



Sellers Guide

A STEP BY STEP GUIDE TO SELLING A HOME

OUR TEAM



*Kelly
Bossman*

Real Estate Broker

*Karli
Bossman*

Real Estate Broker





*Jamie
Reyno*

Real Estate Broker

SELLERS ROADMAP

01 ESTABLISH A PRICE

Review comparable listings and consider factors such as location, economy, and amenities.

02 PREPARE TO LIST

Declutter, clean and consider home staging.

03 MARKETING

We will list it in the MLS. Use social media, email, signage, and networking to find a buyer.

04 SHOWINGS

An agent will schedule showings. Stow away valuables, clean and vacate during showings.

05 OFFER & NEGOTIATING

We will talk through each offers terms. You can accept, reject, or counter the offer.

06 UNDER CONTRACT

Once you accept your under contract! Complete repairs and fulfil all contract terms.

07 PRE-CLOSING

The buyer will order an inspection, appraisal, confirm repairs and do a final walkthrough.

08 CLOSING

Sign and review all closing documents and hand over the keys.

09 CONGRATULATIONS

You have sold your property!

CHOOSING THE RIGHT AGENT



- **As your agent, it's my goal to secure the full financial potential for your home and find the correct buyer. I will take the stress and paperwork out of selling your home for a seamless closing.**
- **Being in the industry comes with expert neighborhood knowledge to professionally price your home.**
- **We can stage your home, create a marketing strategy, review buyers offers and do all the negotiating.**
- **Selling a home involves a lot of paperwork. Let me navigate the real estate contracts and educate you along the way so you know exactly what you are signing.**



ESTABLISH A PRICE

We will do a market analysis using data about recently sold properties in your location.

Factors that will determine the value of your home include, location, design, amenities, climate, and local market.

Most buyers view a lot of properties and can quickly understand the value of a property in a particular location. If your home is priced at a fair market value you will attract lots of potential buyers quickly. We will price your home correctly the first time so that it will sell quickly.

PREP YOUR HOME

for photographs

BEDROOMS

- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/chargers
- Put away toys and declutter

BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc. from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/cleaning items

KITCHEN

- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/dish towels/pot holders

EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/walkways
- Remove cars from driveway

GENERAL

- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all tv's
- Open blinds/curtains for natural light

PRE-SALE HOME INSPECTION

What is a home inspection?

Before closing on a home the prospective buyer will usually schedule an inspection with a professional home inspector. They will identify issues with the house including structural or mechanical issues.

The buyer then uses this information to negotiate with the seller to reduce the price or ask the seller to carry out repairs before closing.

Why a pre-sale home inspection?

Home inspections turn up safety issues and maintenance problems that could create serious trouble and expenses down the road. Inspections help everyone understand the condition of a property, and thus the risks that should be considered before proceeding in a transaction.

HOME STAGING

Home staging is used to highlight a property's best features. This includes removing excess furniture, removing personal belongings, and rearranging the layout for optimal flow and space.

This helps secure the full financial potential for your property, selling for a higher price.



MARKETING YOUR HOME

Marketing your home plays an integral role in securing the full financial potential and finding the correct buyer.

