

Seller's Guide



YOUR NEXT MOVE IS GOING TO BE **EPIQ!**



COMPLIMENTS OF
EPIQ PROPERTIES

Meet YOUR LOCAL REAL ESTATE EXPERT



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Founded by Sandi Collier, Epiq Properties is a boutique, full-service, real estate brokerage, and consulting firm serving the Dallas/Fort Worth metropolitan area and surrounding counties. Epiq extends beyond the conventional business of real estate by specializing in exclusive representation, curating professionally tailored real estate solutions, and providing concierge-level services for our distinguished suite of buyers, sellers, developers, and investors. So, call your homegirl!

Home

SELLING ROADMAP



HIRE A REALTOR



DISCUSS



PRICING



MLS



PHOTOGRAPHS



STAGING



MARKETING



OFFER



INSPECTION



CLOSING



APPRAISAL

STEP 1 HIRE A REALTOR®

5 REASONS WHY YOU SHOULD HIRE A REALTOR®



Paperwork. Buying a home typically requires a variety of legal and financial forms, reports, and disclosures. Your local expert REALTOR® will know what's required to help you avoid delays and costly mistakes because what you don't know *can hurt you!*



Experience. They are well educated in and experienced with the entire sales process--from price to repairs to closing.



Negotiations. They act as a "buffer" in negotiations with all parties and ensure your best interest is always represented.



Pricing. They help you understand today's real estate market and property values before setting an offer price or counter-offer.



Fair and Ethical Treatment. A member of the National Association of REALTORS® (NAR) must adhere to the REALTOR® Code of Ethics, which is based on professionalism, serving our client's interests, continuing education, and protecting the public.

STEP 2

PREPARE YOUR HOME



When presenting your home to prospective buyers, first impressions are crucial. It is important to put your home in its best light and to create a buzz regarding your home. This can be achieved by improving your home to impress buyers. A REALTOR® can offer advice that will help you make an educated decision before you invest in a big home project that may or may not pay off during the selling process.

EXTERIORS:

- Repair/replace anything damaged or worn
- New paint or pressure wash
- Fix doorbells
- Clean or paint front door
- Create curb appeal: freshly cut green grass, fresh flowers or plants
- Clean gutters

INTERIOR:

- Fresh, new paint
- Clean carpet or refinish floors
- Kitchen appliances
- Fix light switches
- Upgrade lighting
- Fix or replace any floor tiles
- Eliminate any odor
- Fix drippy sinks and toilets
- Declutter

MAINTENANCE & STAGING

It is important to keep your home as clean and organized as possible. You never know when someone will want to come see the property, and as mentioned before, first impressions are everything!

EXTERIOR:

- Mow and rake the lawn.
- Trim the bushes, pick the weeds, and edge the gardens.
- Clean sidewalks and driveways.
- Remove any litter.
- Power wash the porch, deck, and patio.

INTERIOR:

- Clean and tidy your "money rooms".
 - Kitchen, master bedroom, and family room.
 - These are the rooms buyers mainly look at and can help your home sell.
- Create space by storing all excess furniture.
- Remove all odors and add air freshers, potpourri, etc. for scent. But, not too much!
- Keep the house as decluttered as possible!

STAGING

- Good staging is a form of visual merchandising that draws on some of the fundamentals of interior design.
- A REALTORS® can help you locate the best stagers in your area.



STEP 3 PRICING

A REALTOR® can help you formulate a pricing strategy and make sure that you feel confident in the price that you set for market. The goal is to attract the greatest amount of potential buyers and showings as soon as your home hits the market!



FACTORS

Consider the economic factors that may affect the valuation of your home .



HOME VALUE

Research your local real estate market to determine the fair market value of your home.



PRICING

Price your home correctly
THE FIRST TIME!



MARKET CONDITIONS

A REALTOR® can prepare a Comparative Market Analysis (CMA) from a proprietary multiple listing service (MLS) database. From that, the average price of recently Sold, Active, and Pending listings, that are comparable to the subject property, is analyzed. These are known in the industry as "comps". While most often used by Selling Agents to determine a List Price for a home, CMAs are also used by savvy Buyer Agents when presenting an offer.

COMPARATIVE PROPERTIES ("COMPS") THAT YOU SHOULD CONSIDER IN YOUR CMA:

- Evaluate homes sales within the last 6 months.
- Consider homes with the same # of bedrooms and bathrooms.
- Include homes that are in the same neighborhood.
- Evaluate homes that are in the same or comparable school zones.
- Evaluate homes similar in lot size to yours.
- Evaluate homes with similar amenities.
- Evaluate homes built roughly within 5 years of yours.
- Evaluate homes that are of similar style and built to yours.



STEP 5

PHOTOGRAPHS AND VIDEOS

The sooner you get your home ready for pictures, the sooner you will be able to get it on the market.

Epiq Properties offers FREE professional real estate photography that will make your house look gorgeous! If you have done some of the previous things mentioned in this guide so far, there is no doubt the pictures will turn out perfect. Effective internet marketing is what, ultimately, is going to attract potential buyers to your house, so the pictures have to stand out from the rest.

