

The Savvy Seller Guide

WHAT TO EXPECT WHEN
SELLING YOUR HOME



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Introduction

About this guide

Have you ever read the book, *What to Expect When You're Expecting*? It was written for couples expecting a baby, and covers many of the physical ins and outs of pregnancy, the emotional roller coaster pregnancy puts you on and explains things you can do to make the birth healthier and easier.

Think of this book as, "What to Expect When You're Selling." Yes, selling your home can be as emotional, joyful, scary, exciting and irritating as pregnancy! Unfortunately, too many sellers find themselves freaking out and not getting the happy, healthy end result they'd hoped for! In my experience, it does not have to be traumatic or a struggle. In fact, with the right team and the right information, the process can actually be fun and definitely successful.

I created this guide to give you the information you need as a seller so you can enjoy the ride and end up with the best result at "birth." You'll find out what you should expect every step of the way from a really good agent. It doesn't matter what price range your home falls into, to expect superior service from the listing agent you hire!



I LOVE selling homes and helping and educating people through their journey. I work hard to position my clients for success to create the best possible outcomes and exhibit the utmost professionalism. "My passion is to help my client's make their real estate dreams a reality while creating lasting relationships along the way."

If you have any questions after reading this guide, feel free to contact me at (469) 907-6283. And be sure to go to <https://www.kamihallrealestate.com/savvy-sellers-guide> for informational videos that are easy to watch and full of valuable information.

Best,

Kami Hall

Seller Road Map

Schedule at a Glance



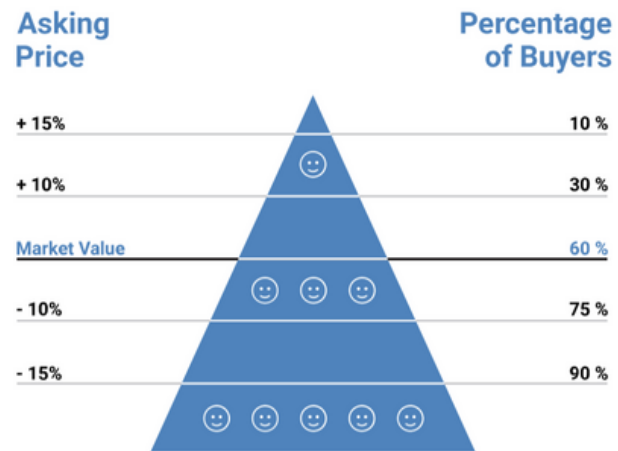
Pricing Your Home

For Optimal Results

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 weeks of listing your home yields the highest point of opportunity to sell your home for top dollar and all factors need to be just right.

Seller's often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but this is a serious mistake! If a home is overpriced you risk being overlooked by prospective buyers and end up being on the market longer than expected, and lose the prime time to receive the best offer. After a home has been on the market for awhile, buyers begin to wonder if something is wrong with the home as it hasn't been purchased yet. This doesn't mean you should underprice your home either.

The goal when marketing your home is to attract the greatest number of potential buyers as possible giving you a higher likelihood you will field multiple offers. Any time you receive multiple offers, you're fostering an atmosphere where prospective buyers will offer their highest and best price to compete with the competition, boosting the final sale price of your home.



To do this, we will provide an in depth analysis of recent market data in your area. This will include not only the price other homes in the area are listed for, but also what the average sold price is, how many days the homes were on the market, and what condition the other homes are in compared to yours and additional features of the comparable homes. Once we have all the market data, Our focus will be to list your home not too high and not too low, but at or just below Fair Market Value.

My goal is to position my clients for success, and the first step to doing this is strategically pricing your home to help it sell as quickly as possible while putting the most money in your pocket.



Declutter & Deep Clean

Make it Sparkle

When a buyer walks into your home for the first time, you want them to be able to picture themselves living in the home. If your home is full of your belongings, odd and ends, family pictures etc. it makes the buyer feel like they are intruding on your space rather than being able to imagine themselves living there. One of the biggest reasons people move is because they need to upgrade to a larger space. If your personal items are filling the home, your prospective buyers may still feel crowded in the space and may not choose the home for that reason.

WHERE DO I START?

Determine Items you don't want to take with you.

Decluttering your home will help you keep the house tidy for showings, help make sure that you only move items you actually want to take with you to your new home and make unpacking easier. Go through your personal items and discard or donate items you no longer want or need.

Box Items you don't use on a regular basis.

