



## **A Complete Guide to the Home-Selling Process**

The decision to sell your home can be difficult one but with the correct information and right real estate firm to help you, it can be a lot easier. Whether it is your first home or your tenth home, a retirement home, or an investment property, we will make your home-selling experience easy and stress-free. We can help you sell your home with the least amount of hassle, and we are devoted to using our expertise and the full resources of Prime Real Estate Solutions to achieve these results!

Selling a home is a very important decision and a big undertaking in your life. In fact, most people don't even know where to begin in this process. Prime Real Estate Solutions was created to assist clients in understanding the real estate sales process. Our main objectives are to: 1) Simplify the real estate transaction process 2) Save you time and 3) Save you money. This is your FREE and informative Home Selling Guide.

We are going to make sure that you are well equipped and armed with up-to-date information for your big decision. We are prepared to guide you through every phase of the home-selling process. Please keep this with you at all times because this guide gives you helpful information before, during and after your transaction.

We look forward to meeting your real estate needs every step of the way!

**Sincerely,**

Your Prime Real Estate Solutions Team



## **The Home Selling Process**

We have designed this guide to assist you with the sale of your home. We assure you that it is our goal to provide you with the most professional and informative service available. We are always just a phone call or text away!

One of the things we want to educate you the most on is the transaction process, something which seems daunting to many people. The process is not that complex, but the stacks of forms required by real estate agents, lenders, title insurance companies, and attorneys often make transactions overwhelming for most people.

To simplify the real estate sales process let's break it down into 7 easy to follow steps:

### **Seller's Process**

- 1. Making Decision to Sell**
- 2. Consult and Hire a Prime Real Estate Solutions Agent**
- 3. Preparation, Repairs and Staging**
- 4. Home Goes Live on MLS and other Marketing Platforms**
- 5. Receiving Offers and Going Under Contract**
- 6. Closing**
- 7. The Move**



## **Step 1 – Making the Decision to Sell**

Sometimes circumstances make the decision to sell easy and sometimes it takes late nights of debate, culminating in an endless tally of pros and cons. Questions like these tend to come up:

- Will I be able to sell for the price that I want?
- Should I sell it as-is and or make repairs?
- Should I consider remodeling instead?
- Am I prepared to clean, repair, and stage my home thoroughly for a sale?
- How long will the house be on the market?

After you have asked yourself these (and many others) questions and have made the decision to sell, then you are ready for step 2.

## **Step 2 – Consult and Hire a Prime Real Estate Solutions Agent**

Smart consumers realize hiring a real estate agent is an extremely important aspect of the sales process. Just as you are sizing up the potential for a good fit, rest assured that the real estate agent will likely be interviewing you, too. Be wary of agents who don't ask you questions and probe for your motivation. You wouldn't work with just any agent off the street, and great agents are just as selective about their clients, too.

For the first meeting either speak to the Prime Real Estate Solutions agent over the phone or meet at the agent's office. Don't expect the agent to necessarily meet at your home in order to give you free advice before you have made a selection. So try to limit your questions to only the most important for you and your needs.

Prime Real Estate Solutions is a big supporter of real estate brokers and agents, especially when a large group of agents belong to the local MLS. When you hire an agent and they place your property on the MLS, you have essentially hired hundreds, if not thousands of agents to help bring you a buyer. Your Prime Real Estate Solutions agent will show and explain their complete marketing plan and other ways to market your home for sale, in addition to the MLS, in order to maximize your exposure.

Our agents bring a lot of experience to the process, they will place a lock box at your home to let other agents show your property, as well as, manage the paperwork and the entire



