

VV&W

HOME SELLING

GUIDE



Have you ever heard the phrase,

“An ounce of prevention is worth a pound of cure”??

For that reason, the first 3 items in our Home Seller’s guide are in boldface because these are the most important facets of putting a house on the market. The agent/company you select, the condition of your home and the price you set on the home are the most important facets of selling a home over which you have control....

We at VV&W suggest you consider interviewing a few REALTORS®. Just as there are many types of houses, there are also many types of real estate companies. Van Valkenburgh & Wilkinson has built a name on giving high quality marketing, local expertise and personal, one-on-one service to clients from the start of the listing until the sale reaches the closing table. When you come to VV&W, YOUR agent is with YOU every step of the way. We offer our services proudly to potential clients and believe that putting your best interests above sheer listing volume is our company’s strength.

1

PREPARING FOR YOUR INTERVIEW WITH A REALTOR®

A. Prepare information

- i. Documents – survey, appraisal measurements, ages of “big ticket” items like roof, HVAC units, etc.
- ii. Data on energy efficient updates
- iii. 12 months worth of utilities (your utility provider will usually email this data to you at your request if you do not have ready access to billing statements)
- iv. Annual taxes, insurance and termite bond information
- v. Declutter as much as possible so that the REALTOR can focus on finishing touches, paint colors and improvements that will generate the highest results for the dollars/time invested. Our VV&W REALTORS are happy to help provide information on painters, repairmen and other important resources you might need for preparing the home for market. This service is included in our services at no additional fee, nor do we accept a fee from the providers for the referral.

2

MARKET ANALYSIS

We like to talk to our Sellers about pricing in terms of baseball. A “strike zone” is used in pitching to determine the optimum area in which a batter should swing. Pricing a home is very similar. A buyer looks at a price and, if it’s within a number they are willing to pay, consider making an offer in hopes the seller will negotiate minimally. If the price is too high, the buyer doesn’t want to waste the time or energy in pursuing it. They wait out a price reduction or buy another house.

VV&W looks at the house, it’s unique history or characteristics, improvements or needs for improvement, neighborhood, civic features/proximities and sales data from certain timeframes before the listing period. The house is compared to others for the best comparables and, if a price is not easily determined, contact appraisers or other agents for any

off market data that the agent does not have access to. We usually give suggested price ranges and discuss the benefits and challenges for each.

Oftentimes, these price ranges require certain preparations or improvements for the homeowner to make to the property, so these conversations are very much negotiations between the agent and the seller. Keep in mind that today’s buyers are very sophisticated with access to sale data, online market evaluations, HGTV home buying/selling/improvement shows and the like. It has changed the face of real estate but we work with you to make sure you are as up to speed as they are!

3

PREPARING THE HOUSE BASED ON REALTOR® INPUT:

Once your agent has indicated actions that will support your investment and sale strategy, it’s time to get to work! Your agent will help as much as possible, so feel free to call!

4

PAPERWORK FOR MLS

These papers will either be signed in person or emailed to you for e-signatures. Your agent will be able to explain any parts of the agreement and make sure you and your agent are on the same page with regards to selling.

5

SIGN, LOCKBOX, & PHOTOS

Once the papers are signed, the agent will schedule listing photographs to be taken. Most of our listings are professionally photographed so that they show your home and its amenities in the best possible light.

Photographs are extremely important, so be sure to remove any items you don't want to be included across hundreds of internet sites! Check for items under beds, crooked towels, toilet lids that are not lowered, etc. Pay attention with a discerning eye. The photographer will help when able, but depends on the rooms to be prepared for photos.

Once the photos are received, the listing can go "live" in MLS and a sign will be placed at the home. Lockboxes are preferred, though your agent should be able to provide a variety of potential showing instructions and desired entry options for agents to access the house.

6

MARKETING

Your agent will prepare a specialized plan for your particular house. Sometimes, distinctive properties require unique, "not your average" marketing plans. VV&W tailors your advertising to avenues that will target buyers who will appreciate the listed property. Some of those will include:

- Ads
- Visual Tours
- Homes and Land
- MLS caravan
- Website marketing
- Social Media
- Open houses (consult agent for safety precautions)
- Adjusting price or condition – monitoring the market

7

WHAT HAPPENS WHEN AN OFFER COMES IN?

- All offers are presented to the Seller.
- Offers are either accepted, countered or refused. Once a negotiation results in an accepted contract, the home inspection occurs.
- Inspections (within timeline and terms agreed to in accepted contract)
- Repairs (if any)
- Appraisals and surveys

8

CLOSING

- Review closing statement
- Closing table!!!!

This is just a brief timeline of the process, but each situation presents its own challenges and advantages. Call a VV&W agent today for more detailed information and to find out how VV&W can help you with all of your real estate needs!

Feel free to contact us at
www.historicandfinehomes.com
or [256-539-0505](tel:256-539-0505)
with any questions.