After you've removed items you don't want to take with you to your new home, take a look at the items you don't use on a daily basis and box those items up and stick them in the garage. Remember that though buyers are usually respectful when they walk into a home that is occupied, they will still look inside the pantry and inside the closets.

ITEMS TO BOX UP:

- Your summer or winter clothing
- Kitchen items you don't use regularly
- Office supplies
- Children's toys
- Books
- Family Pictures

AREAS TO TIDY UP:

- Pantry
- Drawers in Kitchen
- Surfaces, counters and desktops
- Bookcases
- Closets
- Storage areas

Once you've finished decluttering, it's time to deep clean the home. Keep in mind that buyers usually spend about 15 minutes in each home they look at and usually don't go back unless they are almost certain your home is "the one". Stinky smells, dirty floors, and dusty shelves usually don't give a great impression and will likely cause your home to drop from first pick. So make sure you give your home a good deep clean before you show it! I always recommend to hire professional cleaners to do this for you rather than tackling it yourself. You have enough to worry about!

Home Staging

Capturing Emotion

Home Staging is a critical part in every home sale for several reasons. Home staging maximizes the space, lighting and the flow of each room. Home staging ensures that the home looks its best, helps buyers visualize the property as their future home and it captures the emotion of the buyers, who are making one of the biggest purchases of their lifetime. Studies show that Buyers are willing to pay 1%-5% more on a staged home than a non-staged home and that homes that are staged typically sell for more than 6% above asking price.

WHAT IS VACANT STAGING?

Vacant Staging simply means that no one currently lives in the home and there is no furniture or belongings left behind.

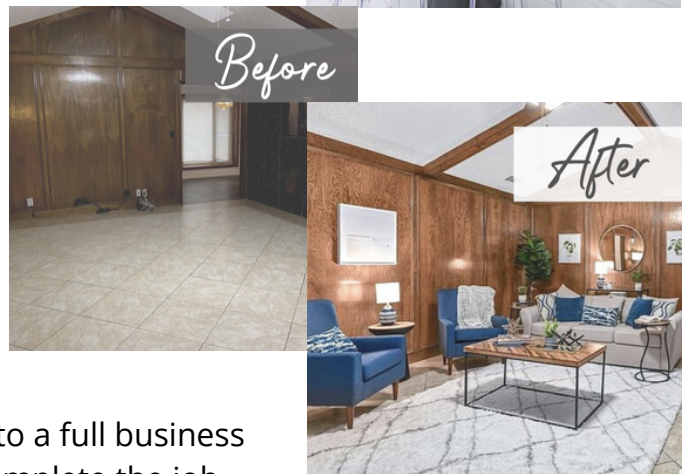
For Vacant Staging, the home is essentially a blank canvas. We approach each home with a customized Staging Plan to optimize the home's marketability. This includes supplying and arranging furniture, decorative accessories, and bedding. Sometimes, our Stagers may recommend cosmetic updates, such as minor landscaping or paint touch ups.

Vacant Staging takes between two hours to a full business day. A team of 2-3 certified Stagers will complete the job before listing photography and showings take place.

THE VALUE OF VACANT STAGING

Home Staging is especially important in an empty house, because without anything in a home, buyers struggle to imagine themselves living there. By bringing in furniture and accessories that compliment the space, we highlight the home's best features and distract from any flaws.

Our team will ensure that your home is showcased to the highest potential for all perspective buyers. My team is dedicated to making each Vacant Staging unique, helping your home stand out against other homes on the market.



Home Staging

Highlight Features

WHAT IS OCCUPIED STAGING?

Occupied Staging is when a home is Staged while the homeowner is still living there.

For Occupied Staging, the goal is to declutter, organize, and highlight a home's best features. There will be 2-3 certified Stagers working in your home and the process typically takes 2-4 hours. During the Staging process, furniture, décor, curtains, and rugs may be rearranged or replaced with the Stager's inventory. The Stagers will carefully move any unused items into a discrete place of your choice. Please do not be offended if your items are replaced! Often, rugs and furniture that look amazing in person do not photograph well. The Stagers will respect any requests to not move particular items and will treat all belongings with care. We understand



that this process can be overwhelming and we hope this information will help you prepare for your home's Staging.

THE VALUE OF OCCUPIED STAGING

It is very challenging for homeowners to Stage their own home because 1) they are (understandably) emotionally attached and 2) it is difficult to rearrange a space you see every day. Stagers remove this burden and ensure that the home is showcased to the highest potential for all perspective buyers.

