

Home SELLERS' GUIDE



Everything You Need
To Know When
SELLING YOUR HOUSE.



Tamela  **STAUBS**
REALTOR®





GREETINGS

MEET YOUR LOCAL REAL ESTATE AGENTS

Tamela Staubs, Real Estate Broker for Connect Homeowners located on The Treasure Coast in Florida, is a 20-year residential real estate professional and has guided thousands of sellers and buyers through the real estate process. She has created a systematic approach to selling property that also keeps the seller updated throughout the selling process. She takes buyers through a step-by-step process including a needs & wants analysis to determine what is truly important to the buyer so that she can get them to their ultimate desire of homeownership. She loves real estate so much that she created a Youtube channel to help Buyers and Sellers "Tamela Talks Real Estate". She shares tips for Buyers and Sellers as well as driving tours through communities.

Tamela moved to Boynton Beach, Florida from Loudoun County, Virginia in 2002. She immediately became a Realtor® and fell in love with helping Sellers and Buyers with one of their largest financial investments. Her motto from the first day was "Help one person/family have the best professional real estate experience possible". Over the years her clients have given her beautifully written as well as video testimonials sharing their appreciation for her outstanding service. Even though Tamela did not know anyone in the area when she moved to Boynton Beach - she listened to her mentors and coaches and listed 6 properties in her first 5 weeks in the business. She has continued to learn and grow so that she can provide her clients with the most up-to-date information and guidance. She has always loved South Florida's year-round warm climate and the beautiful aqua blue ocean. She values sunrise beach walks and has been lucky enough to see hatchlings make their way into the ocean.

Tamela is also a yoga instructor which she believes is helpful when guiding sellers and buyers through the sometimes challenging real estate process by staying calm and grounded. She also uses her natural teaching ability to educate her clients through the entire buying and selling process. You might find her volunteering as a Mermaid for local events as well.



If you have any questions,
please don't hesitate to reach out.

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Welcome, Future Home Seller

I understand that selling your house is a huge decision, and naturally, you have a lot of questions. I hope this guide will assist you in making an informed decision. If you have questions, please don't hesitate to call me for a no-obligation consultation.

If you need me to do a quick Market Analysis of your home, just let me know. Regardless of your goal, I'm here to assist you and make sure that you are well informed on the current market and best practices to sell your home quickly at the best price in the shortest amount of time.

Sincerely,
Tamela Staubs

"Real estate is an imperishable asset, ever-increasing in value. It is the most solid security that human ingenuity has devised. It is the basis of all security and about only indestructible security."

-Russel Sage

Why

SHOULD YOU CONSULT WITH A REAL ESTATE AGENT?

It is best to choose a professional that is familiar with your local market.

01

Our top priority is to keep you safe and secure with confidence, trust, and loyalty.

07

We will keep all parties informed and updated as needed.

02

We work diligently to get the best offer for your home.

08

Time is always of the essence, which is why we ensure that all documents are signed and verified and we only use licensed professionals in your State.

03

We effectively market to qualified buyers who want to view your home.

09

We will assist with your next move whether you will stay locally or abroad. Our global connections will ensure you a smooth transition.

04

We can help you understand the market and work towards getting you top dollar in the quickest time frame.

10

And finally, when we celebrate a successful transaction. We love to continue our relationship for years to come as you are a part of our lives forever. We are thankful and appreciate you for trusting our team.

05

Our team will support and cooperate with other brokerage firms that bring a qualified buyer. We manage and handle all contracts, assist you with negotiating.

06

We keep you updated on potential new buyers on a daily basis with weekly reporting of our progress.



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REALTOR®

See a more detailed list of my services on page 46



GETTING THE RIGHT PRICE FOR YOUR PROPERTY

It's important to sell your property for a price you're satisfied with. You might consider waiting for the local market to change or for the right buyer to come along if you cannot get the right price now.

You can get a realistic idea of what to expect from the sale by looking for similar properties recently sold in your area. You can also look at active listings to get an idea of the other options available to potential buyers.

Buyers may try to buy your property for a little less than your original listing price. Decide when you'll be willing to lower your asking price if your home doesn't sell. For instance, you could reduce your price by 10% if you still haven't sold your property after two months.

It is best to research similar recent transactions and have your property appraised by a neutral party before you start looking for a real estate agent or an agency. If a real estate agency or independent realtor recommends an asking price that is much lower than the appraisal, look for another option.

Talk about the negotiation process when hiring a real estate agent. Find out which selling points they will use to convince buyers that your home is worth more and ask if they will contact you before making an offer. Ask them how long they think selling your property could take and after how long they will recommend dropping the price if the property still hasn't sold.

It is best to sign a contract with the real estate agent or agency you want to use. Then, look over the contract carefully to ensure that you agree with the terms. Is there anything else you would like to add?



What INFLUENCES THE PRICING OF A PROPERTY

Several factors influence the value of a property and what buyers will be willing to pay for it. Your property itself and the shape it is in are important factors:



LOCATION

A property located near a public transit hub, a grocery store, or in a good neighborhood with a highly rated school district could be more valuable than those with similar characteristics but located elsewhere. Also, any businesses in the area that could be a nuisance, like bars or a landfill, can negatively influence the price.



THE SIZE AND LAYOUT OF YOUR HOME.

A larger home is worth more as long as the layout is convenient. Fewer but larger rooms and lots of open space are usually more desirable.



