



**FROM LISTED
TO**

A HOME SELLER'S GUIDE



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The image is a vertical collage. The left portion shows a city skyline with various skyscrapers and a bridge crossing a body of water. The right portion is a dark, semi-transparent vertical strip that contains the text 'ABOUT ME' in white, serif, all-caps font. The background of the entire image is a cityscape with a prominent bridge in the foreground and several tall buildings in the background. The bridge is a steel truss bridge with a blue-grey color. The water is a deep blue-grey. The sky is a pale, hazy blue. The buildings are a mix of modern glass skyscrapers and older, more traditional structures. The overall tone is professional and modern.

ABOUT ME

nice to meet you



Amanda has been a resident of Jacksonville for 30 years and knows how diverse this city is. She understands what an important time buying and selling a home is and puts profound excellence into every real estate deal. That is why she will personally guide her customers through each step of their transaction, from finding their perfect home to closing, all the while upholding strict ethics and integrity. With a strong background in marketing and advertising as well as experience from 23 years in nursing, she has great attention to detail and excellent communication skills. This gives Amanda a unique insight into how to market properties and advocate for customers in the real estate arena.



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youtube.com/channel/UC1zPFJ75PPqzUs9oViDthGQ

Who you work with matters

Amanda is trained by the #1 Real Estate Trainer in the world. She is always finding new ways to deliver the best experience to her clients.

TOM FERRY BIOGRAPHY

Tom Ferry is the #1 ranked Real Estate Educator by Swanepoel Power 200 and the best-selling author of "Life! By Design" and "Mindset, Model and Marketing!"

As founder and CEO of Ferry International, the real estate industry's leading coaching and training company, Tom's ever-growing influence impacts professionals in a wide variety of ways – including rigorous accountability coaching, the popular #TomFerryShow delivering free, fresh and relevant real estate tips weekly, highly engaging training events, two best-selling books, and his legendary keynote speeches.

Tom has more than 30,000 hours of coaching experience and works daily to help agents and brokers grow a prosperous business while simultaneously balancing – and loving – their personal lives.

He is also a highly sought-after and renowned speaker whose charisma and personality have captivated audiences around the world. Tom's love and passion for life is fueled by a commitment to discipline and holding professionals accountable to fulfill their greatness.



Amanda Bolwell believes that in order to be the best, you must be trained by the best!

KEYS TO A SUCCESSFUL SALE





Pricing

Using my competitive market analysis tool and experience, I will suggest your home's best listing price. I sell homes **HIGHER** than the market average because I list homes at the correct price from the start. As a local agent, I know what pricing works in the area and what will not.



How the home shows

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

Completing repairs that need to be done

Decluttering & removing personal items

Making sure the home is clean and smells fresh

Cleaning carpets

Neutralizing spaces and walls



Marketing

As a long-time Jacksonville resident, I have a track record to help you sell your home faster and for more money than the competition.

PROSPECTING daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

MARKETING with COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition. This starts as soon as you sign with me.

COMMUNICATING with you through each step of the process. I diligently share feedback from showings, follow up with agents after viewing the home, and call you weekly to discuss the progress from the previous week.

Additional advantages of listing with me

ENHANCED ONLINE EXPOSURE

I have a digital marketing strategy which provides maximum exposure for your home to be seen online. This includes Google Ads, Facebook Advertising, Instagram Promotions among other touch points. We have a system in place to make sure that your home is seen by all the buyers who are looking for a home in your market.

PROFESSIONAL PHOTOGRAPHY PROVIDED

When looking online for properties, buyers are mainly interested in property photos, detailed information on the property, virtual tours of the home and neighborhood information. We hire professional real estate photographers to set up and photograph your home, capturing its best features and making it attract buyers.



