

HOME SELLER'S *guide*



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HOME SELLING

process

1

FIND AN AGENT

Interview a few experienced local agents. They will serve as an advocate for you and your interests throughout the homeselling process. Pick someone familiar with the housing market and the neighborhoods.

2

PREPARE YOUR HOME

Make improvements, stage your home, and prepare for showings. Use professional photos and create a marketing plan. Be sure to thoroughly clean before listing your home for sale.

3

IMAGERY & MARKETING

Work with your agent to have a photographer capture marketing photos of your home. The photos, price, and property description are the three things that can persuade buyers to view your home.

4

REVIEW AND NEGOTIATE OFFERS

Once a potential buyer submits an offer on your home, you and your agent can propose a counteroffer if you want. The counteroffer process can go back and forth until you reach an agreement.

5

FINALIZE THE DEAL

The buyer will revisit your home for a final visual inspection a few days before closing. Your real estate agent to ensure your home is presented in the same condition as the buyer agreed to purchase it in.

6

CLOSE

The closing process can take a couple of days or even a week. Once the transaction is complete the buyer receives the keys and officially takes possession of the property.

FIND AN AGENT



SELLER'S AGENT RESPONSIBILITIES

- ✔ Give you advice for maximizing the property's value
- ✔ Prepare or improve your home
- ✔ List your home on multiple listing services
- ✔ Market the home and organizing open houses
- ✔ Help buyers evaluate the price and value of a home
- ✔ Explain the selling process and closing disclosure
- ✔ Coordinate the work of other professionals
- ✔ Negotiate with the buyer agent and other parties
- ✔ Double-checking paperwork and deadlines

ABOUT YOUR HOUSE

Help us understand your house

QUESTIONS TO ANSWER

- Why are you selling the house?
- What Is Included in the Sale?
- Any problems with neighbors?
- Any hassles with the house?
- Any structural issues?
- Age of house's components?
- Any recent repairs?
- What did you like most?
- What you didn't like most?
- What is the seller's timeline?
- What are some nearby attractions and amenities?



Cost of SELLING

MORTGAGE PAYOFF

You have to pay off any remaining balance before that transfer can occur. There might be an additional fee if your mortgage carries a prepayment penalty

MOVING COSTS

When you sell your place, you'll have to move all your stuff to your next place.

REPAIRS AND IMPROVEMENTS

Before you sell, you might be tempted to undertake a project to increase the value in a buyer's eyes. Consult your agent about whether the cost will be worth it.

STAGING AND PHOTOGRAPHY

Staging and photography help present your home in its best light. Prices for these photographing and staging services can vary depending on how many rooms you want to stage and whether you will need to borrow a rental set of furniture.



PREPARE YOUR HOME

Your home matters

Investing some time and effort upfront to prepare your house for showings will increase the likelihood of receiving offers soon after you list your home. Things like repairs, staging, and cleaning can help attract better offers, but they can also be a time-consuming and expensive process.



PREPARE YOUR HOME

Steps to take to prepare your home for sale



- ✓ Remove all personal pictures and items in every room
- ✓ Organize closets and pantry
- ✓ Organize toys and playroom
- ✓ Clean kitchen, countertops, drawers and cabinetry
- ✓ Clean fridge, freezer, stove, oven, and microwave
- ✓ Clean bathrooms, showers, toilets, and sinks
- ✓ Dust shelving, art and clean all mirrors
- ✓ Clean fireplaces
- ✓ Mop all floors, and vacuum the whole house
- ✓ Check and replace lightbulbs where needed
- ✓ Trim garden plants and mow the lawn
- ✓ Clean front and back porch and tidy outdoor appearance
- ✓ Have a clean welcoming mat
- ✓ Open blinds and curtains and turn on every lamp
- ✓ Put toilet seats down
- ✓ Declutter, Declutter, Declutter!!!

PHOTOGRAPHY

List your house with professional photos.

An excellent presentation with photos, videos, 3D tours, and floor plans are great ways to justify the sales price to potential buyers. Professional real estate photos can be used on real estate websites, real estate listings, and real estate social media pages to help engage potential buyers and generate more interest in the property. The more visibility you can get a property, the higher the likelihood of a quick sale.

Professional photographers know that clutter does not present the picture of a perfect home that potential buyers have in their heads. They know how to declutter the rooms and arrange furniture in such a way that the buyer can already picture themselves living their best life in them.

