.







PREPARRING FOR CLOSING:
YOUR CHECKLIST

FINANCIAL:

- [ ] Review Closing Disclosure 3 days before - check for discrepancies!
- [ ] Secure certified funds before closing (beware of wire fraud!).
- [ ] Confirm loan details and funding.

INSURANCE & UTILITIES:

- [ ] Secure homeowners insurance before closing.
- [ ] Transfer utilities after closing.

PROPERTY:

- [ ] Final walk-through 24 hours before - check repairs and condition.

DOCUMENTS & LOGISTICS:

- [ ] Gather all documents (ID, insurance proof).
- [ ] Review closing documents before signing.
- [ ] Prepare questions.
- [ ] Confirm closing time/location.

CLOSING DAY:

- [ ] Arrive on time.
- [ ] Review and sign documents.
- [ ] Celebrate!

AFTER CLOSING

- [ ] Keep records.
- [ ] Set up payments.
- [ ] Review mortgage statement.

CLOSING THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

·**Mortgage balance & penalties:** If applicable
·**Any claims against the property:** Including but not limited to liens or judgments.
·**Unpaid assessments:** For HOA or other property associations.
·**Real estate agent commissions:** As agreed upon in the listing agreement.
·**Title insurance policy:** To protect the buyer's ownership rights.
·**Home warranty:** Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

CANCEL POLICIES
Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS
Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS
Let everyone know your new address. Submit a change-of-address form to the post office.

TURN EVERYTHING OFF
Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

DOCUMENTS
Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK
Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS
Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN
Before you leave, ensure your home is clean. Thoroughly clean the cabinets, refrigerator, and appliances inside and out. Don't forget to clean the garage. Arrange for trash pickup before closing day. Leave your home in the condition you would want as a buyer.

INCIDENTALS
Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS
Vacuum and sweep floors one more time

LOCK UP
Ensure all blinds are closed, and lock the windows and doors.



HOME SELLER FAQS

COMMON QUESTIONS SELLERS HAVE

Q: How do I price my home competitively in today's market?

A: We'll determine the right listing price together using a comparative market analysis (CMA), considering recent sales of similar properties, current market trends (like rising or falling prices and inventory levels), and your home's unique features. Avoid overpricing – it can deter buyers in today's market.

Q: What updates should I prioritize to maximize my home's value?

A: Focus on updates that offer the best return on investment (ROI). Prioritize necessary repairs, then consider cosmetic updates like fresh paint, updated fixtures, and curb appeal enhancements. We'll analyze your home and the local market to recommend the most impactful projects.

Q: How do I navigate a market with fluctuating interest rates?

A: We'll factor current interest rates and their potential impact on buyer demand into your pricing and marketing strategies. We'll also discuss strategies for attracting buyers in a higher-rate environment, such as highlighting energy-efficient features or offering seller concessions.

Q: What are my closing costs as a seller?

A: Seller closing costs typically include real estate agent commissions, escrow fees, title insurance, transfer taxes, and any agreed-upon concessions to the buyer. We'll provide a detailed estimate of your closing costs upfront so you're prepared.

Q: How long does the selling process typically take?

A: The timeline varies depending on market conditions, the property's condition, and the specifics of the transaction. From listing to closing, it can typically take anywhere from a few weeks to several months. We'll work with you to create a realistic timeline based on your individual circumstances.

Q: How do I negotiate offers effectively?

A: We'll guide you through the offer negotiation process, leveraging our experience to secure the best possible terms. We'll analyze each offer carefully, considering price, contingencies, closing date, and other factors, and develop a negotiation strategy tailored to your goals.

CLIENT TESTIMONIALS

★★★★★



Working with Erin Cecil was an exceptional experience from start to finish. Her dedication, professionalism, and unwavering attention to detail made the process of finding our next dream home seamless and enjoyable. Erin made us feel like we were her only clients—always responsive, always prepared, and always one step ahead. She not only found us a new home, but one that exceeded our expectations in every way. We are incredibly grateful for her expertise and care throughout the entire journey. Plus, she is enjoyable to work with. - Joe Hughes



I have worked with Erin twice now, to buy our first home and then sell that home a few years later. She is incredible to work with: very quick to respond, always available to talk and is very intentional to seek out your needs and make sure you as the buyer/seller feel very supported. Erin works very hard to protect your desires and make sure that your home buying and selling transaction is in your best interest. I would highly recommend her to anyone looking to buy or sell in the Kansas City area. She is smart and you will have a true advocate if you work with her! - Akin Family



We had a GREAT experience working with Erin! There was never any doubt on selecting her to represent us on both selling our home & purchasing a new one. Erin did an excellent job marketing our home and we were under contract in just 24 hrs! We were thrown an unusual curve ball on the purchase side of our new home and Erin was extremely instrumental in making sure that our offer was finally accepted. She's a ROCKSTAR and you won't find a harder working realtor! Thank you Erin for helping us accomplish our real estate dreams - Rowe Family



I asked Erin to help me with selling my parent's home and purchasing a new home. She had multiple offers within days of listing. She was incredibly patient and made sure they understood every step of the process. She addressed all their concerns as soon as they arose. I would recommend her to anyone looking to purchase or sell a home. - Robertson Family

THANK YOU

Thank you for the opportunity to present my services in your home-selling journey!

My mission is simple:

I aim to help you sell your home at the best possible price, within your desired timeframe, and with as little stress as possible.

Your successful sale is within reach, and I'm here to ensure the process is smooth and rewarding. Let’s embark on this exciting journey together! By getting started today, we can tailor the selling strategy to your needs and soon transform that 'For Sale' sign into a 'Sold' one, marking the next chapter in your life.

ERIN CECIL

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• A HOME BUYER’S GUIDE • YOUR PATH TO HOME • LET’S FIND YOUR DREAM HOME • A HO IDE •

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