BEFORE LISTING YOUR HOME

listing strategy

BEST TIME TO SELL

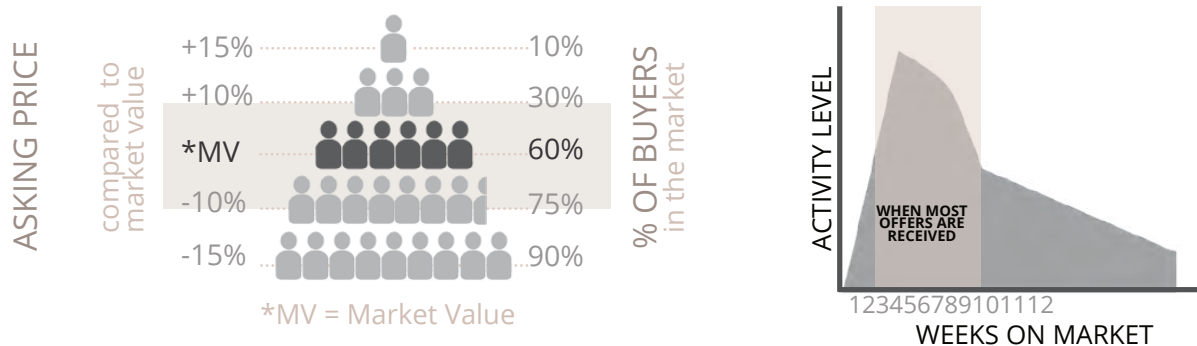
Ideally, the best time to sell a home is in the Spring, through Summer. However, there are many other factors that come into play, such as the local market, and how ready you are to sell. I will help you lay out a plan for the selling of your home.

PRICING STRATEGY

Using a targeted market analysis in your area, I will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and for top dollar.

AGENT MARKETING

I am part of several large agent networks online and offline, locally and globally. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as approximately 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

With experience in marketing and advertising, I have developed a strategic launch process that will give you the best marketing and advertising available in the real estate industry today. My expertise is in getting you the most exposure for your home which will lead to a successful sale.



LISTING YOUR HOME



marketing your home

NETWORKING

I will position your home in front of our local, national, and global network of agents who will have buyers for your home.

SIGNAGE

A sign will be placed in your yard and open house signs will be used prior to an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

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 literally hundreds of other listing sites. Your home will also be featured on our company website and across social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website and past clients who may know someone looking to buy or sell a home like yours. In addition, a new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These are for potential buyers to take with them to remember the key items and unique features of your home.

LOCK BOX

We use highly secure lockboxes which allow a buyer's agent to show your home once they have made a confirmed appointment. To obtain access to this system the agents have to obtain background checks. This allows your home to remain secure while having the most amount of showings possible to reach your goal of selling.

SHOWINGS

When I list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. After a showing, I get feedback from the buyer agents. If no feedback is left, I will follow up with the agent requesting their feedback within 24 hours.

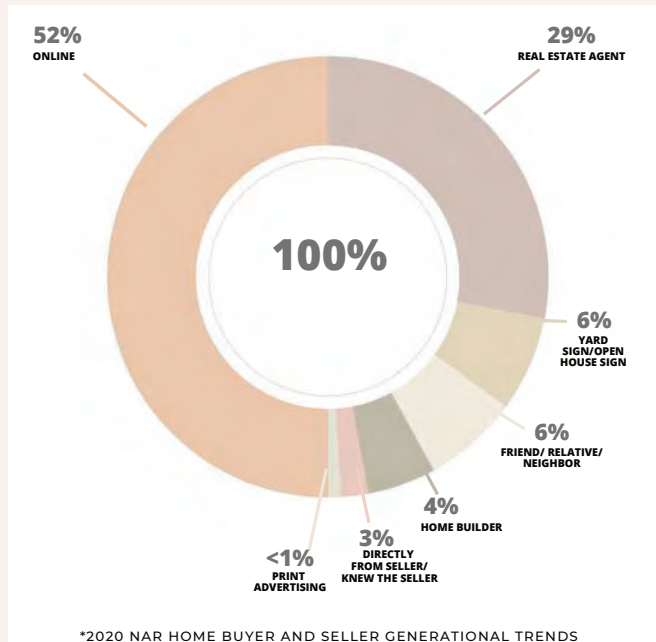
OPEN HOUSES

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.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, LinkedIn, YouTube.

WHERE DO BUYERS *find their home*



WHERE WILL YOUR *home be seen*

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

Your property will be seen on:



showings

FLEXABLE

Be flexible and accomodating to the buyers schedule as possible. We want to avoid having missed opportunities.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods. Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans every morning to avoid odors and so the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter:



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the better offer.

