

A SELLER'S GUIDE

FROM LISTING TO CLOSING



CARRINGTON
REAL ESTATE SERVICES

COURTESY OF

Ken Moore

602-529-1982 ken@azcasas.com

AZCASAS.COM

Carrington Real Estate Services (US), LLC

THE SELLING PROCESS: HOW IT WORKS



1. Prepare Your Home for Sale. Once you decide that you would like to sell your home, your first meeting should be with your Carrington REALTOR®. Your REALTOR® will tell you what might need to be done to your house to get it ready for the market. This could be as simple as decluttering, to depersonalizing your home, to possibly doing a major renovation to attract more buyers and top dollar for your house. Your Carrington REALTOR® will tell you what is necessary and what isn't, to get your home prepared to go on the market.



2. Set a Listing Price. The next step in putting your home on the market is also the most crucial — determining the listing price. If the listing price is set too high, you run the risk of buyers not being interested in your home. If you set the price too low, you may be leaving money on the table. Your Carrington REALTOR® knows your local market and is highly educated on pricing homes for sale.



3. Prepare for Showings. Next you will need to prepare your home for showings. If you have decluttered and depersonalized your home, this will be much easier to do. Many people will see your home during a private showing with their REALTOR® or through open houses. It can be hard to keep your home clean all of the time! The best way to make it easier for you is to take 30 minutes every night to spruce up your home. Wipe down the counters, run a vacuum, or do a quick scrub of the bathroom. Also, keep a laundry basket handy on each floor that you can quickly put miscellaneous items into when you are notified of a showing. Doing these simple tasks every day will make it easier for you to put your home in its best light for potential buyers.



4. Review Offer(s). Once an offer or multiple offers are received on your home, your Carrington REALTOR® will present the offers to you and explain in great detail each offer. Your REALTOR®'s goal is to make sure that you are an informed seller and choose the best offer. Your REALTOR® will outline what is included in the offer, all contingencies and the potential closing date. Your REALTOR® will also help you determine if a counter offer is necessary and, if so, will negotiate with the buyer's REALTOR® on your behalf. Your REALTOR® is always working for you and wants to make sure you are getting the best sale on your home.



5. Accept the Best Offer. When the best offer is accepted, your Carrington REALTOR® will deposit the buyer's earnest money and be available to the buyer's agent to help schedule the home inspection and appraisal of your home. It is important during this time that the home inspection and appraisal are completed within the specified dates in the contract. Your REALTOR® will also be mindful of all deadlines to ensure that the sales contract remains valid and will keep the process rolling to the closing date.



6. Before Closing. Before the closing your REALTOR® will address any contingencies with you including any issues that arose during the home inspection. Your REALTOR® will schedule the closing with the escrow or title company and work on providing you a final net sheet on your home.



7. Closing. After the legal and financial processes are completed, it is time to “close” the deal. Closing (also called “Settlement,” or in some states, “Escrow”) is the date you sign your final paperwork. Typically your REALTOR® will coordinate a time and date convenient for you, the buyer, and the escrow or title companies. At this meeting, the buyer will secure their loan, and you will close on your home and receive your proceeds!

CUSTOMIZED MARKETING PLAN

Carrington Real Estate Services has a proven marketing system for selling your home quickly and for receiving top dollar. Here's an overview of how we will promote your property.

- Online
 - Professional photos and videos
 - Professional, error-free MLS listing
 - Advertising
 - CarringtonRealEstate.com
 - My website
 - Trulia.com
 - Zillow.com
- Signage
- Open houses
- Local marketing
- Neighborhood prospecting
- Other real estate professionals
 - Broker preview
 - Networking

THE DOS & DON'TS WHEN SELLING A HOUSE

Selling your home is a life changing event, but it doesn't have to be overly stressful. Use these tips to make smart choices and keep your sanity every step of the way.

When selling a house,

DO:

[Fully prepare your home for sale before listing it.](#)

You want your house to make a good first impression. Clean, declutter and depersonalize your space as much as possible. Consider hiring a home stager to help you determine the best way to showcase your home's features.

[Be flexible for home showings.](#)

Home showings can be inconvenient. However, the more buyers we can get through that door, the quicker it will sell. And the sooner you can be done with showings!

