



THE JULIA FENG GROUP
— REAL ESTATE —

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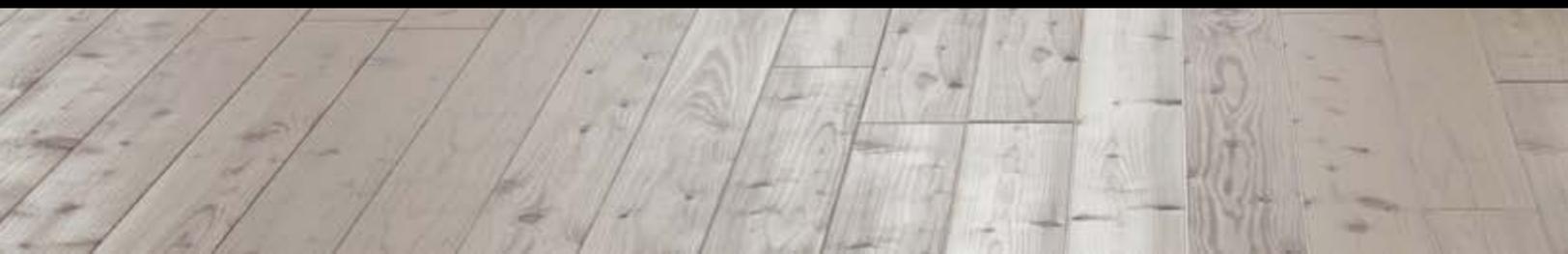
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- **Have a real estate lawyer in mind.** Not a general practice lawyer.
- **Order a prelim report** to prove that you have a good title to the property.
- **Purchase a seller home warranty package**, especially if the property is vacant.
- **Find out the latest status** on all easements, rights of way, and encroachments.
- **Have the latest tax** information available.
- **Have all warranties and installation dates** of water heater, appliances, and roof available.
- **Fill out SRPD and Disclosures in advance.** Get them ready for potential buyers.
- **Have a professional inspection performed on your property.** This will allow you to fix problems before the buyer's inspection.



PRE-LISTING

Prepare your home for sale

- **Get a professional appraisal of your property.** This will show you how much a bank will lend a buyer to purchase your property.
- **First impressions count.** You only have one chance to make a good first impression. Hire a professional photographer. Take drone pictures if necessary.
- **Help buyer's visualize your home as their new home.** Hire a staging company or at the very least, use a visual staging service.
- **Clean house.** Pay particular attention to the bathrooms and the kitchen. Make sure all dishes are put away and counter-tops, as well as sinks are clean
- **Ambiance.** Open the shades and turn on the lights. Make sure the house is at a comfortable temperature. Turn off the TV and play some soft music.



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SHOWINGS

Best steps to prepare & Manage

- **Print professionally designed single property brochures** to disperse during showing.
- **Print fact sheets or luxury booklets** for market data, neighborhood comparables, and similar listings.
- **Put out a shoe cover dispenser or booties** for showings.
- **Keep children and pets out of the way** during the showing.
- **Less is more!** Talk less to buyers and let them make their own judgements. Let the house sell itself!
- **Make sure to get every buyer's name**, phone number, and email for follow ups and property update.



- **Open every window covering.** All drapes, curtains, and blinds should be in positions to let maximum light in.

- **Air out house before scheduled showing.** Pet odors, smoke, or greasy cooking odors are not acceptable. Make sure to close windows before they arrive.

- **Accomodate all showings to buyer's schedule.** Its very like the buyer will go look at other homes if you reschedule.



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- Write a desirable description of your listing.
- List the 5 best features of your house.
- Use an attention-getting opening statement about the home.
- Less is more! Keep it brief.
- Avoid using clichés.





MARKETING

Expose your home to the most buyers

- **End with a call to action:** Schedule a showing, call 702-588-1080

- **Post your listing** on major real estate and FSBO websites.

- **Promote your listing on social media.** Advertise it on the two biggest real estate advertising platforms: Facebook & Instagram.

- **Launch an email blast** campaign to your sphere of influence.

- **Create a landing page** to capture buyer leads by using pay-per-click Google Ads.

- **Send out “Just Listed”** direct mail to your neighbors.

- **Find your “Niche Target Market”** and run ads.

- **Market to buyer’s agents.** Remember that 92% of buyers are working with agents. It is worth it to pay a 3% or 3.5% commission to expand your buyer’s pool from 8% to 100%.

- **Get ready for your Mega Open House.**



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MANAGE CONTRACT TO CLOSE

Ensure your house sells

- **Pre approves your buyers.** Double check with your lender to make sure buyer's debt to income ratio is not at the highest edge. Be aware of the potential conditions that underwrite may come back with.
- **All offers must be submitted on and RPA form** and include buyer's pre-approval letter and proof of funds.
- **Utilize the standard terms and conditions to negotiate the contract:**
 - Escrow to be paid 50/50 (Except for VA loan, paid by seller)
 - Seller to pay property transfer tax
 - Seller to pay title insurance policy
 - Seller to pay HOA demand and Resale Package if applicable
 - Buyer to pay inspection fee
 - Buyer to pay appraisal
 - Buyer to pay lender policy
 - Buyer to pay EMD within 2 business days
- **Open escrow** with your preferred title company and ask for discount.
- **Provide all disclosure forms** within 5 business days including SRPD, Residential Disclosure Guide, and construction defect form.



- **Get earnest money deposit** from the buyer.
- **Keep track of the buyer mortgage process.** Follow up with the first and second round conditions and make sure CD is issued on time.
- **Coordinate the home inspection with your buyer.** Make sure you have a contractor to do estimate or repairs on demand.
- **Be prepared for renegotiations.** If any unforeseen issues arise with home, buyer may want to renegotiate.
- **Understand how appraiser values upgrades** and know how to read report.
- **Make sure buyer signs the CD** (Closing docs) at least 3 days before closing.
- **Coordinate with the lender** to issue loan docs the day before closing and balance the number with the Title company.



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2 Ways of Marketing

- **Passive Marketing:** Waiting for things to happen. EX: Flyers, open houses, postcards, etc.
- **Aggressive Marketing:** Marketing done on a daily basis. Ex: outbound calls to potential buyers and buyers agents, referrals, etc.

Aggressive marketing will get you more money

Reach the Right Buyers

Find your niche, target market

- Is your home for a small family? A young professional or retirees?
- If so, use the target marketing tool to place your ads where they are most likely to see.

Having the right buyer, will get you more money

KNOWING THIS

Will get you more money

Are you doing a Mega Open House?

- Did you do a Facebook video post?
- Have you sent invitations to your 100 neighbors?
- Have you prepared the open house checklist?

Mega Open House will get you more money

Recognize your buyer demographic

Talk their language

- **Not in a Hurry:** First time home buyer, cautious, needs a follow up.
- **Investor/Flipper:** Lookin for a deal.
- **Serious/In Hurry:** Relocation buyers. Sold current home(s).
- **Not Qualified/Serious:** Looking for decoration ideas.

*Knowing how to deal with all types of buyers,
will get you more money*



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VENDORS & RESOURCES

● **Home Inspector**

WIN Home Inspection
702.645.5481

● **Home Appraisal Service**

Scott R. Dugan Appraisal Company
Brandi Meehan
702.876.2000

● **Real Estate Lawyer**

John Bennedict	Duanne Frizzell
702.333.3770	702.657.6000

● **Home Staging Service**

EZ Home Shipping
702.301.2447

● **Virtual Staging Service**

BoxBrownie.com

● **Home Renovation**

Jennifer Kwok
702.338.4080







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