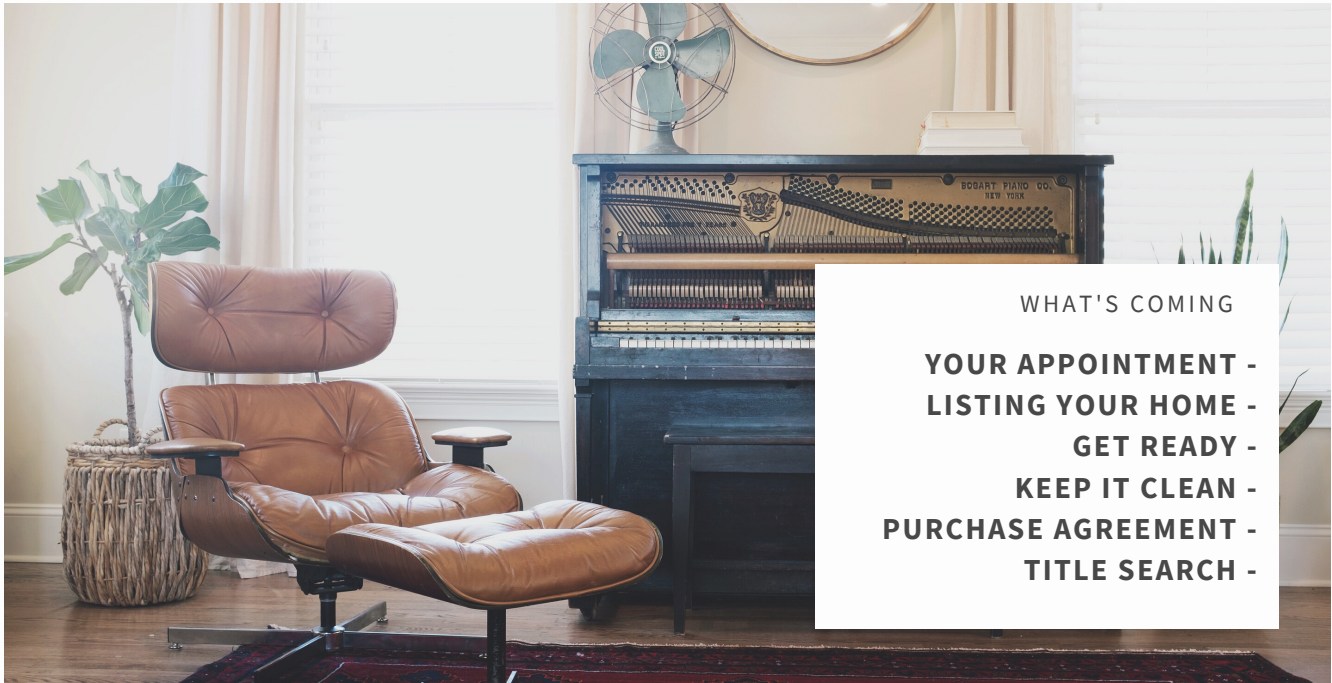


LISTING YOUR HOME

Easy steps so listing your home a smooth process



WHAT'S COMING

- YOUR APPOINTMENT -**
- LISTING YOUR HOME -**
- GET READY -**
- KEEP IT CLEAN -**
- PURCHASE AGREEMENT -**
- TITLE SEARCH -**

Thank You!
We are so
excited for
you!

Thank you for contacting us in regards to listing your property. The next pages we send you will give an outline of the selling process and the systems we use. Kelly Realty believes that real estate is much more than buying and selling property, it's building relationships and building futures. We look forward to meeting with you to see if we can help you take the next step.



PRIOR TO OUR APPOINTMENT

Before meeting with a potential seller, we do some basic research on the property

- We visit the County Assessor's website to establish the assessed value of the property as well as important property details such as square footage, style, number of rooms, bedrooms, bathrooms, lot size and exterior features.
- We search the MLS to do a comparison of properties that are active, pending, and have sold in the recent months within your neighborhood or area.
- We run a property history search to evaluate the fluidity of the property and the pricing trends.

With this information in mind, we can better compare your property when we tour it upon our visit. If the property has more unique qualities, a specific and more thorough comparison may not be done until after the preliminary appointment.

AT OUR APPOINTMENT

At our appointment, we will take as long as necessary to answer your questions and gather information

- We like to start our appointments with a conversation to better know our seller's needs and expectations. We will also have a discussion of the laws of agency. We will then ask that you sign a form confirming this discussion, a requirement by license law.
- We will take a tour of your property where you can point out the details and items of interest, positives, negatives, and upgrades. At this time, notations will be made on a staging and homework checklist. These would be steps you might consider undertaking to enhance the market value of your house and shorten the time on market. This checklist will be completed and shared with you once the listing agreement is signed.
- Because the MRG Realty Group has some unique processes and systems, we like to take just a moment to highlight those.
- We will share the research information we gathered prior to the appointment and help you understand the market trends.



LISTING YOUR HOME



As much as we would like to tell you exactly what your home will sell for, the market will determine that.

We can only advise you on the comparisons in the market and what will positively affect your selling price and what may negatively impact it. Know that we will be honest and upfront with you so your expectations will be reasonable and not disappointing. Three things determine the value of your home: location, condition and price.