Signage

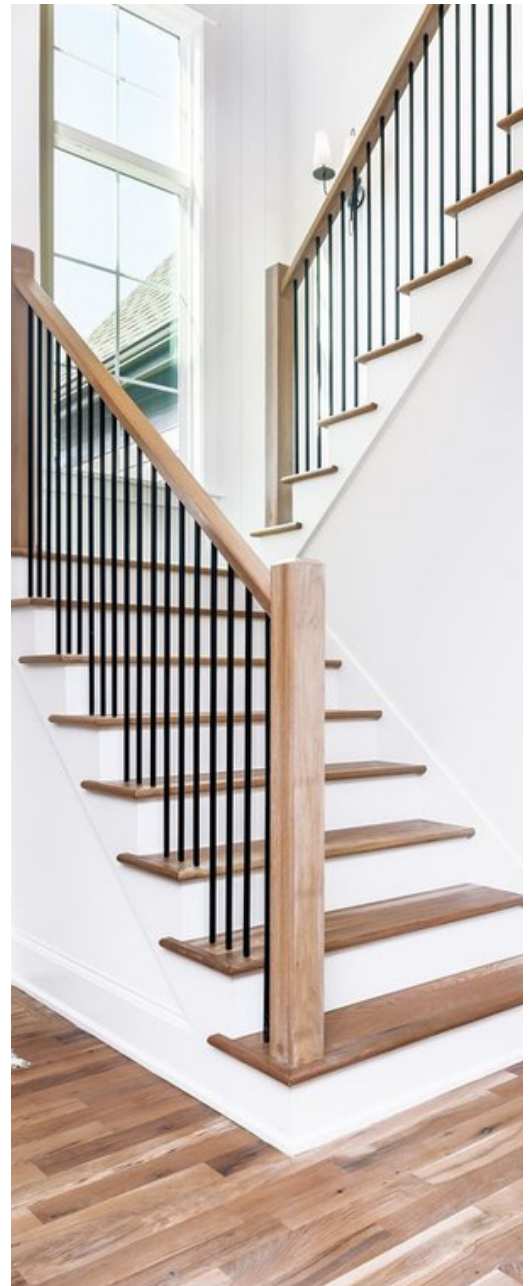
We will place a yard sign in front of your house to advertise it's for sale.

Online

We will market your home online and feature it in the MLS and on various third party sites such as Zillow and Trulia.

Social Media

We will use a variety of social media networks to get exposure for your property including Facebook, Instagram, and any other suitable networks.



OFFER CONSIDERATIONS

When a buyer wants to purchase your home, they will make an offer on the property. Here are some factors to consider when looking at an offer.

Offer Price

This is how much money the buyer is willing to pay for the home. This can include fees or any other costs associated with the home (closing costs).

Due Diligence

This is a non-refundable fee that the buyer pays directly to the seller. It shows how serious the buyer is about buying your home and it is a way for paying you to take your house off the market.

Earnest Money

This is money you put down to show your seriousness about buying a home, also known as a good faith deposit.

Contingencies

This is a purchase agreement specifying an action or requirement that must be met for the contract to become legally binding.

Closing Costs

Usually closing costs fall under the buyers costs but occasionally they will request the seller pay the portion.

Closing Time

Some buyers may want to move in immediately, others may be waiting until their current property is sold.

THE OFFER PROCESS

01

Accept

If you accept the offer the purchase agreement will be signed. The you are officially under contract!

02

Reject

You can reject the buyers offer completely. This can happen if the offer is too far from asking price.

03

Counter

A counteroffer is when the seller offers different terms. The buyer can then accept the offer or reject it.



CLOSING

Closing will likely be held at the office of the title company, attorney, or lender.

Closing Costs To Seller

- Mortgage balance and any penalties
- Any unpaid assessments
- Home warranty
- Title insurance policy
- Real estate agent commission
- Property taxes up to day of closing

What To Bring

- Government photo ID
- House keys

Who Will Be There

- Your agent (me)
- Attorneys involved in the transaction
- Escrow agent
- A title company representative



CONGRATULATIONS



YOU HAVE OFFICALLY SOLD YOUR HOME!

