



FROM LISTED TO SOLD

SELLER'S GUIDE

A GUIDE TO SELLING YOUR HOME



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CHOOSE YOUR AGENT

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

-Brittney

WWW.THECROWNSREALTOR.COM





WHO I AM

With 8 years of experience in the Charlotte area real estate market, I have a deep understanding of the local market and the needs of my clients. During this time, I have gained experience and have been able to leverage my familiarity with Charlotte to successfully buy and sell homes for my clients. Whether you're looking to buy, sell, or invest in real estate, I'm here to help you achieve your goals.

I have a background in graphic design and marketing. My experience in graphics & marketing, combined with my in-depth knowledge of the local real estate market, allows me to provide my clients with the best possible experience & effectively marketing & selling their property.

I believe in providing exceptional customer service and building lasting relationships with my clients. My goal is to make the real estate process as stress-free and enjoyable as possible, while always working in my clients' best interests

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PREPARE FOR THE MARKET



CONSIDER HOME REPAIRS

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



STRATEGIC MARKETING

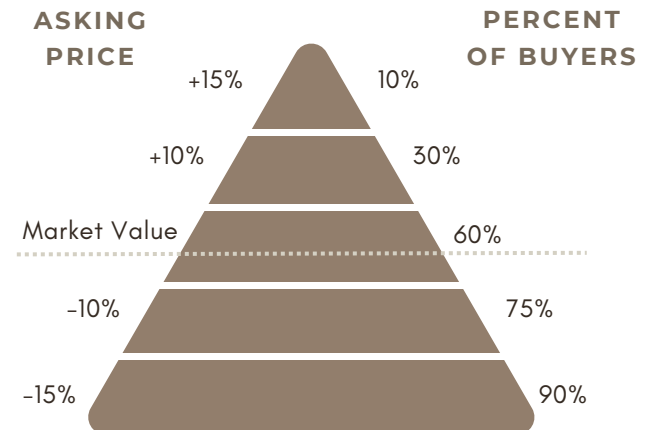
PRICING YOUR HOME

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.



THE RISKS OF OVERPRICING

Overpricing a home is a common mistake that many sellers make. While it may seem like a good idea to price your home high to leave room for negotiation, it can actually have negative consequences. Overpricing your home can lead to it sitting on the market for too long, which can turn off potential buyers who may wonder why it's not selling.

3 REASONS YOU SHOULDN'T OVERPRICE

NEGATIVE PERCEPTION

The longer your home sits on the market, the worse it looks to prospects. Potential buyers may assume that there's something wrong with the property or that it's overpriced, which can make it more difficult to sell.

LIMITED BUYER POOL

Overpriced homes may not attract the right buyers. Buyers who are interested in your home may have already seen similar homes in the area that are priced more competitively. As a result, overpriced homes may only attract buyers who are looking for a deal or those who may not be qualified to purchase your home at its current price.

LOW APPRAISAL

Overpricing your home can also lead to issues with the buyer's lender. If the home doesn't appraise for the listed price, the buyer may not be able to secure financing, which can lead to negotiations and delays.



PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.





STAGED TO SELL

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

Of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

73%

Of professionally staged homes spend less time on the market compared to homes that haven't been staged.