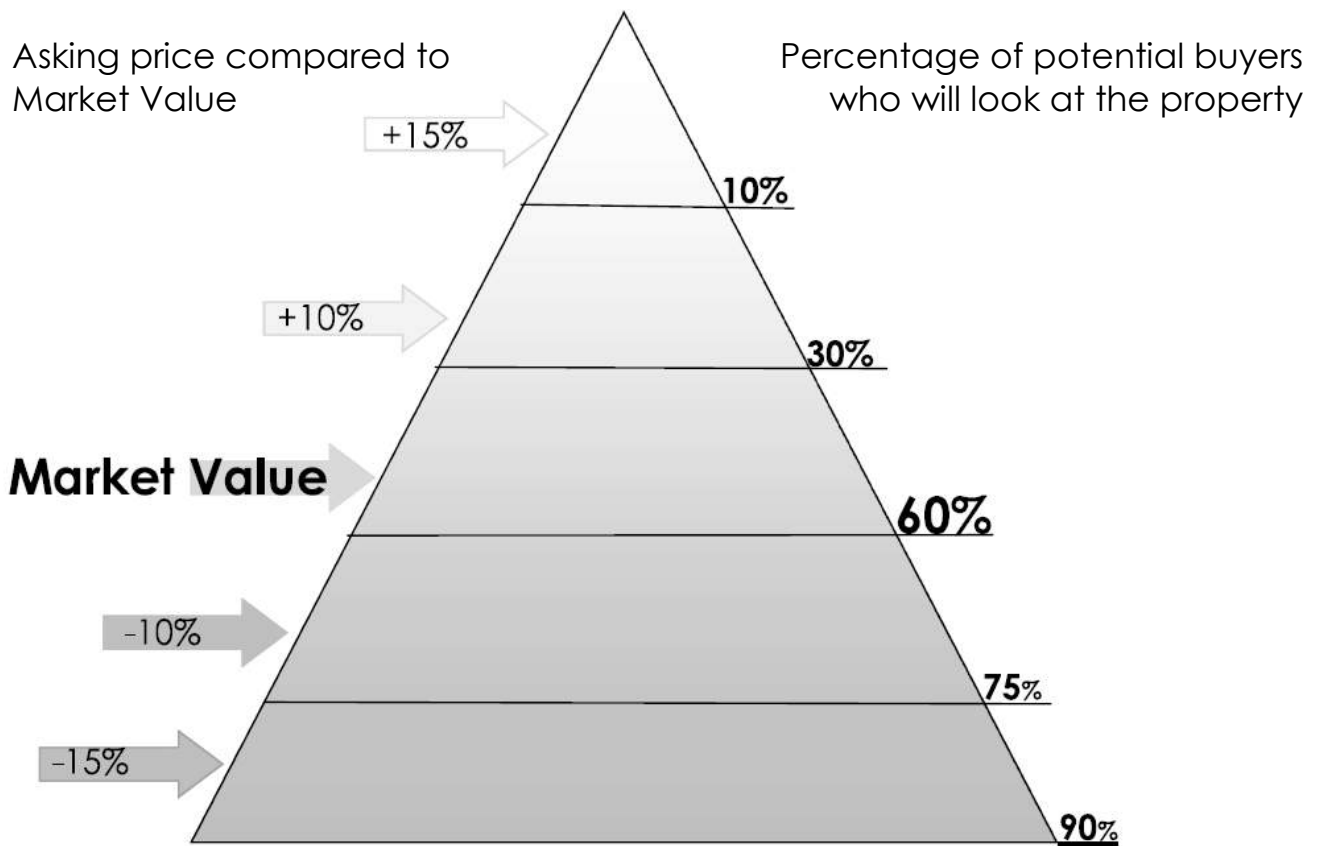
transaction process. Once you've decided to list your property with an agent, here are some of the things to ask the agent:

- Area of expertise? Do they concentrate on medium priced properties in your neighborhood, luxury properties on the other side of town, or commercial and investment properties?
- Home Sales experience... how many properties have they sold?
- Average time of sale for the homes they list?
- Years of experience? Experience also translates to network and influence, ultimately meaning access to more homebuyers.
- Written Comparable Market Analysis (CMA). Did they bring one to the listing presentation, in addition to their qualifications?
- Ask how the agent intends to market your home. The 'typical' agent says that they will put your property in the MLS, place a yard sign, and put your property on the Internet. Simply putting it on their personal or corporate website is not enough. Great agents will also market your home in several other successful areas that allow your property to get the maximum exposure it needs to sell for top dollar.
- Ask the agent, what are the top three things that separate you from your competition?
- Another great question to ask is, how will you help me find other professionals?
- Once you've received the answers to your questions, you will likely be asked to sign a listing agreement. Typically, real estate agents charge a percentage that is split between a listing agent and a buyer's agent. You get what you pay for tends to hold true in real estate. Top agents may tend to charge more. PLEASE UNDERSTAND AND KNOW THAT ALL AGENTS ARE NOT THE SAME!