HOW TO PREPARE

- Pack away all personal photographs and documents
- Store all toiletries/shower accessories in cabinets or closets
- Tuck away remotes, phone chargers, and other electronics
- Hang white bath towels and hand towels in every bathroom
- Find a discrete place to keep all pet items during the selling process
- Replace all lightbulbs

Professional Photography

Sets you apart



Over 95% of home buyers start their search online. You only have one chance to make a first impression and that is why professional photography is an absolutely imperative part to selling your home for top dollar. I always hire a professional architectural real estate photographer who knows how to capture your house in the best lighting and take the photos from just the right angle to show off its best features. Marketing your property using stunning images and video will **set your home apart from the competition** and attract the most buyers to your home as possible.



What's included:

- 25 Stunning Professional Photos of your homes interior and exterior.
- high definition virtual property tour
- iGuide 3D Interactive Floor Plan
- Property Photo Gallery
- Floor Plans
- Room Dimensions
- Neighborhood Details
- Social Media Sharing

DID YOU KNOW THAT HOMES LISTED WITH PROFESSIONAL PHOTOGRAPHY

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 4.7% higher asking price per square foot
- Sell 50% faster and 39% closer to the listing price



Getting Ready For Showings

It's Time To Shine!

HOW WILL SHOWINGS WORK?

We will put a luxury yard sign in the front yard and a synched lock box on the door that only licensed realtors can access after confirming their appointment.

Showings will be scheduled through the Showing Time appointment service. This will ensure **only licensed realtors with pre-qualified buyer clients are given access to show your home** and only after having the appointment confirmed by you, the seller to make sure that time-frame works for your schedule. This service also allows us to create a specific showing schedule according to your needs as a seller, receive immediate feedback and keep track of all showings.

The best day to list a home for sale is Thursday night or early Friday morning this way, your home will pop up on agent's and buyer's home searches right when they are making their list of homes they want to see over the weekend. In an ideal world, we list the home for sale Thursday night. Show the home Friday, Saturday and Sunday and review any offers that come in Monday evening.

You, as the **seller should not be at the home during showings**. This is for your safety and also allows the buyer to view the home without worrying about inconveniencing you. I recommend sellers plan to be away the first weekend we list the home. Whether you go on a weekend trip or take a staycation in a hotel nearby, it makes for a much better experience for the seller if they do not

have to leave every other hour for showings. This will also keep you from having to clean constantly or worry about food smells in the home and will help the house stay show ready all weekend.

Always accept showings when possible. Buyers will give agents a whole list of homes that want to see and many times if they are unable to see the home at their desired time, it gets left off the list and they rarely come back to it. So don't lose your interested buyers by restricting showings if it's not absolutely necessary.



Disclosures

Protect Yourself

WHAT SHOULD YOU DISCLOSE WHEN SELLING YOUR HOME?

The short answer is this: you should **always disclose any issues with your home that you know about when selling it.** Before you put your home on the market, your realtor will ask you to complete the required Seller's Disclosure Form. The purpose of the form is to disclose any issues with the house you are selling that you are aware of and give the potential buyers information and a historical account of your home. If a seller who is required to provide a Seller's Disclosure fails to do so within the specified timeframe in the sales contract, the buyer can terminate the sale without any financial ramifications.

Do all sellers have to fill out a disclosure? While there are several exceptions to having to fill out a Seller's Disclosure, such as transfer pursuant to a court order or foreclosure sale or by a trustee in bankruptcy, standard owner occupants always need to fill one out.

THINGS YOU ARE REQUIRED TO DISCLOSE:

- Past fires you are aware of
- Foundation damage or repair
- Any "Water Penetration" or "Previous Flooding."
- Termite or Wood Rot Damage Needing Repair

THINGS YOU ARE NOT REQUIRED TO DISCLOSE:

- A death in a house unrelated to the condition of the property
- The HIV status of any occupants of the property
- Any conditions that you are truly unaware of

Failing to disclose can come back to bite you later. In Texas, the Seller's Disclosure survives closing, which means that if you failed to disclose something you knew of, the buyer could hold you responsible for it even after they close on the home. In severe cases, this could result in the buyer filing a lawsuit against the seller. This potential for legal issues is why **being honest in disclosure is always the best policy.**



Marketing Your Home For Maximum Exposure

EXPOSURE IS KEY

The biggest factor to attracting qualified buyers to your home is exposure. It's not just marketing, but effective marketing that will create hype for your home, increase the interest and demand for your home fostering an atmosphere where prospective buyers will offer their highest and best price to compete with the competition, boosting the final sale price of your home. Any realtor can list your home on the MLS, but what else are they doing to market your home? Sadly many times the answer is "nothing". The MLS is a very powerful tool to exposing your home to qualified buyers, but simply sticking a "For Sale" sign in the front lawn and posting your home on the MLS is not going to give your home the exposure it deserves or maximize the amount of money you make when you sell your home.