SHOWING YOUR HOME

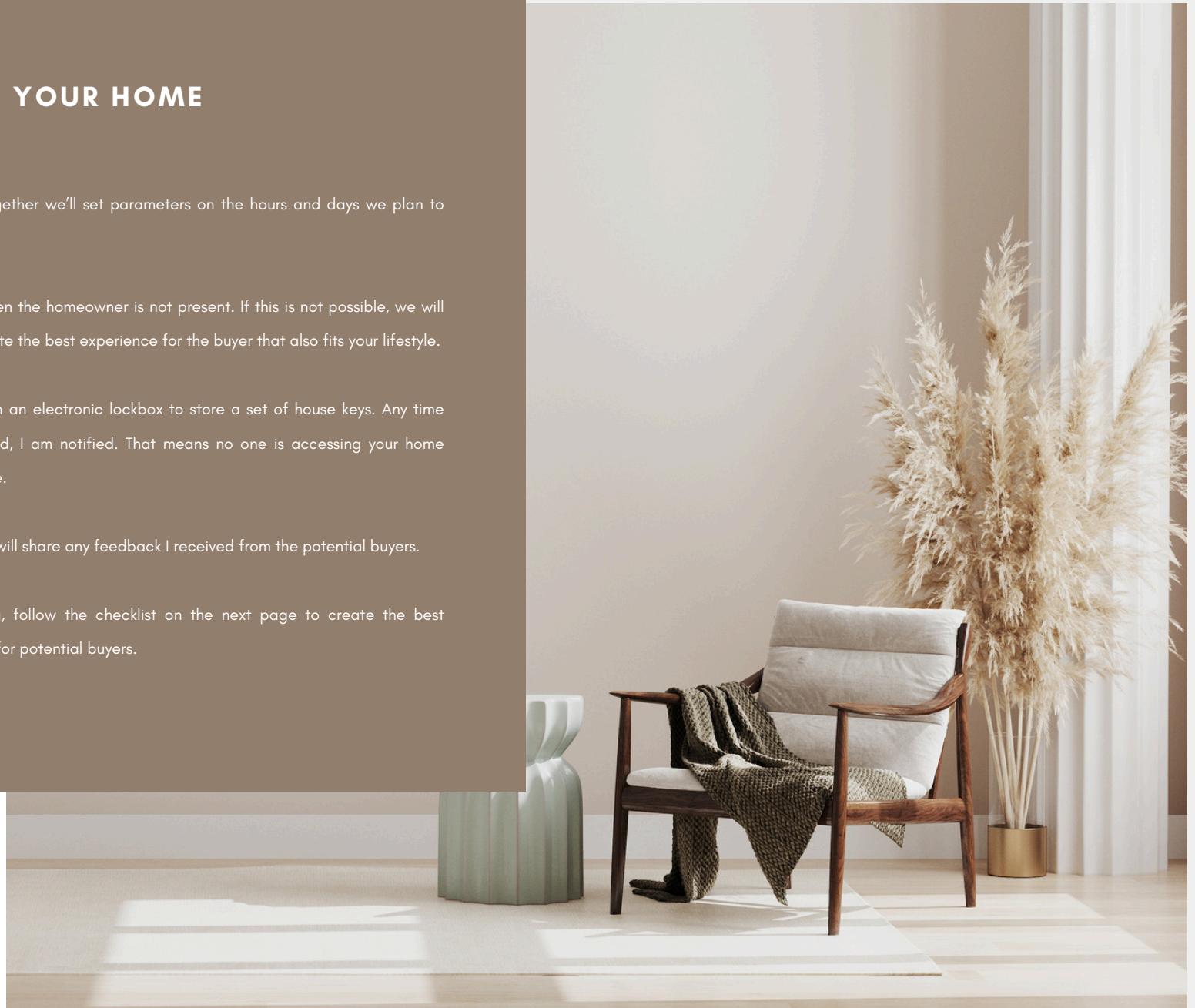
It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



SHOWINGS



CHECKLIST

- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

OFFERS AND COUNTEROFFERS

When you receive an offer on your home, it's important to carefully consider the terms and conditions outlined in the offer. As your real estate agent, I will guide you through the negotiation process and help you make informed decisions that align with your goals and objectives.

REVIEWING OFFERS: WHAT TO CONSIDER

When reviewing offers, there are several key factors to consider, including:

- The purchase price: Is the offer in line with your expectations? Do you feel that the offer accurately reflects the value of your home?
- The buyer's financing: Is the buyer pre-approved for a mortgage? What are the terms of their financing?
- Contingencies: Are there any contingencies outlined in the offer, such as a home inspection or appraisal?
- Closing timeline: Does the proposed closing date work for you? Are there any other logistical concerns to consider?

COUNTEROFFERS: HOW TO RESPOND

When an offer falls short, a counteroffer is the next step. As your agent, I'll assist you in creating a counteroffer that matches your priorities and objectives. We'll collaborate to find a mutually beneficial solution for both parties, and I'll keep you informed throughout the negotiation process, providing expert advice to help you make informed decisions. My goal is to help you achieve a successful sale that surpasses your expectations.



THE CLOSING PROCESS

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow/Under Contract:

The buyer typically places an earnest money deposit (EMD) into an escrow account (usually held by closing attorney) as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed. Seller accepts the due diligence fee - the DD & EMD are credited back to the buyer at closing. If the buyer terminates the contract, seller keeps the due diligence (DD) fee.

Due Diligence Period:

The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal:

The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough:

Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day:

The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



HOME INSPECTIONS & REPAIRS

When you're selling your home, the home inspection process is a critical step in the transaction. An inspector will examine the major systems and components of your home, including the roof, HVAC system, plumbing, electrical system, and more.

REPAIRS AND NEGOTIATIONS

Once the inspection is complete, the buyer will typically request that certain repairs be made or that a credit be given to cover the cost of repairs. As the seller, you can either agree to make the requested repairs, offer a credit, negotiate a different solution or decline to make any repairs.

THE IMPORTANCE OF DISCLOSURE

When it comes to repairs, transparency is key. It's important to disclose any known issues with your home to potential buyers before they make an offer. Failing to disclose known issues can lead to legal and financial repercussions down the line. As your agent, I'll help you navigate this process and ensure that you're fully informed about your obligations as a seller.