- We will determine the estimated current market value of your home.
- Certain adjustments may need to be taken into consideration for differences between your property and recent sales.
- Comparisons will be printed and highlighted so that you better understand how the approximate sale price is being determined.
- Timelines and price reductions will be discussed so we have a game plan in place and can adjust to the response of the market.
- Paperwork can be overwhelming, but it is our job to fully explain the contract as it is a binding and legal document.
- You will receive a net sheet so you have an estimate of your costs and are aware of your bottom dollar.
- Homework or staging ideas will be presented to enhance the market value of your home.

Once your house is on the market, it is no longer your home, it becomes a product.

It is important for you to understand that your house must be the best product on the shelf for the price, hence creating value. Emotion leaves and motivation enters.

GET READY!

- Create a homework checklist and make any and all repairs needed in order to be proactive to a home inspection. Depending on the situation, you may want to have the home pre-inspected.
- Start packing those boxes! Thin out personal effects and extra furniture. This helps your house appear larger and more spacious. Personal items tend to distract buyers and the less items you have displayed the more they can envision themselves in the home.
- You will need to provide an extra key to be placed in the electronic lockbox. The lockbox is placed outside the home to allow licensed agents access to your house. This system also alerts me when a scheduled agent enters the property.



GET READY!



- **Paint**

- Paint is one of the cheapest, easiest ways to update the look of your home before you list it.
- Lighter and neutral colors are preferred when selling because they tend to appeal to most people.
- Rooms with dark paint, chipped or dirty paint are the ones that will benefit most.

- **Exterior**

- The exterior is the first thing buyers will see, so you want it to look good.
- Replace missing fence boards, add sod if the yard is looking the worse for wear, and clean up any junk that may have accumulated in the yard or on the outside of any storage sheds.
- Mow the lawn and take care of any weeds. You can also plant some flowers in the beds to add color and make the place feel homier.

- **Kitchen**

- If the painting, lighting, and countertops all scream the 1970s, you can change all of these without too large of an investment.
- Give all major kitchen appliances a good and deep clean.

GET READY!

- **Bathroom**

- If you have a problem with a running toilet or a leaky faucet, make repairs as necessary.
- You can cause the toilet look much better just by replacing the seat.
- Cleaning up the grout is always a good idea.
- Any missing tiles should also be replaced.

- **Lighting**

- Lighting can make even the smallest home seem open and inviting.
- Take some time to analyze your current space and see if you can find some ways to improve the lighting. If you have “dated” light fixtures this is another area that for a little bit of money invested can translate into a quicker sale.
- Don't forget natural lighting, either. Ditch the heavy drapes for light colored curtains that let the in the sun.

- **Refinishing Hardwood Floors**

- Without a doubt, hardwood floors are one of the most popular flooring selections in a home.
- The great thing about refinishing hardwood floors is the return on investment which is very high.



GET READY!



- **Functionality**

- Go to your home and make sure everything works as it should – from the small things like doorknobs and locks to bigger stuff like your garage door.
- A few broken components are all it takes to start driving the price down, so get them fixed.

- **Pre-Sale Inspection**

- A pre-sale home inspection can help you identify issues and fix them before you try to sell your home.
- Have an inspector look over your home, fix whatever is broken and then move forward with your sale – confident that you have covered all the bases.

Once your home is ready for the market, we will have professional pictures taken to highlight your home's best features and capture the buyers' eye. Most buyers begin their property online and we want to make a stunning first impression.

Properties with professional photos and videos are seven times more likely to be visited by potential buyers. Additionally, they are three times more likely to sell within the standard listing period.

KEEP IT CLEAN

It becomes everybody's job to keep the house spotless. When there are showings animals should be in a kennel or out of the house. Keep in mind many people have pet allergies so keeping the home vacuumed, dusted and litter boxes under control will create a **more enjoyable showing experience for potential buyers.**

1. Toss the Trash

2. Move Non - Kitchen Items Out of the Kitchen

3. Tidy Reading Material in Living Room

4. Organize the Bathroom One Drawer at a Time

5. Let Go of Unused Items in Your Home Office



Purchase Agreement



It is our job to protect your investment.

When a Purchase Agreement is received, we will scrutinize it before presenting it to you.

Purchase Agreement

Things to consider in an offer, but not limited to: purchase price, earnest deposit, financial lender and pre-approval, closing costs, home warranty, home inspection, radon test, and closing date.

Title Search



A title search will be done on the property and any “clouds” on the title will be addressed. Additional documentation may be needed to successfully do this.

Everyone named on the deed will be required to sign it. The designated title company will set up a time for all sellers to sign the documents so they are able to pass title to the buyers.

If you hold a current mortgage, the title company will contact your lender and determine the payoff amount. The payoff will be wired to your lender directly after closing.

Title Search



What You Can Also Expect

- Qualified Referrals. You may need help with “homework” items to get your home ready for the market or home inspection repairs once we have an offer.
- Professional Showing Service. We will never miss an appointment opportunity.
- Communication. Everyone has a different lifestyle and communicates effectively by different means: phone, text, email. We pride ourselves on keeping a high level of communication with our sellers, no matter your style. We are also never too busy for your questions or concerns.



What You Can Also Expect

- Sunday Open Houses. If desired, we offer open houses that will broaden your marketing.
- Coordination. There are at least a dozen different people involved in a real estate transaction: both agents, buyers and sellers, home inspectors, contractors, lender, underwriters, appraiser, termite inspector, title company and closers. As your agent, we will make sure everyone is working together and completing their tasks on time.
- Enjoyment. We love what we do! Our real joy comes when a transaction is complete and we have satisfied your goal of moving forward.



Sean Kelly



Renada Kelly



Traci Kelly



Makayla Abney



Maranda Winter



Jerry Saab



Jemma Pavlik



Bob Kelly