When your real estate photographer shows up, they will walk the house and spend time searching for important aspects to highlight to potential buyers. Make the house ready when the photographer arrives because they are often on a tight schedule and don't need to spend time rearranging and tidying the rooms before the photoshoot.

Make your listing picture perfect!



HOUSE SHOWING

We encourage our sellers to approve all showings. A missed showing is a missed opportunity, it is beneficial to try to be as flexible as possible.



TIPS FOR HOME SHOWING

- Turn on all of the lights, open blinds, play some soft music makes for a warm and inviting entry.
- Kitchens are traditionally a big selling point, so make sure yours is immaculate. Put away all pots, pans, and towels and remove all stains from the sink and grease from the oven.
- Minimize the evidence that a pet lives in the home.
- Make sure the scent is as natural as possible.
- Try walking through the home as if you're the prospective buyer. Does anything negative catch your eye or seem out of place?
- Don't forget to secure your valuables. This can help create a stress-free environment for potential buyers.
- Have information ready about the age of the home, roof, electrical wiring, HVAC, lot size, number of rooms, average monthly utilities, easements and restrictions, existence of liens or assessments, etc.
- Removing furniture from a room can make it look more spacious.
- Consider writing a letter to your potential buyers that they can read while viewing your home.

FINALIZE THE DEAL

Let's get things moving

01 SELLER DISCLOSURE

Seller disclosure is a document provided by the seller about their knowledge of the property—any historical and potential issues.



02 HOME INSPECTION

During a home inspection, the inspector looks for defects that could affect the integrity of the structure or the safety of the house. The inspection covers areas such as water damage, insect or pest infestation, roof condition, electrical system, plumbing, and structural or foundation issues.



03 LENDER APPRAISAL

The appraisal ensures that the home's sale price is not higher than its worth. A licensed appraiser typically completes the process, and the borrower is usually responsible for the appraisal fee.



Final WALKTHROUGH

Buyers may request a final walk-through within a business day prior to the closing date. It is the one last time to make sure everything is in order.

- ☐ Clean the house and remove all your possessions. Your home should be spotless for the final walk-through.
- ☐ Confirm that all of the appliances in the home work as you'd expect. It saves you money on repair bills after closing
- ☐ Leave owner's manuals and warranties. Print physical copies and put these documents in one place.
- ☐ Inspect the backyard and outdoors of the property as closely as you inspect the home's interior.
- ☐ Give the buyer contact information for home contractors or maintenance companies you've used in the past.
- ☐ Lock up. The day before settlement, make sure to close window coverings and lock the entry doors.





Schedule YOUR MOVE

BEFORE THE SALE

If you are in a financial situation to move before listing your home, this is the easiest way to prepare your home for the market. Moving before you list your home allows you time to paint walls, replace any flooring, and complete any other repairs or upgrades your home requires.

AFTER THE SALE

In this scenario, sellers settle the sale of the home and rent it from the new owners for up to 60 days. These situations are usually incorporated into the home sale contract. The rent is generally the new owner's monthly mortgage payment.

THINGS TO DO BEFORE MOVING

- Confirm that your closing is still on track
- Contact people who work for you regularly to cancel their services.
- Stop auto-delivery unless it is needed.
- Cancel the existing homeowner's insurance.
- Arrange to disconnect your satellite or cable TV.
- File a change-of-address notice at the post office



CLOSING DAY

Congratulations! You make it to closing!



WHAT TO BRING TO CLOSING?

- Government-issued photo ID
- All the keys, codes, and remotes
- Disclosure statement
- Proof of homeowners insurance
- Cashier's check, if your closing costs are not being deducted from the sales price

WHAT TO EXPECT

Closing day is the day when the buyer and seller fulfill all the agreements made in the sales contract and the ownership of the property is transferred from the seller to the buyer. Both parties sign the final ownership and insurance paperwork. Once all paperwork has been signed and funds have been disbursed, the buyer is officially the new owner of the property.

Typically, closing occurs about four to six weeks after you signed a purchase and sale agreement. During this window, an escrow agent holds the buyer's purchasing funds in escrow until all contingencies, like the home inspection contingency and appraisal contingency, are met.

THANK YOU

SCHEDULE A CALL WITH US TODAY!



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