HANDLING REPAIRS FAIRLY

Although North Carolina is a "buyer beware" (homes sell as-is) state, It's important to keep in mind that repairs can impact the sale of your home. Serious issues can lead to a lower sale price, and minor issues can lead to delays or complications during the closing process or a terminated contract. Although in NC homes are sold "as-is", to be fair, if you do not wish to make repairs, make it known in the listing description.



APPRAISALS, CONTINGENCIES & CLOSING



When selling your home, the appraisal, contingencies, and closing process are essential steps that will help ensure a smooth and successful transaction. Here's what you need to know.

THE APPRAISAL PROCESS

As part of the home buying process, the buyer's lender will typically require an appraisal. This is an objective evaluation of your home's value by a professional appraiser. The appraiser will consider factors such as the home's location, size, condition, and comparable sales in the area. If the appraisal comes in lower than the sale price, the buyer may need to renegotiate or come up with a larger down payment.

CONTINGENCIES

A contingency is a condition that must be met in order for the sale to move forward. For example, a common contingency is that the buyer's financing must be approved. Other contingencies may include a home inspection, appraisal, or repairs. As the seller, it's important to be aware of any contingencies and work with the buyer to meet them.

CLOSING

Closing is the final step in the sale of your home. This is when all parties involved in the transaction sign the necessary documents, and the buyer provides funds for the purchase. The closing process typically takes a couple hours for buyer & is fairly quick for the seller as they have less paperwork to sign. As your real estate agent, I'll work with you to ensure that the closing process goes smoothly and that you're fully informed throughout.

WHAT ARE YOUR COSTS

TYPICAL SELLER CLOSING COSTS

- Mortgage balances and prepayment penalties (if applicable)
- Unpaid special assessments, tax liens, judgments, etc.
- Excise Tax/Revenue Stamps (\$1 per \$500.00)
- Realtor Commission
- Attorney Fee (varies) \$350-750
- Property Taxes (prorated based upon days seller owned property during current year)
- HOA Dues & Transfer Fees (prorated based on current status of payment basis)
- Deed Preparation - \$35-50
- Title Insurance (varies)
- Seller Contributions (if applicable)
- Home Warranty (if applicable)



WHAT'S NEXT

AS SOON AS POSSIBLE:

- Get pre-approved for your next home purchase (if applicable)
- Sign all listing docs
- Prepare home for picture day
- Pictures & Measurements will be scheduled. You do not need to be present for this as I will be assisting photographer.
- Provide 2 house keys (one for lock box & one for office)
- List of items that will be EXCLUDED from sale
- Current loan payoff information or recent mortgage statement (including 2nd mortgages or lines of credit)

ALSO NEEDED:

- Any declarations, covenants, variances & deed restrictions on property
- HOA contact information
- Information on assessments & special assessments
- Survey and plat (if available)
- Age of all major appliances & major building components with documentation if possible
- Copies of any recent inspections (pests, environmental hazards, home)
- Completion schedule of repairs in progress
- Security Alarm Codes (if necessary)



RECAP

EVALUATE YOUR FINANCES

Take a look at your current financial situation and determine how much equity you have in your home. This will help you understand your potential profit and any expenses you may incur during the selling process.

CONSIDER YOUR TIMELINE

Determine when you'd like to sell your home and how much time you have to prepare. This will help you create a plan and ensure you have enough time to make any necessary repairs or updates.

PREP YOUR HOME

Start prepping your home for sale by decluttering, cleaning, and making any necessary repairs. Consider working with a professional stager or photographer to help showcase your home's best features.



OFFERING BUYER AGENT COMMISSION

PROS: OFFERING BUYER AGENT COMMISSION

Offering a commission to the buyer's agent will widen the pool potential buyers. This can increase the visibility of your listing and potentially lead to a quicker sale. Additionally, it encourages smoother negotiations and transactions. Ultimately, offering a buyer agent commission can attract more qualified buyers and ultimately maximize your chances of selling your property at the best possible price and in the quickest time. Please remember, every seller was once a buyer and benefited from the seller covering the cooperating broker's compensation who ultimately assisted in getting their home sold.

CONS: NOT OFFERING BUYER AGENT COMMISSION

Not offering a commission to the buyer's agent could potentially limit the exposure of your property to potential buyers. Resulting in fewer showings and potentially a longer time on the market. Additionally, some buyers may be hesitant to pursue a property where they would need to cover their agent's commission out of pocket, leading to decreased interest and fewer offers. Without the assistance of buyer's agents, negotiating with individual buyers directly can be more challenging, potentially leading to less favorable terms, delays in closing the sale and could potentially impact the final sale price of your property.



THANK YOU!

Thank you for trusting me with the sale of your property. I'd be honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Give me a call or shoot me a text for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.



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