WHEN YOUR HOME WAS BUILT.

A recent home or a house that is old enough to be considered historical is usually worth more.



UPGRADES

Adding a patio, deck, or upgraded appliances will boost the value of your property.



REPAIRS

Necessary repairs such as replacing the plumbing, air conditioning system, roof, windows, or re-wiring the house raise the value of the house.



OUTSIDE INFLUENCES.

Other influences like noises, traffic, and the view can also affect the price.

These factors influence the value of your property, but so does the current state of the local market. You'll get more for your property if you sell it when fewer similar properties are available on the market. The overall state of the economy and mortgage qualification requirements also influence what you can get for your property.

The same property can be sold at different prices in different situations. In addition, it might only take a year or two for a local real estate market to change. So it's sometimes worth it to wait before putting your home on the market if you cannot get an ideal price right away.

The best way to understand how the local market will impact the selling price is to look at transactions for similar properties in your area. This should give you an idea of how much buyers are willing to pay, and you'll see which other options are available to potential buyers in the area.



INSPECTIONS, APPRAISALS, AND DISCLOSURES

Buyers need to have a property inspected by a professional before closing the sale. The inspection is usually included in the purchase contract. This is the best way to protect buyers from bad surprises such as pest problems, mold, structural damages, and other costly repairs.

As a seller, consider having an inspection and an appraisal before putting your property on the market. Scheduling an inspection will allow you to ensure that there are no major issues with the property. Finding out about a major problem during the pre-sale inspection means that you will probably lose the sale or that the buyer will be able to negotiate a lower price.

Schedule an inspection with a professional licensed by the American Society of Home Inspectors. You can hire professionals who specialize in a specific type of issue, such as pest control or health hazards if you think there is an issue with your home.

"Before you start trying to work out which direction the property market is headed, you should be aware that there are markets within markets."

-Paul Clitheroe



Once you know more about the overall state of your property, you can decide if fixing the issues is worth it. For example, it might be easier for you to lower your price and let the buyer pay for the repairs.

Minor issues like cracks in the walls, leaking faucets, or broken gutters are straightforward and inexpensive to fix. Even applying a new coat of paint inside or outside of your home can make a difference. These minor repairs will make your home look great, and you'll be able to ask for a higher price. It also makes it easier to find a buyer.

The mortgage company that finances the buyer's purchase will ask for an appraisal of your property. However, you can have an appraisal done when you decide to put your home on the market to get an idea of its value.

Look for an appraiser who is licensed and consider hiring more than one professional so you can compare their opinions. In addition, please provide them with details on repairs and upgrades you've made over the years.

There are state laws regarding what should be disclosed to buyers. Therefore, it's essential to learn about the laws that apply to you. For example, you might have to let buyers know about the repairs you've made, the natural disasters that affected the property, or a violent crime in the house.



PREPARING YOUR HOME TO SELL

Potential buyers will inspect the photographs or videos of your home that you share with your listing. It will be easier to find interested buyers if the pictures or videos of your home are appealing.

Get your home ready before taking photographs, planning an open house, or scheduling a showing.

Improve the exterior of your home to boost curb appeal:

1. Mow the lawn, trim the trees and bushes, and get rid of any plants that look sick. You can also add some colorful flowers.
2. Clean your yard and get rid of anything that looks old or damaged. For example, fix any holes in your fence and throw away your old lawn furniture or restore it with a new coat of paint.
3. Paint the outside of your home if needed. For example, wash the outside of the windows and paint the window trim.
4. Inspect your roof, clean it, and replace a few shingles if needed. Fix any broken gutters and clean them.
5. Rent a pressure washer. Use it to clean the outside of your home, shed, driveway, and sidewalk in front of your home.
6. Get a new mailbox and house number. Place a visible for sale sign in front of your home.



You'll also need to prepare the inside of your home:

- Eliminate as many items as possible to make your home look less cluttered. You could pack all the things you don't need and keep the ones you use daily in boxes that can easily be put away.
- Put away photographs, décor items, mementos, and other personal objects. Make your home look as neutral as possible so that potential buyers can visualize themselves living here.
- Clear up as much space as possible to make rooms seem larger. Put furniture into storage if needed.
- Repaint with neutral colors. If some of your rooms are painted with bright colors or if you've used a stencil when painting, apply a new coat of paint in a neutral color.
- Make your home look newer by painting windows, doors, and cabinets. Replace old outlets, light fixtures, door handles, and cabinet doors.
- Fix minor problems such as leaking faucets, damaged floor tiles, or cracks in walls.
- Replace rugs, curtains, or bedspreads with more neutral ones.
- Clean your entire home. Wash the walls and wax the floors. Apply new caulk where needed.
- Use a professional carpet cleaning service or rent a steam cleaner to remove any stains.

Your realtor can help you with this process and provide you with a list of what you need to do. In addition, they might be able to notice issues that you didn't realize could put off potential buyers and things you have grown accustomed to.

If you decide to sell your home yourself, have a friend or a relative come over and take a look at your home. It might be difficult to notice the things that could be fixed or made to look newer since this is your home, but someone else will probably notice anything that might influence a potential buyer.

PRELISTING *Checklist*

When you are ready, here are a few things you can do that will enhance your home before putting it on the market to sell.

