



REALTORS®



LISTED TO SOLD

WHAT TO KNOW WHEN SELLING
YOUR HOME



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*LET US INTRODUCE YOU TO OUR SERVICES
AND RECOMMENDATIONS FOR SELLERS*

*WE APPRECIATE THE OPPORTUNITY
TO SERVE YOU*





CHOOSE A REALTOR®

1

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 the most important aspects of putting a house on the market. The agent or company you select, the condition of your home and the price you set on the home are the most important factors 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 agents. 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.

PREPARATION INFORMATION

- Documents – survey, appraisal measurements, ages of “big ticket” items like roof, HVAC units, etc.
- Data on energy efficient updates
- 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)
- Annual taxes, insurance and termite bond information
- 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, considers making an offer in hopes the seller will negotiate minimally. If the price is too high, the buyer doesn't want to waste time or energy in pursuing it. They wait for a price reduction or buy another house.

VV&W looks at the house, its unique history or characteristics, improvements or needs for improvement, neighborhood, civic features or 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 personalized 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, home 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 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 ensure you have a clear understanding of what is involved in selling your property.



4 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.

In the mean time, here are a few useful tips to consider when prepping your home to sell:

- Clear off any surfaces; countertops, side tables, desks, etc. Leaving only a few key pieces of decor like lamps, vases, flowers, and bowls of fruit.
- Evaluate kitchen appliances and consider updating them depending on their condition
- Repair any cracks/holes in the wall
- Consider painting brightly colored walls a neutral color
- Remove oversized furniture
- Hang fresh towels in the bathrooms, preferably white
- Make necessary repairs like re-caulking around the tub and sink
- Walk through each room and critique them from a buyer's perspective
- Power wash the exterior of the home including facade, driveway, sidewalk, and front porch
- Clean up yard by trimming back trees and shrubs, fertilize the grass, and add colorful plants to the landscaping



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MARKETING

Your agent will prepare a specialized plan for your particular house. Distinctive properties often require unique marketing plans. VVW will tailor your advertising to avenues that will best promote your property to targeted buyers.

A Marketing Plan for your property may include the following:

- VVW Agent Caravan of new listings
- Professional photography
- Personalized websites
- 3D Tours of the property
- Broker Open Houses
- Public Open Houses (at Seller's discretion)
- Online and print advertisements, including direct mail
- Reports of weekly views for marketing adjustments
- Price and Condition evaluations
- Marketing to our 4 decades of clients & customers
- Review with Relocation Clients
- *Who's Who in Luxury Homes* postings
- Featured listings in *The Scout Guide* (local & national)
- Promote the listing and reach a wide audience through social media
- Staging options to appeal to potential buyers
- Highlight unique features/amenities of the property

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SIGN, LOCKBOX, AND PHOTOS

A good Real Estate picture is indeed worth 1,000 words! When preparing for photography, 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. Look with a discerning eye, and involve your agent to help you be objective. 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.

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WHAT HAPPENS WHEN AN OFFER COMES IN?

- All offers are presented to the Seller with an Estimated Closing Statement detailing the estimated proceeds after closing costs.
- Offers are either accepted, countered or refused. Once a negotiation results in an accepted contract, the home inspection occurs.
- Inspections (within the timeline and terms agreed to in the accepted contract)
- Repairs (if any)
- Appraisals and surveys
- Review the drafted closing statement for accuracy

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A close-up photograph of a hand holding a set of keys, with another hand holding a pen over a document. The image is overlaid with a blue tint. The text '8 CLOSING' is centered over the hand holding the keys.

8

CLOSING

All that's left to do is to review the Closing Statement, then it is on to the 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
(256) 539-0505
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THANK YOU FOR THE OPPORTUNITY
TO SERVE YOU.



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