NEGOTIATIONS

After an offer is submitted...

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.

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. For a successful negotiation, disclose everything, ask questions and be prepared to meet halfway on costs.

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.

home INSPECTIONS

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

WHAT IS THE INSPECTION TIME-FRAME?

Typically 10 days after signing the contract. Negotiations for repairs usually happen within 5 days of the inspection.

WHAT ARE THE COSTS?

No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

WHAT ARE THE POSSIBLE OUTCOMES?

Inspections and potential repairs are usually one of the top reasons a sale does not close. Common problems include: foundation, electrical, plumbing, pests, structural, mold and radon. You can agree to make the repairs, or give the buyer a credit at closing for the cost of repairs.

AFTER AN INSPECTION:

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 value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can 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

costs to expect

It normally costs 7-8% of the selling price to sell your home. This includes escrow fees, transfer taxes and commissions. Please see below for the breakdown of the out of pocket and/or variable costs to prepare for.

HOA DOCUMENT FEES (\$150 - \$950)

If your home is part of a Homeowners Association, escrow will be ordering HOA documents on your behalf to provide to the buyer. This often requires an upfront fee, which is determined by each individual HOA Board. You will need to be prepared to provide a check or credit card to escrow so they are able to order the documents in a timely manner.

These HOA documents often take 72 hrs - 10 days to receive once ordered, so it is important to provide your payment information right away as these documents are part of your disclosures to the buyer due within 7 days.

REPAIR FEES

Almost every transaction has a request for repairs. Repairs requested from a buyer will range from \$500 - \$5,000 depending on what is requested. We will guide you through this process as it is a negotiation. With that said, there will be some safety items that may pop up that you will want to complete to show good faith to your buyer. We can provide you with a list of reasonable vendors who can complete the necessary repairs for you.

TERMITE REPAIRS

These fees are paid through escrow, by escrow on your behalf out of your seller proceeds. The termite report is normally available within 48 hours of the inspection appointment. The termite work will be scheduled to be completed once the buyers have removed all contingencies and before the close of escrow. Termite work can range from \$200 - \$20,000 depending on the condition of your structure and the amount of termite damage or wood rot present.

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.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

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

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts





FINAL STEPS FOR SELLERS



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

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the 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. Place any remaining house or community keys and garage openers in the kitchen.



REVIEWS

REVIEWS



"Amanda is a pleasure to work with - she knows exactly how to market a home, from the stunning photography to intelligently wording the listing and timing the launch onto the market perfectly. She makes the stress of selling a home a smooth process with great feedback and knowledge of the process."

-SINGLE FAMILY HOME SELLER, **Jacksonville**

"Amanda helped my family and I find our permanent residence in Jacksonville during our relocation process from Mississippi. Over a 7-month period, Amanda was patient, professional, flexible, and extraordinarily efficient. We will turn to Amanda for our future real estate needs and I highly recommend her."

-CONDO BUYER, **Jacksonville**

"Amanda is responsive, courteous and professional all wrapped in integrity. She provided us with a buying experience that was so exceptional it was an easy decision to have her represent us in selling our condo. If you like dealing with highly capable NICE people then look no further than her. A sincere thanks."

-SINGLE FAMILY HOME SELLER, **Jacksonville**

"We chose Amanda because of her strong ethical background. We knew she was honest and had integrity. She also listened to us as sellers and worked out anything that came along through the selling process. She was always looking out for us. Amanda was definitely our advocate throughout the listing, selling, and closing process. She was able to stand for us as sellers and we knew she had our best interests in mind. During negotiations, Amanda was so solid and firm without disrupting the process. She is a great negotiator and thinks outside the box with new and innovative ideas. We highly recommend Amanda Bowell for your realtor!"

-SINGLE FAMILY HOME SELLER, **Jacksonville**

"I enlisted Amanda to sell my mom's house. From start to finish she took care of every detail of my transaction and kept me informed along the way. She removed a great burden from my shoulders. She is knowledgeable, patient and a pleasure to work with. Amanda is nothing short of professional. I highly recommend Amanda to others."

-SINGLE FAMILY HOME SELLER, **Jacksonville**

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