LIVING ROOM

- Have carpets and area rugs professionally cleaned
- Clean interior and exterior windows, sills, blinds, and window treatments
- Replace all bulbs.
- Polish, stain, and touch up any chipped or cracked woodwork.
- Remove excess furniture
- Freshly paint the walls and ceilings if required with neutral colors. Remove any dated wallpaper throughout the house.
- Clean any ceiling fan blades
- Clean ducts/replace air filters. Have serviced if it's been over a year since the last check-up

DINING ROOM

- Have carpets and area rugs professionally cleaned.
- Clean interior and exterior windows, sills, blinds, and window treatments
- Replace all bulbs.
- Polish, stain, and touch up any chipped or cracked woodwork.
- Remove excess furniture. Reduce the size of the dining room table to allow only four chairs if it is larger than that.
- Declutter and remove excess items, china, figurines, and other small items.
- Freshly paint the walls and ceilings if required with neutral colors.
- Clean ducts and replace air filters.

KITCHEN

- If the flooring has grout, have all tile professionally cleaned and repaired as needed.
- Paint walls and ceiling with neutral colors/replace air ventilation registers
- Clean all cabinets and drawers inside and out with soapy water. Touch up any chips or worn areas with paint or stain
- Check all drains for leaks, make sure no stains are displayed at the bottom of cabinets
- Change outdated hardware or cabinets and doors
- Remove and replace any lighting fixtures that do not convey
- Declutter and remove items off the counters, refrigerator, and cabinets.
- Clean all appliances (replace if they are damaged beyond repair)
- Move and clean behind the appliances
- Clean windows, make sure window treatments are cleaned and free of dust
- Replace bulbs with bright, clean lights

PRELISTING *Checklist*

When you are ready, here are a few things you can do that will enhance your home before putting it on the market to sell

DEN

- Have carpets and area rugs professionally cleaned
- Clean blinds and window treatments, and window sills
- Paint walls and ceilings if needed and use neutral colors
- Pack loose books, not on a bookshelf, and store bulky items
- Pack and store documents that are not in use.
- Depersonalize and remove items, remove any wall hunting animals
- Refrain from having any reference to strong political or religious statements
- For safety, remove and secure all electronics, cords, and wiring

OWNERS SUITE BEDROOM

- Have carpets and area rugs professionally cleaned.
- Clean blinds and window treatments, and window sills
- Clean and or Replace light bulbs
- Clean and polish all furniture
- Repair any damaged furniture that will convey
- Eliminate excess furniture/ or oversize furniture not in use
- Update bedding, white or other neutral is a good choice (think hotel)
- Clean and Organize closets
- Paint ceiling and walls use neutral colors
- Secure all firearms and weapons

BATHROOMS

- Have all tile professionally cleaned and grout repaired as needed
- Caulk around sink and seam between counter and backsplash
- Paint ceiling and walls use neutral colors
- Clean and organize all drawers and cabinets.
- Check all drains for leaks, make sure no stains are displayed at the bottom of cabinets, check for loose toilets
- Change out hardware if needed; lights, showerheads, faucets, etc
- Change and replace the toilet seat
- Store all medications in a private location
- Change out the towels handcloths to showcase the bathroom well
- Paint walls and ceiling in neutral colors

PRELISTING Checklist

When you are ready, here are a few things you can do that will enhance your home before putting it on the market to sell

BEDROOMS - (same as owner suite) Depersonalize all rooms

- Have carpets and area rugs professionally cleaned
- Clean blinds and window treatments, and window sills
- Clean and or Replace light bulbs
- Clean and polish all furniture
- Repair any damaged furniture that will convey
- Eliminate excess furniture/ or oversize furniture not in use
- Update bedding, white or other neutral is a good choice (think hotel)
- Clean and Organize closets
- Paint ceiling and walls use neutral colors
- Secure all firearms and weapons

LAUNDRY ROOM

- Check and clean dryer vents.
- Check for leaks, add laundry pan for washing machine
- If appliances convey make sure they are in working order

EXTERIOR - Curb Appeal is First the Impression

The outside needs to look just as good as the insides

- Power wash the exterior of the house and windows
- Replace missing screens for windows
- Check for any broken windows or cracks
- Check the roof for missing shingles or leaks
- Add a fresh coat of paint to the front door and trim
- Trim bushes and add mulch to landscaping
- Trim any tree branches that are touching the roof
- Have grass cut and maintained at all times
- Add seasonal flowers to landscaping
- Check the sprinkler heads for cracks
- Check the siding for damages
- Clean and remove debris from around the HVAC system
- Remove any wood up against the house to prevent (termite issues)
- Repair or remove broken fences. Paint if necessary
- If you have a crawlspace, don't block access
- Remove all trash and debris from around the house and curb
- Remove inoperable vehicles
- Paint front door, replace hardware, locate keys
- Make sure the house address is visible



Home Improvements

THAT INCREASE YOUR HOME VALUE

Homeownership offers many benefits. Not only do you have a place to call your own, but a home can also be a wise investment. Although the news continues to report the doom and gloom of the housing market, responsible property owners can still be a solid investment strategy.

A few strategic updates to your home can help protect your investment for many years. For those who plan to remain in their homes for a few years, these updates will make the time in your home more comfortable and enjoyable.

When you're ready to update your home, it's wise to be as economical as possible. Then, plan to make changes that will pay off in the future. The following provides some information to ponder regarding home improvements that will increase the value of your home.