During your meeting with your agent you will have to determine the asking price. The number one reason a home doesn't sell is because it's perceived as being priced too high. A well-informed buyer already knows the range of the asking price. You likely have comparable properties and sales in your neighborhood. The agent will help provide a comparable market analysis (CMA), you can get a free copy now, just go to [InstantCarolinaHomeValue.com](http://InstantCarolinaHomeValue.com).

If you truly want to sell your home quickly, you should price your home to sell. There are many agents that would like to list your property - oftentimes at whatever price (over market value) you think your home is worth, just to get the listing. Review the following **Pricing Pyramid** and see how pricing affects how many people will look at your property.

**Pricing Pyramid**



Properties priced too high attract fewer buyers, showings and offers  
Properties priced at market value generate more buyer interest.



### Step 3 – Preparation, Repairs and Staging

Prepare your home for sale by making both the inside and outside appear as pleasing as possible. With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Any and all necessary repairs should be made prior to listing your property. Here are some things to do that will help you get to top market value:

#### General Maintenance

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster/caulking
- Repair gutters and eaves
- Repair leaking taps and toilets
- Replacing dirty old light switch covers

#### Curb Appeal

- Cut grass
- Trim shrubs and lawns
- Pick up any litter
- Clear walk and driveway of leaves
- Touch up exterior paint

#### Spic and Span

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

#### The Buying Atmosphere

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Welcoming smell with candle or plug in

#### The First Impression

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware

#### The Spacious Look

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

#### Little Investments That Bring Big Returns

- A new coat of paint
- New and updated light fixtures
- New doors, saving the best, most secure for front

In addition to cleaning, make all necessary repairs. Prime Real Estate Solutions works with reputable handymen and contractors and can make recommendations for all repairs. Repairs will include holes and scratches in the walls and flooring, leaking faucets and moldy tile grout in the kitchen and bathroom, and larger repairs like the broken garage door opener. If you don't



like repairs hanging over your head, potential buyers won't be interested in your repairs hanging over their heads either.

#### **Step 4 – Home Goes Live on MLS and other Marketing Platforms**

We are committed to offering the highest standards of professional service to all our customers. To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, the following (and more) will be done to maximize the exposure of your home.

- MLS – Your home is posted in the Multiple Listing Service and is available to all subscribers in the Charlotte Metropolitan area.
  - o More than 80% of interested buyers start their search on the Internet.
- Realtor.com – Is the Official website of the National Association of Realtors.
- Yard Signs – Features property and realtor information to attract potential buyers.
  - o More than 70% of all homebuyers start their home search by looking for yard signs. The Prime Real Estate Solutions yard sign is professionally designed and tested to stand out and sell.
- The Real Estate Book/Online – The Real Estate Book provides a comprehensive selection of homes for sale, new home communicates and local information from the local market
- Professional Photographer – Virtual reality tours of the home inside and outside of the home gives potential buyers a better look of the homes before they actually visit.
- Craigslist & Internet – Posted on Craig's List and over 20 additional web sites
- Open Houses – opening your home to the public allows for more people to see your home, even if their agent is unable to show. It also allows unrepresented parties to see your home and possibly put in an offer.
- Neighborhood Flyers—notifying neighbors of additional traffic is always welcomed. Also notifying them about their opportunity to choose their own neighbor is key. They may have a family member or friend who has been wanting to purchase a home in the neighborhood!

#### **Step 5 – Receiving Offers and Going under Contract**

When you receive an offer for your home, it is our responsibility to ensure the contract is correct, terms are defined and proof of funds or pre-approval letter is provided and verified. Knowing what funds you will walk away with is important. That is why we complete a seller's net sheet together during your consultation and when you receive an offer from a buyer.





Once you've received and accepted an offer, it's time to create a contract!  
A real estate sales contract simply does the following:

- Identifies the property being sold
- Names the buyer and seller
- States the amount of money the buyer will pay
- The date when deed to the property will be exchanged for the money

Some smart additions to any real estate sales contract:

- A deposit explanation that declares how much the deposit will be, which will accompany the contract and who will hold the deposit money.
- When and where the closing will take place.
- If and when the property must be inspected or if it is to be sold "as is".
- If any warranties are included with the property.
- Notice of any disclosures on the property
- When will the buyers take possession?
- What is included and excluded with the property? Refrigerator? Washer/Dryer?
- Any provisions for arbitration and disputes.
- Any other contingency you can think of.
- Will Clear Title be transferred?

