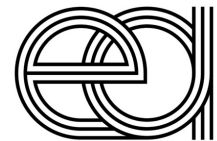


# Your Seller's Guide



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RESIDENTIAL

# Key Terms

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## **A PPRA ISA L**

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

## **ASSESSED VALUE**

Value placed upon property for property tax purposes by the tax collector.

## **CLOSING COSTS**

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, and title insurance.

## **CLOSING STATEMENT**

The statement which lists the financial settlement between Buyer and Seller, and the costs each must pay.

## **CON TIN GE N CY**

Certain criteria that have to be met in order to finalize the sale.

## **DEBT-TO-INCOME RATIO**

The percentage of an individual's monthly gross income relative to the amount of debt owed.

## **EARNEST MONEY DEPOSIT (EMD)**

A good faith deposit the buyer makes with an offer to show that you are serious about buying the property. In exchange, the seller agrees to stop marketing the property.

## **FINAL WALKTHROUGH**

The buyer reviews the house just before closing to make sure everything is in the same condition and that all home inspection items are fixed.

## **INSPECTION**

An expert conducts a formal review of the property to find visible issues that need to be repaired. Buyers typically make their offers contingent on an inspection, but sellers can conduct a pre-offer inspection to appeal to buyers. The buyer may choose to do additional inspections like radon and a sewer scope.

## **LIEN SEARCH**

A background check on the property and the seller to ensure there are no outstanding debts or claims upon the property.

## **PRE-APPROVED**

Advanced approval from a bank or other lending institution for a home mortgage.

## **PRE-QUALIFIED**

Potential buyers provide an overall financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for.

## **TITLE INSURANCE**

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.

## **RECORDING FEES**

A fee paid to the local government to officially report a sale of a home; usually paid by the buyer.

# Seller Timeline

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## 01

### Let's Talk

We'll meet to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. I will analyze comparable property sales, and work with you to determine pricing. You'll outline a strategic plan to achieve the best possible result for you as a seller.

## 02

### Setting the Stage

From applying a fresh coat of paint to rearranging furniture, I will work with you to ensure the property is visually ready to make the right first impression with buyers. Included is a comprehensive checklist of things to do to get your home ready to sell.

I will prepare to market your property, which can include scheduling a photoshoot, organizing staging, commissioning an illustrative floorplan, and writing a listing description. We'll also sit down to complete the Seller Disclosure documents necessary for the transaction.

## 03

### Going Live

Your property listing is showcased on RealResidential.com and any other advertising platforms we will discuss up front to leverage for your particular property. Each property is unique and requires a tailored plan that isn't a one-size-fits-all approach.



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## 04

### Spreading the Word

I will develop and execute an intelligent, effective marketing plan. The Real Residential marketing team will produce beautiful print and digital collateral to strategically showcase your property. Eye-catching yard signs are produced and can be placed outside your property.

## 05

### Making Connections

I will continuously leverage professional contacts and strategic tools to find ideal buyers and brokers. Open houses are hosted for clients on an ongoing basis.

## 06

### Building a Strategy

I will conduct an assessment of the market response within the first couple weeks your listing is live. Feedback from agents and buyers is aggregated, and the listing strategy is revised if necessary.

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## 07

### Communication & Measuring Success

You and I will establish the best method and frequency of communication. I will provide frequent updates and continuous traffic metrics, as well as information about the market.

## 08

### Receiving an Offer

Once an offer is made, I will contact you to review the terms of the offer and to analyze the pros and cons. Together I will help you decide how to respond to the buyer in one of several ways: by accepting the offer, rejecting the offer, or making a counter offer.

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## 09

### Negotiating the Details

The contract is negotiated and accepted, and the transaction summary is circulated to all parties. I will observe and record all contingency periods throughout the in-contract stage. A property appraisal and home inspection take place, and any further negotiations are managed. All financial and supplemental information is collated and submitted to the managing agent.

## 10

### Completing the Close

I will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed inspections, removed their contingencies, and the loan (if any) is ready to fund, we'll arrange the final walk-through. Finally, at closing you will hand over keys to the buyer.



# HOME REPAIR AND CLEANING CHECKLIST

## EXTERIOR:

- Remove peeling and chipped paint; replace with a fresh coat.
- Fix loose trim and fencing.
- Clear gutters and downspouts.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean and repair the roof as needed.
- Clear garage of clutter and tidy shelves.
- Inspect chimney for cracks and damage.

## YARD:

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs.
- Weed flower beds. Remove or replace dead or diseased plants, shrubs and trees.
- Clean grease and oil stains from driveway.

## DECKS/PATIOS:

- Paint or stain worn areas on wood decks.
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees.
- Clean all deck rails and make sure they're secure; replace missing slats or posts.
- Clean outdoor furniture.

## FRONT DOOR:

- Polish or replace the door hardware so it shines.
- Add a fresh coat of paint to get rid of nicks.
- Clean the glass on the storm door; make certain the screen is secure.
- Make sure the doorbell operates properly and there are no squeaks when the door opens and closes.

## WINDOWS:

- Clean all windows inside and out.
- If needed, add a fresh coat of paint to the window trims and sills.
- Make sure all windows open and close easily.
- Replace cracked windowpanes and those with broken seals.
- Make sure window screens are clean and secure; replace any screens with holes or tears.

## ENTRY:

- Clean entryway floors and area rugs.
- Downsize clutter in the entry and entry closet to give the appearance of spaciousness.
- Double-check entry lighting to make sure it works.

# HOME REPAIR AND CLEANING CHECKLIST

## THROUGHOUT:

- Clean all floors, carpets, walls and trim.
- Replace burned-out light bulbs.
- Empty trash.
- Remove family photos, valuables and prescription drugs.

## KITCHEN:

- Make sure countertops, grout, and sinks are clean and stain-free. Replace grout as needed.
- Fix dripping faucets.
- Organize pantry and cupboards so they appear clean neat and spacious.
- Make sure the refrigerator and freezer are defrosted and free of odors.
- Clean the oven and cook-top thoroughly.
- Set the table.



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