SPRUCING UP THE EXTERIOR OF YOUR HOME

Everyone likes a house that looks beautiful on the outside. A lovely green lawn, simple bushes and flower plantings, and a clean-looking, well-kept exterior make a lovely home.

Sprucing up your home's exterior not only makes you happier when you pull up in the driveway but also increases the value of your home.

SIMPLE LANDSCAPING

As so many homeowners concentrate attention and cash on the interior, landscaping is an often-ignored aspect of the home improvement genre. Nonetheless, simple landscaping improves the appearance and increases your home's value and curbside appeal.

Visit local plant nurseries and gardening departments of big box stores in your area. Find salespeople who appear knowledgeable about the best local plants for ease of care and hardiness.

Once you find people who can offer you helpful, free advice regarding your landscaping, you're ready to get your yard in shape to increase your home's value.



1. Attend to your grass.

If you have weeds or areas of brown grass, your local home improvement store has a wide variety of products to help restore your yard's lush color.

✓ Learn how to apply lawn additives and environment-friendly fertilizers to care for your lawn concerns for relatively low costs.

✓ Mow the lawn regularly and use an edger to create the perfect manicured lawn.

2. Evaluate the trees in your yard. Are you happy with them?

✓ Trees are an important aesthetic, as well as good for the environment. If you don't have any trees, consider planting at least two or three of them.

✓ Think about a tree's maximum size before planting, as the tree will need plenty of space to grow to its full size over the years.

✓ Consider the tree's placement in terms of proximity to your house, the neighbor's yard, your driveway, and walkways.

✓ Avoid putting in trees too close to property lines, as falling blooms and leaves can be annoying to the neighbors.



3. Do you have any bushes in your yard? If so, keep them well-trimmed and nicely shaped.

✓ If you don't have any bushes, you'd be surprised at how a few bushes can spruce up the look.

✓ Flowering bushes are especially lovely during spring and summer, and the blooming buds bring a nice color contrast to your green grass.

4. Flowers are a must-have. Planting a few in-season flowers will beautify your yard.

✓ If you prefer, plant perennials (flowers/plants that return every year on their own) that bloom. Then, as the perennials establish themselves, you can depend less and less on purchasing annuals every year.

✓ When selecting flowers, a general color scheme for the blooms is very pleasing. For example, stick with flowers having purple, yellow, and white blooms.

✓ Should you put your property up for sale, blooming flowers in your yard will draw attention and increase potential buyers' interest in your home.



EXTERIOR PAINTING

The outside of your home is especially important for added home value. Nothing draws more attention to your homestead than the appearance of the exterior of your house. Remember, also, the appearance of your driveway, porch, and walkways when discussing your home's exterior.

CONDITION OF YOUR DRIVEWAY, PORCH AND WALKWAYS

When you're pondering possible home improvements to increase the value of your home, take a good look at your driveway, porch, and walkways or sidewalks on your property.

These suggestions will help you increase the value of your home by taking care of these aspects of your yard:

- 1. Clean your driveway every three months to ensure it has a clean, fresh appearance. Also, avoid parking cars in your driveway that have leaky oil pans.***

✓ Use a pressure washer quarterly to clean off your driveway.

✓ If your driveway hasn't been taken care of in the past (i.e., before you owned the home), a simple and not too expensive way to beautify its appearance is to paint it. Specially formulated paints for concrete that can withstand weather and the wear of car tires are available at paint shops and home improvement stores.



2. How does your porch look? Perhaps it needs a good cleaning.

- ✓ Sweeping periodically and keeping clutter off the porch shows that you take care of your home.
- ✓ Occasional mopping or hosing down will keep your porch looking spic and span and improve the overall appearance of your home's exterior.
- ✓ If your porch needs a coat of paint, consult your local paint or home improvement store to buy a paint product that can take the weather and the wear that a porch endures year-round.

HOUSE EXTERIOR

Unsurpassed in its ability to impress, your home's exterior is the first thing people see when they drive by your property. Should you ever put your property up for sale, your house's exterior condition makes more of an initial impression than any other aspect of the home, so your house's exterior needs to appear clean and fresh.



1. Keeping a home clean from the outside takes some diligence. First, walk around the house with a broom to sweep down leaves and cobwebs monthly to give your home a well-kept appearance.

✓ If you see that the exterior is dirty, you might want to use your water hose to spray off your home.

✓ If you're not planning to paint afterward, take care that you use a light spray. Higher pressure spraying on a home's exterior can trigger old paint that's already flaking to peel off even more.

2. If your paint is starting to flake, it's time to re-paint. Depending on the size of the exterior of your house, you may want to ask friends and family members to help you with the job. Throwing a painting party gets the job done and saves money over hiring a painting contractor.

✓ Although it's important to conserve your budget when performing home improvement projects, obtain the best exterior paint you can afford. Watch your local home improvement stores and paint shops' ads for sales on mid- or high-quality paints.

✓ In the case of exterior paint, quality matters in terms of how easily the paint goes on and how long the house's the surface retains a fresh appearance.



✓ Of course, you'll want to spray down the home a day or two before painting and allow the dry completely.

✓ Avoid painting anything outdoors when it's the slightest bit damp, as paint doesn't cover well when mixed with water.

3. Clean exterior window frames and windows at least twice a year. Doing so will cost you almost nothing but a couple of good cleaning products and the time it takes to do the labor.

✓ You'll increase the value of your home simply by putting some elbow grease into this special task.