Once you go under contract with a buyer.

As a seller, often times, "no news is good news." That is due to the loan processing that being taken care of by the buyer. Behind the scenes, Prime Real Estate Solutions will be in contact with the buyer's agent and lender to ensure the process to be smooth as possible. Expect weekly updates from us and occasional visits by the buyer. Also during this time the attorney will complete a title search. If the attorney found issues with defects in the title search, like clouds on the title, this would be the time to negotiate any remedies prior to the date specified in the contract.

The title search provides all kinds of information about the property that is essential for a buyer to see, such as who owns the property, what kind of exceptions to title are currently of record (like easements, liens and encumbrances).





In almost every real estate transaction, the buyer has the right to approve or object to the preliminary title report and back out of the deal unless the seller can provide clean title by eliminating certain exceptions to title prior to closing. But, a buyer will only have a short period of time during which to act on the preliminary title report. Lastly, any open mortgages, judgments or liens that the title searcher found, against the property, must have been canceled and a mechanics lien waiver must be signed at closing.

### **Step 6 – Closing**

The closing is coordinated by the attorney usually hired by the buyer (unless written otherwise in the contract) who hold documents and money in a real estate trust account until all conditions of a sale are met.

After you and the buyer have completed signing all documents, the lender will verify everything and will release the funds to be transferred. The attorney's office is a third party to ensure all funds are distributed according to the settlement statement and closing documents. They will even distribute funds to pay off your current mortgage (if you have one).

You are almost to the finish line! Your appointment at the attorney's office will be no more than 30 minutes.

You will need to bring the following:

- State issued valid ID
- Payment instructions for the attorney to wire your proceeds to your bank account
- Keys to home, community recreation centers, and mail box, remotes and codes to home security system, etc.

After the new deed has been signed and recorded in the county courthouse, keys are handed over to the buyer and you are officially free and clear from ownership of the property.

### **Step 7 – The Move**

Even before you pack anything you should:

- Go to the post office and fill out a change of address form or pay a small fee and do in online through their website.

The logo for Prime Real Estate Solutions features the word "PRIME" in a large, orange, serif font. To the left of "PRIME" are four squares arranged in a 2x2 grid, with the top-left and bottom-right squares being a darker orange and the top-right and bottom-left squares being a lighter orange. Below "PRIME" is a thick orange horizontal line. Underneath the line, the words "REAL ESTATE SOLUTIONS" are written in a smaller, grey, sans-serif font.

# PRIME

## REAL ESTATE SOLUTIONS

- Change address with IRS, banks and credit card companies (think of the things you don't want showing up at the wrong house.)
- Find a new bank in your new city. It's a good idea to set up a checking account.
- Contact any subscriptions, cable and Internet.
- Contact utilities and switch your address.
- Ask your current dentists and doctors for referrals. You might need a new pharmacy too.
- Rental trucks and movers need advanced reservations, so give them a call now. Make any necessary travel arrangements.
- What about pets? You'll want to plan how they'll get to your new home.
- Taking down serial numbers and creating an inventory of your belongings is a good idea. Insurance companies also recommend videotaping your belongs. You'll also want to make copies of important documents before mailing or moving them.
- Get more boxes than you ever imagined you'd ever need. You'll need them.
- Color code boxes for different rooms or mark them clearly. Give yourself time to be organized. Check closets, basement and any nooks and outbuildings for your belongings.
- Eat your inventory. Dine-in more and clean out your cupboards.
- Get ready to buy some pizzas to tempt friends to help you move.
- Contact the Division of Motor Vehicles for driver's license, auto registration and tags.
- Find the hospitals, police stations, veterinarian and fire stations near your home.

### **In Conclusion**

The information you gained from this guide will be helpful to get you the most for your property. At Prime Real Estate Solutions, we want to get you the right information, the inside stuff, the important things you might overlook, as well as solutions to get your house sold in our current real estate market.

A professionally trained Real Estate Agent will earn their keep by getting you the highest price the market will bear for your home.

Getting the price you want for you home without the legal and financial hassles comes down to the details. We do our best to take care of those. We know you're busy with your own life so we dedicate ours to solving solutions to clients real estate needs. If you are ready to sell using the Prime Real Estate Solutions Team then contact us to let us know how we can help.