At Kami Hall Real Estate Group, our goal is always to sell your home quickly and for the most amount of money. To do this, we **make sure that your home shows up where people are looking** using a 54 point marketing plan that will expose your home to thousands of potential buyers weekly by proactively driving maximum exposure across all the mega advertising sites, engaging the professional real estate community and by using detailed, targeted digital marketing and traditional marketing to get thousands of views attracting the most qualified buyers to your home as possible.

STUNNING DIGITAL PRESENTATION

We will use an attractive and professional digital presentation of the property with an appealing narrative combined with a captivating description of the property to address buyers' wants and needs and attract more buyers by providing a beautiful first impression. We will create a story-based listing that weave the home's facts and figures as well as location highlights and community details into the story to make the listing come alive. In addition, your potential buyers will be able to walk through the home virtually and access all floor plans and measurements using our iGuide software.



MEGA ADVERTISING SITES

We will proactively drive maximum exposure across all the mega advertising sites including Realtor.com, Redfin, Zillow, Trulia, Homes.com, KW.com, Re/Max, Century21, Caldwell Banker, and over 2000 other websites by organically ranking your listing using our stunning professional photos, 3D walkthrough tours, floor plans and a carefully crafted property description to enhance search engine optimization while boosting with paid listing enhancements to keep your property in prime position on these sites in order to get maximum exposure to qualified buyers.



PROFESSIONAL SPHERE

We will engage the real estate community by announcing your listing to our professional sphere of influence, proactive network of agents, the multiple listing service (MLS), and cooperating brokers with all Real Estate companies in Collin County and surrounding counties using multiple MLS services. Just listed E-flyers will be sent to local and out of area agents and to thousands of local affiliates and partners in our database bringing them directly to your home's website. In addition we contact preferred lenders for any prospective buyers in their network and perform a reverse prospecting search to identify prospective buyers in MLS.

DIGITAL MARKETING

By tapping into the power of social media and the internet, we will expose your home to a broad yet targeted audience through detailed, targeted, digital marketing and retargeting ads giving your home thousands of views and impressions online. We will use Boost Target Market paid advertising on social media featuring our virtual property video tour creating cookies on the backend of the marketing to capture target audience. Our virtual property video tour will also be added to our youtube channel and website with description crafted to enhance search engine optimization. Craigslist and Facebook Marketplace ads are posted locally and out of the area once per week and we will run a weekly Facebook Ad campaign exclusively to people who are categorized with a "Interested in Moving" residential profile per Facebook analytics. Those expressing interest will have immediate follow-up to online interest or inquiries by phone or by sending video response via text or email.

TRADITIONAL MARKETING

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign we will create high quality 4-page brochures featuring your home's highlights which will be displayed in the home for buyers to take with them and hand delivered to 50 immediate neighbors with a "Pick Your Neighbor" letter attached and text feature and 8.5 x 5.5 large postcards mailed to a radius list with 1st class postage.

Reviewing Offers

Price and Terms

You've put the house up for sale and the offers start coming in. How do you go about picking the best one to make sure you don't let a good deal slip right through your fingers? If price were the only factor, most sellers would have it made. But deciding on the right offer is more complex than saying yes to the highest bidder. You have to hedge against various risks, like a buyer backed by shaky financing, or unfavorable fine print in the contract. In the event that you generate multiple offers (a seller's dream!) there's a whole strategy that goes into reviewing the bids and using that upper hand to lock in your desired price and terms.

1. Talk to your agent about your priorities in selling the home before any offers come in

Before you list your house, we will discuss your priorities and timeline, which will help determine the right offer depending on the factors that are most important to you and your individual situation. For example, If you need to close quickly because of a job relocation or divorce, speed might be a top priority.

2. Review the contingencies in each offer and their chances of being deal-killers

When you're deciding on the best offer for your house, take a close look at the contingencies that the buyers penciled in, meaning all the steps that have to occur before a seller can get paid. You can think of them as a buyer's conditions before they'll agree to a deal—so don't overlook them, as they could potentially "kill" an otherwise great offer, price-wise.