✓ Your landscaping, exterior appearance of the house, and the look of your yard combine to reveal the care you've given to your home.

"People's backyards are much more interesting than their front gardens, and houses that back on to railways are public benefactors."

-John Betjeman



UPDATING THE INTERIOR OF YOUR HOME

1. RE-WORKING OR REMODELING YOUR KITCHEN

The kitchen is the single most important room of any house. Home improvement experts tout that if you remodel your kitchen, you'll get back 85% of what you spent on the remodel when you sell the home.

Arrange your kitchen so that it looks spacious.

✓ Regardless of its actual size, how you arrange and store items in your kitchen has a significant impact on your kitchen's appearance.

Take a look at your cabinets. Are they in good shape? Perhaps they just need a good cleaning and polishing.

✓ After you lightly wash cabinet surfaces, allow them to air-dry.

✓ Next, use a spray polish to bring out the sheen of wood cabinets. These polishes place a protective coating over the wood, making the cabinets more resistant to food stains. The next time the cabinet doors need to be cleaned, a quick wipe-down will do the trick.



Consider replacing your sink if it's not in good shape.

✓ Although doing so involves hiring a plumber, if you purchase the sink yourself, you'll realize decent savings at your big box home improvement store. So, you'll have the plumber's labor and the cost of any small ancillary parts he'll need to finish the job.

Remember the countertops. If you have good cabinetry and decent appliances, one dramatic way to update a kitchen is to install new countertops.

✓ For a small amount of money, comparatively speaking, you can have the old countertop removed and a new one of your choosing affixed.

✓ The look and value of your home will increase simply by making this one change in your kitchen.



A new coat of paint works wonders to bring your kitchen some spice and freshness.

✓ A can of good quality paint might be the only thing your kitchen needs.

Install a backsplash. With a small investment and some work on your part, you can install a backsplash of durable tiles in your kitchen.

✓ Tile in the kitchen brings up the house's value and shows quite well, should you put the house up for sale.

Consider new appliances.

✓ Check with your local discount appliance dealer for a “package deal” price on new kitchen appliances. A new refrigerator, stove, microwave, and dishwasher might be just the re-working your kitchen needs to look updated and increase your home’s value.



Floors are another important element of a nice kitchen. If you already have a tile floor, then you're ahead of the game in terms of home value.

- ✓ Examine your floors. Perhaps a good scrubbing is all you need to bring sheen and shine.
- ✓ Replacing old grout can bring a new freshness to an older tile floor.
- ✓ If you need new flooring, choices of tile, linoleum and vinyl tile are best for kitchens. Linoleum is most likely the lower-cost choice.
- ✓ Avoid installing carpet in the kitchen due to difficulties keeping it clean.

Update the lighting.

- ✓ These days, pendant and “spotlights” or recessed lighting can really brighten up the look of your kitchen.

Spread out the cost.

- ✓ If, upon investigating your kitchen, you realize it needs quite a few expensive changes, consider updating just one of the above elements yearly. Start with the most relevant.
- ✓ Do the flooring one year, the countertops the following year, and the lighting the next, for example.



2. UPDATING BATHROOMS

Updating bathrooms can be an expensive proposition. Take a long hard look at your bathroom. Does it look clean and fresh? Do you need to make a few changes to bring it into the 21st century?

If you have a wood cabinet below the sink, check the cabinet's condition.

✓ Clean the cabinet surfaces and put on a coat of spray polish if the cabinet is wood. Replace the cabinet if it has water damage or goes for an updated look.

Examine the sink. Is it pretty old? Maybe it has stains you can't remove, no matter how hard you scrub.

✓ Replacing a sink in a bathroom can be a low-cost option that updates your bathroom.

✓ If your countertop is over ten years old, you might want to replace it, as well.

✓ Replacing the countertop (including a new sink) may be the only updating you need to do to bring your bathroom up to date.



Replace the shower head.

✓ If you have a shower, updating the showerhead is a wonderfully simple, inexpensive update for your bathtub/shower.

Did you know that you could resurface porcelain and fiberglass tubs?

✓ Before doing such projects, check the pricing of replacing the bathtub and compare the bottom line to an estimate for resurfacing to see if it's cost-effective to go the resurfacing route.

✓ If your bathroom doesn't need much other attention except for a new bathtub, you might consider going ahead and installing a new tub.

✓ Compare the two estimates and consider any other aspects of the bathroom that will require updating.

Consider installing tile on the wall around the tub.

✓ For a few dollars more, installing some wall tile in the bathroom can jazz up your bathroom's appearance while increasing the value of your home. Particularly if you're a "do-it-yourselfer," find some great tile at wholesale prices and go for it.

✓ Tile protects walls and is a definite selling feature, should you decide to sell in the future.



3. INTERIOR LIGHTING MAKE-OVERS

If you find yourself in a budget crunch yet want to do something to bring some value and update to your home, consider an interior lighting make-over.

Do a walk-through of your home with pencil and paper in hand.

✓ Which rooms have old-looking or inadequate lighting? Make a note of the major areas that require new lighting fixtures.

Lighting makes a big difference.

✓ You'll be pleased with the difference that updated lighting fixtures can bring to a room. Whether a room needs brighter lighting or a dramatic focal point, lighting make-overs can bring some real "pop" to a room to enhance the room's aesthetics.

Shop for deals.