*** We will make sure to highlight your home's best features.*

We also offer an add-on video tour of the property than can help give prospective buyers a better idea of the layout of the home and entice them to schedule an appointment.



STEP 6

MLS



We can list your property on the MLS.



The MLS brings more exposure to your house.

Only member real estate professionals have access to publish property listings to the Multiple Listing Service (MLS). The MLS was created for real estate brokers to share information on their listings in one place, making it easier for real estate professionals and buyers to find what's available in their local area, nationwide.

When selling a house, it is extremely important to list your property on one of these platforms, as it is the main resource to search and/or offer information on properties for sale. This is also the source that feeds most, if not all, of the well-known online real estate websites you may be familiar with.

Therefore, if your home is not listed on the MLS, your chances of selling your home quickly, efficiently, and effectively is greatly reduced because the MLS is the reason that 80% of properties sell!

STEP 8

OFFER & NEGOTIATIONS

A **conditional offer** is an agreement between two parties that a successful sale will be made if specific conditions are met. Conditional offers are most often used in real estate transactions, such as a buyer agreeing to purchase a property, only, if it passes a home inspection.

We can review all offers and help you understand all the contract terms.

RESPONSES

Accept Offer "As-Is" - You agree to all conditions and contingencies in the purchase contract without any changes requested.

Counteroffer- You (the seller) agree to some but not all terms in the buyer's offer. Common offer points sellers frequently counter include purchase price, amount of earnest money, and length of time needed to close escrow.

Reject Offer- A written rejection is often given when you (seller) want the buyer to try again with a better offer.

STEP 9

HOME INSPECTION



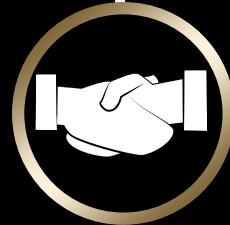
Once an offer has been accepted, most times, the contract is contingent on a home inspection. Depending on the size of your home, this will typically take about 2-4 hours. It's recommended that you not be home and allow the buyer and their inspector adequate time to review everything..



Please make sure you have the water, gas, and electric turned on, and clear all access paths to the attic, basement, HVAC system, water heater, etc. The inspector will need to inspect EVERYTHING.



Within the next few days, you may receive a copy of the report from the buyer(s) with a list of repairs they would like fixed and/or a dollar amount they would like in lieu of fixing repairs. If luck has it, there will not be a request for repairs sent and the property can be sold in it's as-is condition.



This is where we can help you negotiate what you are willing to fix or what you are willing to pay for the buyer to get the repairs completed on their own. Please note that if you cannot come to an agreement, the buyer may have the option to terminate the contract so be prepared to be flexible with repairs.



STEP 10

APPRAISAL

Shortly after an executed contract, the buyer's lender will order an appraisal of the property. This will ensure that the property is worth, at least, the purchase price you have agreed on with the buyer. This is why it's important to price the property right ahead of time. It is standard for the buyer to pay for their lender-required appraisal.

(Pro Tip: It is recommended that you provide your real estate professional's comps that support the asking and/or sales price along with a detailed list of all the upgrades, updates, and features of the subject property.)

Any information or receipts you can gather for things such as new appliances, new roof, new HVAC, etc. is very beneficial. If the property appraises at or above the purchase price, then everything is good and the contract can continue. If the appraisal comes in low, we can always ask to have it re-appraised, or you may have to adjust the purchase price to meet this number in order for the buyer to obtain the financing. This is a bridge we will cross if it happens!



STEP 11

CLOSING DAY!

It is an important day for you as a Seller. You will transfer the property to the Buyer, fully pay off any mortgages, and receive your sale proceeds. If you are using your proceeds for a new home purchase on the same day, or shortly day after, it is critically important that your closing runs smoothly.

Unlike the Buyer, who may have to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the Seller, may or may not need to attend.

After a completed closing and funding, you will no longer be the legal Owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the home by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances.

You must completely move your household and your possessions out by closing and funding. Furthermore, it is expected that you leave the property in move-in ready condition. Absent an agreement with the Buyer that allows you to stay longer, if you attempt to holdover beyond closing, you can be evicted, and/or the buyer may sue you for the damages caused by your breach of the Sales Contract.



SO MANY SELLER

Considerations



HOME SAFETY

CONTRACT LAW

MARKETING PLAN

SHOWINGS

CONTINGENCIES

NEGOTIATIONS

TERMINOLOGY

CLOSING COSTS

ESCROW

INTEREST & TAXES

LET US HELP GET YOU *Sold!*



Thank you for the opportunity to provide you with our **SELLING GUIDE**. Next, we would love to schedule a time to meet with you, at your home, to present our official **LISTING PRESENTATION** and answer any questions you may have. Should we decide to work together, we will provide you with a personalized **SELLER'S WORKBOOK** that will walk you through each stage of the selling process, your home's valuation, Net Sheet, along with a checklist of the pertinent property documents required to get you **SOLD**. We look forward to meeting you soon!

Sandi Collier

REAL ESTATE BROKER, EPIQ PROPERTIES
REALTOR®, ABR, SRS, SFR, RENE

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