The most common contingencies include the home inspection, buyer financing, and property appraisal—which all protect a buyer in the event that major defects with the home come to light or the house doesn't appraise during closing. Some contingencies, however, are riskier for sellers, such as an offer that is contingent upon the buyer selling their existing home. If you receive an offer that has too many contingencies, look at it as a way to help you narrow down your pile. Because the fewer hurdles you have to tackle when it comes to an offer, the better for you, the seller—even if the listed dollar amount is a good one.





3. Don't rule out the first offer that comes along simply to 'test' the market

Determining whether the first offer will be your best offer can be tricky, especially in a hot and competitive market. If you get an offer right away, don't get cocky and opt to wait around for something better, simply for the sake of testing the market to see what you can get. You should weigh every offer seriously, and the ones that come in early may have very motivated buyers behind them who are ready to go. I'm not saying you should take the first offer that comes your way, just make sure you don't turn down a good thing. I have seen seller's wait to "test the market" and it was a costly mistake as they lost their interested buyers and then they had to take a much lower offer later because the house sat on the market too long and became "stale." Remember that your best chance of selling for top dollar is in the first 2 weeks of listing your house. The longer a house sits on the market, it actually gives the advantage to the buyer because they feel they can negotiate with the seller more.



4. Keep emotions at bay and treat each offer like a business deal

When it comes to any business transaction, like accepting, rejecting, or negotiating an offer for your home, it's critical that you do your best as a seller to keep your emotions out of the process; otherwise, the consequences could be costly to you. Do your best to look at the home, market, neighborhood inventory, and offers with clear eyes, and avoid letting a great offer go because of your emotional attachment to the home.



5. Know a strong offer when you see one

Besides taking that first offer seriously, how can you gauge the quality of other offers you get?

A buyer's financial strength (i.e. mortgage pre-approval; bigger down payment; all-cash offer) Financial strength is a very important factor. When reviewing offers, I always make sure there is a letter of qualification from the financial institution and mortgage lender and take note if the buyer is pre-approved or just pre-qualified as there is a big difference! Many times I will even call the financial institution directly to make sure it is a dependable offer.

A buyer's concessions (i.e. buyer requests, financial or otherwise).

Some buyers will waive the inspection period. This is great because that is one less hurdle overcome before closing. Others might ask the seller to pay a chunk of their closing costs, this money comes right out of the seller's pocket and shows me that the buyer might not have the funds to pay closing costs which tells me more about their financial situation.

A buyer's flexibility (i.e. move-out, move-in date)

Securing a buyer who is willing to be flexible on a closing date can be important particularly for sellers who haven't yet secured a new home. This gives you more security that you will not have to close before you have somewhere to go! Some buyers will also allow you to do a rent back which means you get to live in the home for a certain amount of time after closing to have time to pack and move.

7. Seriously consider offers with sizable deposits

If you've narrowed down your stack by now and all offers remaining are fairly equal in price, concessions, flexibility, and scope—another factor you can use to determine the best offer is the earnest money deposit. If everything else is equal and one offer gave a \$2K deposit and the other one gave a \$10K deposit, to me the latter is a lot better because it shows their commitment to buying the home and it's also harder for a buyer to walk away from the deal.

8. Leverage a bidding war to get the price and terms you want

A bidding war is always good for a seller. But it can be great if you have an agent who knows how to negotiate with interested buyers to get you the best deal. As a Certified Real Estate Negotiator and an experienced agent I have "been there done that", so whatever your reason for selling and your needs for the future, you can find comfort knowing the agent has your best interests at heart—and rest assured you won't let the best offer slip away, or settle for a deal you're not happy with.



Inspections

Breeze Through

There are certain maintenance items regarding your home that you should take care of prior to putting your home on the market. Why? When a home inspection person can tick off certain items as being good and orderly, it tells the buyer that your home has been well maintained. Also, in some jurisdictions, the lender will not let a sale go through until certain items are in good repair and working properly.

Basic Maintenance

Here is the checklist with questions about the home repair items you should handle before we put the home on the market:

- Is your water heater double strapped?
- Do all of your smoke detectors work?
- Do you have a CO 2 detector on each floor?
- Have your furnace filters been changed recently?
- Has your HVAC unit been professionally maintained recently?
- Does your garage door open smoothly and does your garage door opener operate properly?
- Do any of your doors or sliders need some WD40?
- Do you have any leaky faucets or slow-flowing drains?
- Do you have any missing or torn screens?
- Do you have any light bulbs that need replacing?
- Do all of your blinds and shades work properly?
- Do all door locks and locking mechanisms work properly?
- Are your gates and their latches working properly? Is your fence in good repair?