✓ Check home improvement stores for lighting fixtures on clearance. At savings of 50% and more, it's possible to replace 3 or 4 lighting fixtures for a very reasonable amount of cash.

"Have nothing in your house that you do not know to be useful, or believe to be beautiful."

-William Morris



4. INSULATION RE-DO

These days, increasing the value of your home involves completing eco-friendly home improvements. For example, ensuring you have as much insulation as industry experts suggest will save you money on your electricity bills and add value to your home.

Have 2 or 3 experts check the level of your insulation. Find insulation experts who are willing to provide free estimates for this service. Do they have any recommendations for you? If so, obtain written estimates to determine whether getting new insulation or adding more insulation will be cost-effective for you.

Paying particular attention to the interior of your home can make a big difference in terms of upping the property's value. Focus most on your kitchen and bathroom(s) when updating your home, as you'll be more likely to earn back the money you spent on such repairs should you decide to sell the house.

"We shape our dwellings, and afterward our dwellings shape us."

-Sir Winston Churchill



Home Improvements **TO AVOID**

CHAPTER FOUR

If you hope to update your home without breaking the bank, you'll most likely not want to do a complete remodel of any single room in the house.

For example, complete remodeling involves entire rooms being ripped-out or de-constructed, like a bathroom. So even though you want to make some home improvements to increase your home's value, it's wise to avoid those improvements that will cost significant amounts of money.

Projects such as complete remodeling of rooms and putting in in-ground swimming pools tend to be quite pricey and rarely pay off in the future when the property is sold.



IN-GROUND SWIMMING POOLS

Having an in-ground swimming pool costs thousands of dollars these days.

1. Undertaking the installation of an in-ground swimming pool will rarely bring you more money unless you live in the states of Florida or California.

✓ Many people seek homes without swimming pools due to the cost and constant care such pools demand.

✓ Once the pool is installed, either you or a service provider you pay has the job of cleaning it weekly and checking for needed chemicals.

Chemicals are required to keep the pool safe for swimming and cause an ongoing cost.

2. Therefore, put in a swimming pool only if you want one for your enjoyment. Otherwise, it's best to avoid installing an in-ground swimming pool simply to increase the value of your home.

✓ In the event you decide to sell a home with a pool, you might be unpleasantly surprised to see that it didn't bring in much (if any) extra funds over the cost of your home without the pool.



It's necessary to be judicious about avoiding undertaking home improvements that will cause you to overspend in your efforts to increase your home's value. Avoiding high-cost remodeling will keep money in your pocket and eliminate unnecessary additions like in-ground swimming pools. You can increase your home's value and save money, too, by avoiding such projects.

"The idea of happiness has always taken material form in the house, whether cottage or castle; it stands for permanence and separation from the world."

-Simone de Beauvoir



Summary

It's smart to make changes to your home as a way of increasing its value. Getting the yard in good shape, cleaning and painting the exterior, and sprucing up the interior of your home can pay off.

Avoid complete remodel projects that drain your bank account. Using these tips will increase the pleasure and value of your one true sanctuary, your home!

"Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust."

-Zig Ziglar



Thinking of

SELLING WITHOUT AN AGENT

CHAPTER FIVE

What you need to know if You Want to Sell Your Property Yourself

There are different ways to list and sell a property. Your best option depends on how much time you have and how much you're willing to put into selling your home.

An increasing number of homeowners opt to sell their homes themselves since the Internet has made it easier to promote a property. There are many websites where you can list your home for sale. Finding a buyer is possible as long as you can dedicate some of your time to selling your home.

The downside is that selling your home by yourself can take some time. You'll have to communicate with potential buyers, answer their questions, and show them your home. You might feel that you're wasting your time when a potential buyer falls through.

This could be a good option if you are patient and willing to learn about real estate.

*"We respect your decision to sell your home without an Agent. However, we highly recommend consulting with a Local Real Estate Professional. We are still available to guide you during your relocation process to your next move. **So, please don't hesitate to call**".*

Tamela Staubs



WEIGHING YOUR OPTIONS SELLING ON YOUR OWN

Start by answering these questions to get a clearer picture of your current situation and goals.

Answering these questions will help you determine the best way to sell your property. Figure out what your property is worth, take the time to fix the issues that could lower its value, and ask yourself if you would rather sell your home yourself or get help from a real estate agency.

1

What are your goals with this sale? Do you think a profit could be made, or would you be happy with getting your money back? Do you need to make enough for a down payment on another home or to finance a move?

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2

Do you know which major or minor issues could impact the value of your property? What steps do you need to take to get your property ready to list?

3

Are you willing to invest some of your time to list and promote your property? Would you rather pay a fee to have a real estate agent find a buyer for you?

4

If you decide to sell your home yourself, how will you reach out to buyers? Which local resources can you use to promote the listing? Do you know what the profile of your typical buyer is?



5

If you decide to hire a real estate agent, do you know anyone who can recommend one? How can you find local agencies or real estate agents who have a good reputation and know the area?

6

How much do you know about the local market? Look at recent transactions in the area. Does it look like a good time to sell your property based on what other sellers are able to get?

7

Which state disclosure laws would apply to your property? What are the things you will have to tell potential buyers about? Would these things negatively impact the value of your property? What can you do to still make your property appealing to potential buyers?



8

What will you do if your property doesn't sell after a while? Would you be willing to lower the price? What is the bottom dollar you will accept? Are there other things you could do to promote your listing?