TESTIMONIALS

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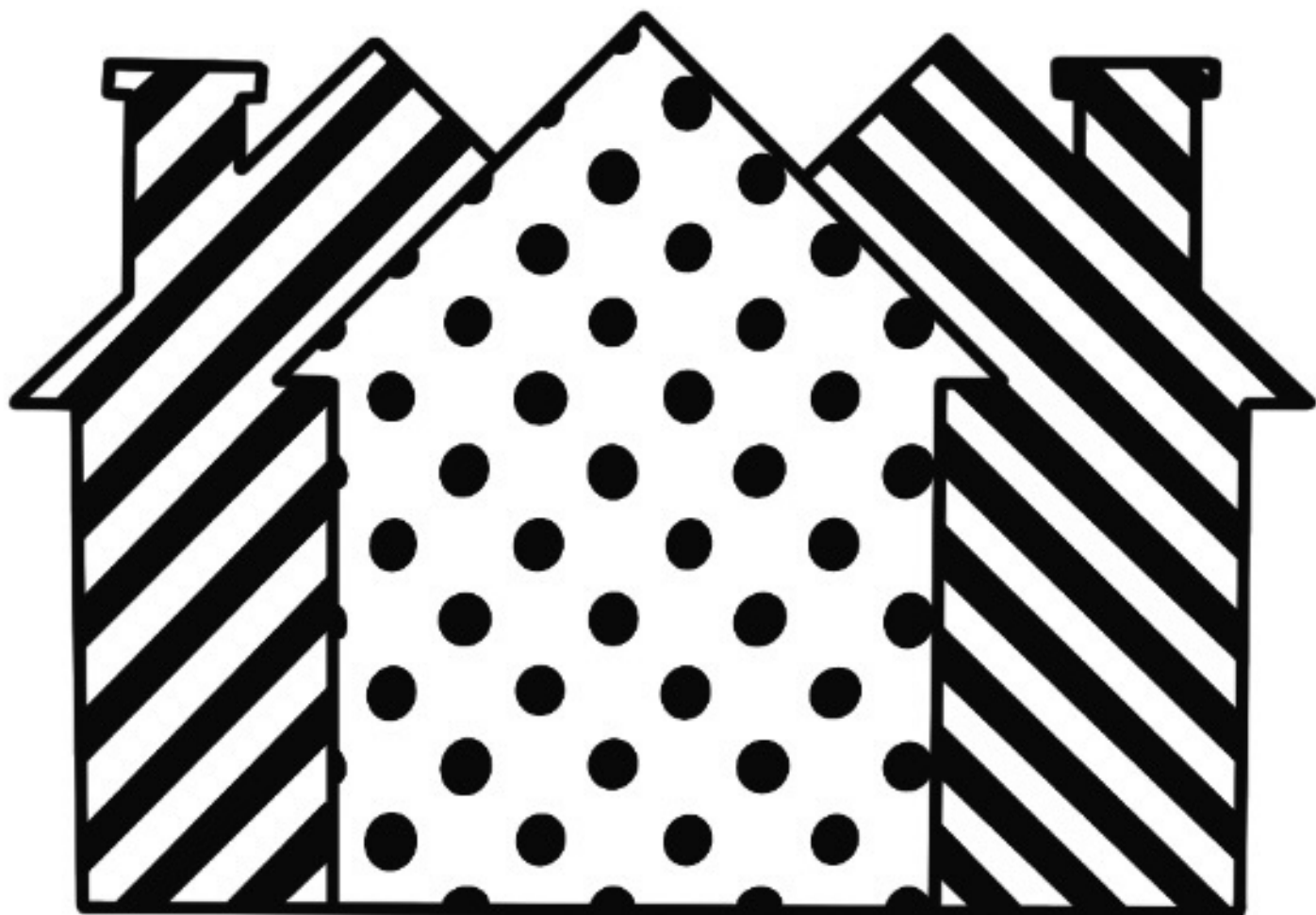
Kelly Bossman is an amazing realtor. She was extremely attentive and very knowledgeable. She listened to my concerns and understood the local real estate market of my home. I would definitely recommend her to anyone either on the buying or selling end of real estate.

“

Kelly was always very responsive & available almost anytime was needed which is the #1 most important quality in a realtor. She always had clear, concise answers to any questions and did whatever was needed to get the sale done smoothly and quickly. I would definitely recommend her to anyone who wants an experienced and professional realtor!

“

Kelly was simply a pleasure to work with. She was prompt in her responses, helped us negotiate the finer points of the purchase, and always had a great attitude. She also was very safety-conscience with COVID protocols, which we appreciated. We'd recommend her to anyone in search of a fun, knowledgeable, professional realtor.



**BOSSMAN
REAL ESTATE**