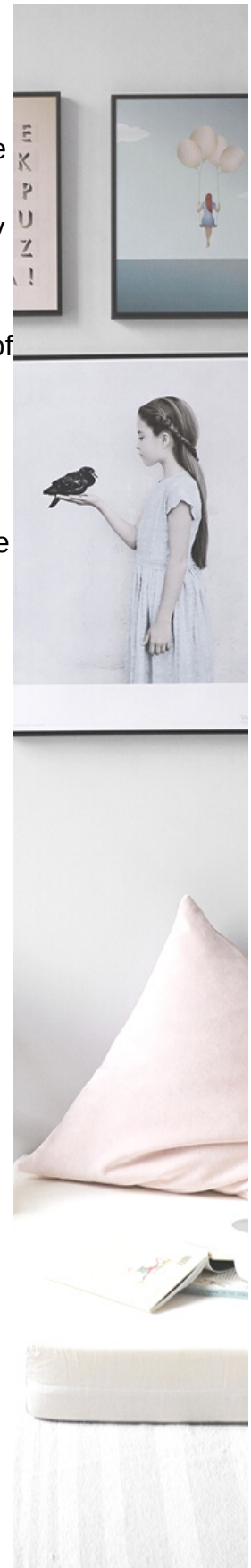
MAJOR REPAIRS

What about things like mold and dry rot issues, leaks, broken roof tiles, health and safety issues or termite problems? If you know that these problems exist, I almost always recommend that you take care of them before your home goes on the market. Often, lenders will not fund a home until these problems are fixed. Even if they did, few home buyers want to take on that kind of project. Delaying getting this work done will only delay the sale and may actually turn some buyers away. If you absolutely cannot afford to have this work done, at the very least get a guaranteed estimate from a reputable vendor so your potential buyers have a sense of what they would be getting into.

What about other major issues like a roof that is leaking? First of all, it's illegal to withhold that information if you know or even suspect your home has a problem. Even if you could withhold it, any intelligent buyer will have a thorough home inspection done during the contingency period. In the worst case, your buyer may cancel the contract as soon as they find out about the roof. In the best case, they will probably ask to have the sales price discounted substantially. Why? Because when you have problems with major systems, such as roofs, structural, plumbing, electrical or mechanical systems, you really don't know what you're getting into until you get into it! A vendor may say they can repair rather than replace something but unless the problem is very straightforward, they can't be sure.

In a perfect world, I'd have you do what it takes to make that roof sound (with a guarantee). If that's not a possibility, just be aware that it causes an obstacle to the sale that will have to be overcome.

What about major renovations, like updating bathrooms or kitchens? This is such a case by case decision that I won't even get into it here. It's a discussion you need to have with your agent. When I discuss this possibility with my clients, I make sure to give them all the data they need to make a good decision. We'll talk about trends in the market and the likely return on their investment for these renovations. We'll get estimates from my preferred vendors. We'll talk about the time involved and how far back that will push putting the house on the market. We'll talk about any disruption the family might go through while the renovations are happening. It's important to weigh all of these factors before making this decision.



Negotiations

Strategically Planned

Typically negotiations take place before signing the initial offer and during the buyer's contingency period after inspections take place. However negotiations can potentially take place anytime before and up to closing and just about everything in a real estate transaction is negotiable - not just price.

Good negotiation is based on the “win-win” concept. Everyone in the transaction gets what they really want and need, not necessarily absolutely everything they'd like. It's based on conscious compromise, give and take. And it's the most effective way to end up with the best price and most favorable terms for your home in the shortest amount of time!

My Roll in Negotiations

At its core, negotiation is communication. It's important to listen and ask questions, seeking to really understand all parties to the transaction. We will collaborate together and set goals, prioritizing your needs and desires for the sale of your home. It may also be beneficial to discuss possible areas of compromise before your home hits the market.

When offers come in, I take time to understand each buyer's motivations and priorities by discussing them with the buyer's agent. When a conflict arises, I will work with the Buyer's agent to come up with creative options and solutions that work for everyone while making sure that your most important priorities are honored. I help my clients to keep perspective and stay open to compromising on small issues that allow an otherwise great deal to go through. It is extremely important to stay as calm as possible and to resist over-reacting to unreasonable demands or high emotion from the other side. As your advocate, your best interests, goals and objectives are my first priority.