Answering these questions will help you determine the best way to sell your property.

Figure out what your property is worth, take the time to fix the issues that could lower its value, and ask yourself if you would rather sell your home yourself or get help from a real estate professional.

"Houses are like people-some you like and some you don't like- and once in a while there is one you love."

-L.M Montgomery



YOU WILL HAVE MANY QUESTIONS TO ANSWER WHEN SELLING YOUR HOME WITHOUT AN AGENT

Selling your home yourself could allow you to save on commissions. The downside is that you have to invest some of your time and resources into promoting your listing. Decide whether or not you want to sell your home yourself once you have a better idea of what promoting a property entails.

Selling your home yourself means you will not benefit from the advice of an experienced Real Estate Professional to set your asking price. You can set a reasonable price by doing a lot of research and by having a professional appraise your property.

Be careful not to overprice your property. Potential buyers won't even look at your property if the original asking price is too high.



A FEW MARKETING TIPS FOR OWNERS SELLING WITHOUT AN AGENT

Consider implementing these tried and true ideas:

- Use MLS. Listing your property with the Multiple Listing Service is a good start since this network will share your listing with several outlets. You can also list your home on Craigslist and other classified sites.
- Take out ads. Local publications are another excellent way to promote a property for sale. Purchase an ad in a local newspaper. Look for local publications that specialize in publishing real estate listings. You can also draw attention to your property by placing a sign in your yard or printing flyers and asking local businesses to put them up.
- Ask yourself what your main selling points should be. For example, the number of bedrooms, the yard, a living room with plenty of open space, or the finished basement could be what convinces buyers. Next, ask yourself what you would be interested in knowing if you were a buyer and focus on sharing practical information about your property.
- Creating a listing or ad. Look at other listings for similar properties to get an idea of writing a good description for your property. Ask friends or relatives to review your description and tell you which details they would want to know if they were buyers.



- Taking good photographs of your home is crucial. You can take pictures yourself or hire a professional photographer who has experience with real estate listings. The images should be well-lit, show every room, and show the space in each room. In addition, creating a video tour of your home is a great way to showcase your home.
- Schedule some open houses or individual showings. Planning an open house allows you to show your home to a group of potential buyers and is a great way to find a serious buyer if you can promote your open house to the right people. • You will have to schedule a showing for an individual buyer if they are serious. You can usually tell how serious a buyer is by asking if they've been pre-approved for financing and by the questions they ask about your property. Please use extreme caution when opening your home to strangers.
- Be ready to negotiate. Decide in advance how low you're willing to go and which selling points can be brought up to convince the buyer to pay a little more than the price they are trying to negotiate.

Be willing to work with a Buyers Agent. This will save you the hassle of being responsible for the buyer and all the legal issues that can arise. It's definitely worth allowing the Buyer to be represented.



What if

YOU CAN'T SELL YOUR PROPERTY?

What if you can't sell your home as quickly as you had hoped? If you still don't have a serious buyer after waiting for a couple of months, it's time to make some changes.

Lowering your price is the first thing to consider. Do more research and look at the latest transactions in your area. You'll probably find that more sales occurred since you listed your home, and your price might no longer be aligned with what similar properties are going for in your area.

If you had some buyers who seemed interested but who ended up not purchasing your home, ask yourself if you could have done anything differently.

Negotiating a slightly lower price or drawing attention to the main selling points of your property could be helpful the next time you find a buyer who seems serious.

If you've been trying to sell your home yourself, consider getting help from a real estate professional. Real Estate Agents are a great resource and are experienced in the process of bringing you a qualified buyer.

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Tamela Staubs



USING A REAL ESTATE PROFESSIONAL TO SELL YOUR HOME WILL SAVE YOU TIME AND MONEY

We believe that this is your best option if you want to have as little to do as possible with the selling process.

The advantage is that there's no work required on your part, and you'll save time. The right agency or real estate agent will promote the listing, show your home to potential buyers, and ensure that buyers are qualified.

Also, they have put in safety measures to ensure that you and your valuables are protected.

There is no downside to using a Real Estate Professional. Just make sure you select an Agent that you feel comfortable with and that will have your best interest and protect your most valuable asset, and that is your home.

Hiring the right Real Estate Professional will make selling your property a lot easier, especially if you're too busy to promote it and show it yourself.

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Tamela Staubs

99 Reasons

your REALTOR® is hard at work for you

Did you know by hiring a REALTOR®, you get this?

WHY HIRING A REAL ESTATE PROFESSIONAL MAY BE THE BEST OPTION

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Research competitive properties that are currently on the market.
3. Research competitive properties that are currently under contract.
4. Research expired properties (properties that did not sell during their time on the market).
5. Research competitive properties that have sold in the past six months.
6. Research the previous sales activity (if any) on the seller's home.
7. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
8. Prepare sellers by instructing them to gather and keep confidential their home information (deed, mortgage statement, current tax bill, copy a survey, copy of their title policy, and a list of repairs and upgrades made during ownership).
9. Conduct Seller counseling interviews to assess needs, timing, motivation, and concerns.
10. Determine which of our Specialized home selling programs you are best suited for the client.
11. Help sellers maximize the home's VALUE to yield the greatest possible sales price
12. Pick one of our custom Home Marketing Programs
13. Sign and complete the listing contract and commit to each other.
14. Sign an Easy Exit Listing GUARANTEE.
15. Complete MLS paperwork.
16. Obtain and verify accurate, detailed methods of contacting the Sellers.
17. Research ownership and deed type from Title company.
18. Research property's land use, deed restrictions, and easements.
19. Explain the use of the Seller's Property Disclosure Statement the seller will complete, and that will be presented to the buyer of their home.
20. Price the property right the 1st time to open the market vs. narrowing the market.