[Vacate your home for showings.](#)

Buyers have a hard enough time picturing themselves living in the space with your things and it's even harder with YOU there at the same time! This rule applies to your four-legged family members, too. If you're unable to remove them, confine them to one space. Your presence also makes it difficult for buyers to talk frankly with their REALTOR® when they know you are within earshot.

DON'T:

[Do major remodeling before selling.](#)

Huge construction projects won't give you a large return on your investment. Focus instead on small projects that highlight your home's features.

[Forget about curb appeal.](#)

When selling your house, first impressions count. The exterior of your home is the first thing potential buyers will see. Water the lawn, prune the bushes and add splashes of color to add interest. You may consider pressure washing the house and any gathering spaces like a porch, deck, or patio, too.

[Get emotionally involved.](#)

Yes, it is your home. Yes, you spent blood, sweat and tears to get it just the way you wanted it. But your tastes may not match potential buyers' tastes. Neutral is best when presenting your house for sale. Paint over any bold color choices and remove any unique wallpaper. And don't feel bad, as you can add those same elements into your next home if you wish.



MY COMMITMENT TO *You*

[Our partnership](#) drives the successful outcome of selling your house for the best price possible! As a REALTOR® representing home sellers, I can advise you on smart moves to make at every step of the process. This begins with my commitment to your specific home marketing plan and with delivering personal, attentive service on a daily basis. The best way to achieve the best possible outcome for you is to start with a Seller Agency Agreement. Our contract formally sets out the mutual duties and responsibilities of our relationship and how we will work together throughout the home listing, offer review, and closing phase.

I also ask that you take a look at the checklist in this booklet called “[Smart Investments that Will Make Your House Shine: The Home Selling Checklist](#),” to get an idea of the items you will need to do to prepare your home for sale. We will walk through this list together to help you understand which items apply to your home. During this time we will also discuss our line of communication and how you like to communicate — whether by phone, email, text — and your expectations for frequency of contact.

OUR PLEDGE OF SERVICE

As Your Seller's Agent, I Pledge To:

- Understand, meet and exceed, where possible, your expectations for client service.
- Maintain regular communication and be accessible to you during the times and by the methods we agree upon in advance.
- Develop a customized strategy for marketing your real estate listing to attract qualified buyers.
- Give you access to resources that empower you in the sale of your home and keep you informed throughout the home selling process.
- Provide you with accurate and timely feedback on home showings.
- Work diligently to identify selling opportunities, assess potential obstacles and help enhance your selling position.
- Review offers thoroughly and promptly advise on suggested course of action.
- Negotiate to achieve the best possible purchase price and complete the purchase contract.
- Keep you informed during the home inspection phase, the removal of contingencies and final walk-through.



PREPARING YOUR HOME FOR SALE



Smart Investments that Will Make Your House Shine

First impressions count. Today's buyers are looking for homes that are move-in ready and won't require work. They are also willing to pay more for a home that has been taken care of. Use this checklist to make sure your home is seen in its best light. There is no need to set a big budget, as many of these items do not require anything more than a little elbow grease. This list will also make ongoing care for showings much easier, as the major cleaning and decluttering will be done!

EXTERIOR

- In summer, mow lawn, trim hedges and sweep and edge walkways
- In winter, remove snow and ice from driveways, walkways and steps
- Check condition of storm doors and wash glass to remove any finger or animal prints
- Make sure doorbell functions
- Repair broken steps or walkways
- Touch up cracked or peeling paint
- Remove clutter from yard and driveway
- Consider new landscape plants that add a touch of color to the space
- Clean out the garage

INTERIOR

- Ensure all door hardware is functional; wipe it down to remove dirt and fingerprints
- Clean window panes
- Clean carpets
- Dust trim and baseboards
- Fix any leaky faucets or running toilets
- Clean washer, dryer, refrigerator, stove, ovens, dishwasher and microwave
- Scrub sinks, showers and tubs
- Repair any loose knobs and sticking windows and doors; and oil any squeaky doors
- Sweep fireplace and fill with fresh logs, if applicable
- Remove large furniture and other items that make the room appear small and cramped
- Remove any personal photos, memorabilia, certificates, and book and DVD collections
- Organize children's toys, games and books, if applicable
- Tidy your basement storage area

Kitchen and Bathrooms

- Put out clean towels
- Clear off counters, leaving only decorative items
- Clean out cabinets and closets to make them appear roomier