The Seller's Roll In Negotiations

As the seller, you do not need to be an expert negotiator, but you do play a roll in the negotiation process. Here is a list of items to do during this process:

Remember your priorities: During negotiations and within the contracts, you'll be making decisions on hundreds of issues. Some of them matter and some really don't. But it's easy to get caught up in all of it and lose sight of what you're really trying to accomplish by selling your home. Be sure and keep your priorities front and center so that when the inevitable kerfluffle happens, you won't lose your way.

Stay calm and think it through: Selling a home is an emotional process. It's your home! It's important to stay calm. Take a deep breath. Respond, don't react. Avoid a knee-jerk reaction and think it through. And if you need time to get into a better place emotionally, sleep on it before making a decision.

Listen and ask questions: As your agent, I will be here to guide and advise you through issue that arises. This ain't my first rodeo, so please listen. If you don't agree or understand something, ask questions. Open communication is extremely important to make sure we can find a win-win solution. Together we can collaborate on different solutions to the issue at hand and possible consequences if you don't agree to the compromise. At the end of the day, you do have the final say in any decision. Let's just be sure to get all the information you need to make a good one.

Be clear: As your agent, I will be negotiating on your behalf. Communication is essential in this process to do my job well. Be as clear as you can with your desires and if you don't like how negotiations are going or have an idea for a better solution, let me know. When you do make a decision or compromise, make sure you are sure enough about it to honor it. Giving your agent clear marching orders will help me represent you to the best of my ability.

Make Sure Your Agent Has the Skills and Knowledge to Protect Your Best Interests

The sale or purchase of a home requires many negotiations. So when you decide to sell your home, make sure you hire someone really good at negotiating. Make sure your listing agent is an expert at their game so that they can negotiate on your behalf to the best of their ability. Your agent should have the skill and knowledge to proactively plan your real estate negotiations for success. As a Certified Real Estate Negotiation Expert and having extensive experience in real estate negotiations, I am well equipped to be your advocate and negotiate the terms of your contract to the very best of my ability.



REAL ESTATE NEGOTIATION EXPERT (RENE) The first and only negotiation credential recognized by the National Association of REALTORS®, the Real Estate Negotiation Expert (RENE) certification is designed to elevate and enhance negotiating skills so that today's real estate professionals can play the game to win.



Closing

Congratulations!

The Final Walk Through

The Buyer and Buyer's agent will typically schedule a final walkthrough of the home within 24 hours of closing. This is their chance to check that the property is in good condition, and to make sure the agreed-upon repairs were completed.

- To help ensure that the walk-through goes smoothly,
- make sure to leave the house clean
- Leave owner's manuals and warranties for home appliances etc.
- Provide a list of home contractors or maintenance companies you have used in the past
- Sweep the home for forgotten items to make sure you don't leave anything behind
- Lock up! You are responsible for the home all the way up until after closing.

If the final walk-through reveals an issue with the house, don't panic. The standard protocol is for the buyer's agent to immediately alert the listing agent that there's a problem. Then, both parties work together to solve it.

Closing Disclosure

The Closing Disclosure should be delivered 3 days before closing and details your closing costs. Closing costs are typically around 10% of the home's sale price.

The seller's closing costs typically include:

- The commission for the listing agent and buyer's agent
- Transfer taxes or recording fees
- Loan payoff costs
- Unpaid homeowner association dues
- Homeowner association dues included up to the settlement date
- Prorated property taxes
- Escrow, title, or attorney fees



What To Bring To Closing

At the closing you should have:

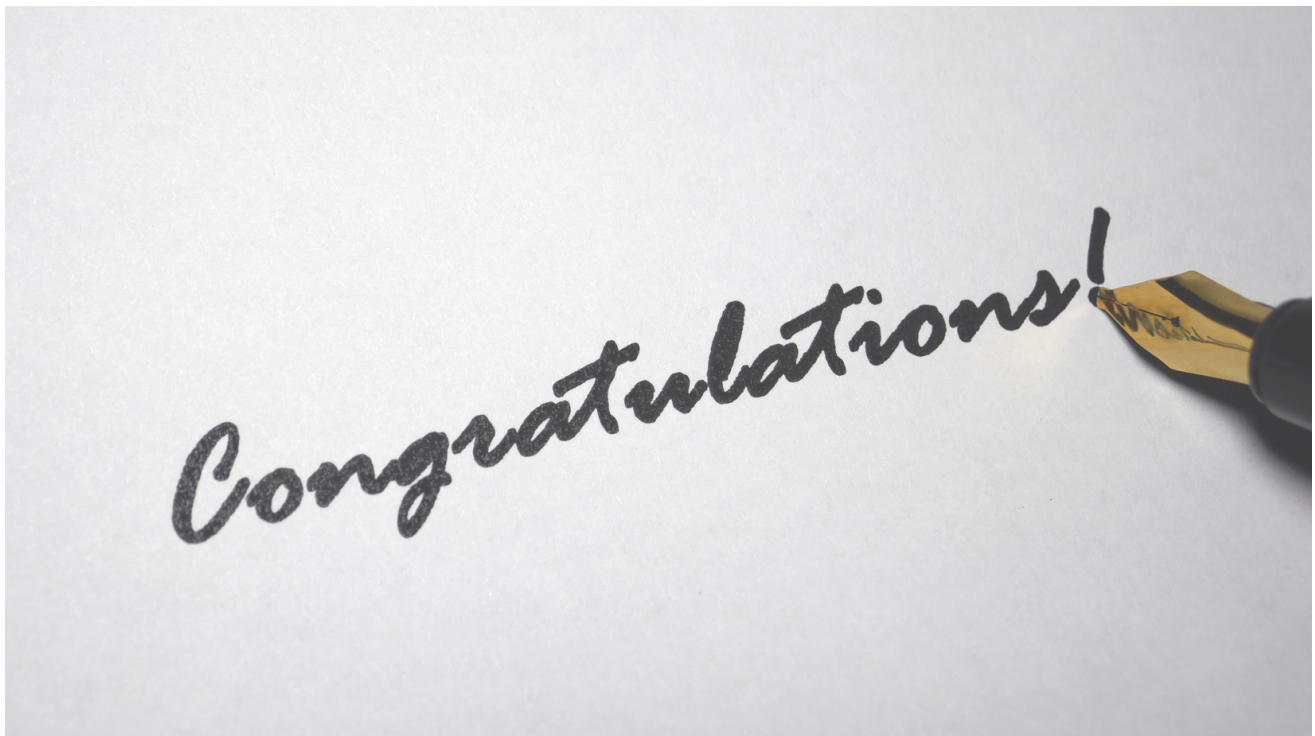
- A government-issued photo ID
- A copy of the ratified sales contract
- House keys, garage remotes, mailbox keys, gate keys, and any pool keys
- A cashier's check, or proof of wire transfer, if your closing costs are not being deducted from the sales price. (Yes, it's OK to use a cashier's check — especially if you don't want to deal with the hassle of a wire transfer, which can take time to clear. With a cashier's check, you're guaranteed the money you need for settlement will be there at closing.)

Don't forget to:

- Transfer utilities: Coordinate with the buyer so that utilities — including not only gas and electric but also water and cable — are transferred to the buyer on closing day.
- Change your address: You obviously want your mail to be sent to your new home. Setting up a forwarding address will also ensure that you can be reached if there are any post-closing matters.

Finally, CELEBRATE!

At last, your home is officially sold. Congratulations! Give yourself a pat on the back — and then start settling into your new phase of life.



Conclusion

Finding Success

I want you to be hugely successful in selling your home!



I hope this guide has helped you to know what to expect when you sell your home and what to look for when hiring an agent so you can make sure you hire someone who is skilled and knowledgeable in their trade and who can maximize your opportunity and negotiate effectively to protect your best interests.

If you are looking for an experienced realtor® that can help you sell your DFW area home **FASTER** and for **MORE MONEY** and who will use innovative technology and marketing to make sure you sell your home quickly, at top dollar and with the best terms while providing the best in class service along the way give me a call today! I know you will be happy you did! In fact we are so confident in the service we provide, we offer **100% SATISFACTION GUARANTEED** or the right to cancel.

If I can answer any questions or offer assistance, please feel free to contact me at (469) 907-6283. And be sure to go to <https://www.kamihallrealestate.com/savvy-sellers-guide> for informational videos that are easy to watch and full of valuable information.

My very best wishes for the successful sale of your home!

Kami Hall

Selling your house does not have to be a traumatic struggle. In fact, with the right team and the right information, the process can actually be fun and very successful.

I want you to be hugely successful in the sale of your home!
So I created this guide to give you the information you need as a Seller so you can enjoy the ride and know what to expect every step of the way.



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