21. Strategically price home to enable it to show up on more MLS Searches.
22. Prepare an estimate of proceeds based on the correct pricing scenario to show seller expenses, closing costs, and net proceeds.
23. Complete showing instructions with the seller with correct contact info for appointment
24. Ask Seller questions about the property and themselves to learn how to better serve and provide helpful information if needed.
25. Discuss purchase plans and determine if we can assist them in their next home purchase.
26. Help sellers relocate locally or out of the area with highly experienced global relocation division agents across the globe – so the seller is sure to have the highest quality agent to help them on both sides of their move to make it worry and stress-free.
27. Measure home/rooms for MLS printout.
28. Have a floor plan created as an option.
29. Conduct Independent home inspection as an option
30. Refer licensed and certified independent appraisal as an option

CHAPTER SIX

By: *Tamela Staubs*





your REALTOR® is hard at work for you

Did you know by hiring a REALTOR®, you get this?

WHY HIRING A REAL ESTATE PROFESSIONAL MAY BE THE BEST OPTION

31. Provide a professional home staging consultation
32. Explain the benefits of a pre-sale Home Owner Warranty.
33. Arrange for you to have a Home Warranty in place if you choose to protect your home during the listing period and after the sale. It reassures the buyer of the quality of your home (optional).
34. Provide home showing guidelines to help have the home prepared for appointments. (i.e., lighting, soft music.)
35. Schedule professional digital photography session
36. Schedule professional video shoot
37. Develop target buyer Profile and marketing
38. Submit professional blog posts with photos available to millions of people via the website linked to thousands of other sites.
39. Create a Facebook page for your home and encourage share incentives to get your friends and family promoting your house (optional)
40. Publish the property on Google+ profile for SEO. (optional)
41. Deliver copies of advertisements and marketing material of your home to you for your review.
42. Install a hi-tech electronic lockbox to allow buyers and their agents to view your home conveniently but not compromise your family's security. (optional)
43. Install Company Real Estate sign in the front yard with our text sign rider.
44. Obtain one set of keys that will insert in the lockbox.
45. Publish the property on Brokers website.
46. Publish the property actively for sale on Brokers website.
47. Create, order, and mail "Just Listed" Postcards to our target market, promoting the value of your home over other competing properties.
48. Use the "Just Listed" campaign to call neighbors via our Directory and Dialer software to discuss your listing and prospect for a potential buyer for your home.

49. Create a single property website with a unique property address URL and buyer lead capture.
50. Create a full-motion video tour with music and voiceover optimized for YouTube
51. Video Marketing syndication to over 50 video sharing sites
52. Distribute color flyers to other agents in our and affiliate offices
53. Send a "just listed" postcard to 100 residents in the immediate neighborhood promoting the features and lifestyle benefits of the property.
54. Weekly meeting with my team, masterminding on what steps that's needed to complete and execute in the marketing of your home.
55. Electronically submit the listing information to the Multiple Listing Service for exposure to active real estate agents in the Multiple Listing Service area.
56. Create seller reports emailed twice monthly showing online activity property views and clicks through.
57. Capture feedback from Realtors® and potential buyers after all showings and answer any questions that they might have via the electronic lockbox.
58. Follow up with all the agents who have shown your home via email, showing feedback reports and voice mail to answer questions they may have.
59. Communication Guarantee – Weekly call to keep the seller informed of market changes, mortgage rate fluctuations, sales trends, showing feedback, or anything that may affect the value and marketability of their property.
60. Determine if the property qualifies for a "Brokers Open House." to be toured by local agents (optional)
61. Advertise the broker's open house electronically to all the area Realtors with full-color flyers emailed directly to their inbox with "optional incentive" give-aways.
62. Promote the property at our bi-monthly broker's open house, hosted and catered by me (optional).
63. Conduct evaluations and suggest constructive changes to your home to make it more appealing, to show exceptionally well.

By: Tamela Staubs



your REALTOR® is hard at work for you

Did you know by hiring a REALTOR®, you get this?

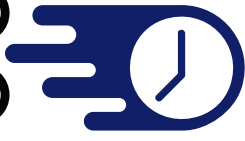
WHY HIRING A REAL ESTATE PROFESSIONAL MAY BE THE BEST OPTION

64. Enter all buyer leads that call on your property into an SMS direct client conversion campaign to qualify them to purchase your home.
65. Assist cooperating brokers in the area to tour your home when available.
66. Assist seller with interim bridge financing if necessary.
67. Prepare a full-color glossy photo flyer/brochure with a list of features of the property to leave at the home for visitors to take with them after the showing.
68. Syndicate your listing on Internet Real Estate sites; Realtor.com, Trulia.com, Zillow.com, Yahoo Real Estate.com.
69. Digitally syndicate to Homes.com, Google.com, Frontdoor.com, Homefinder.com, Hotpads.com, Openhouse.com, MSN Real Estate, and more than 2000 other real estate IDX search portals that are available.
70. Submit the property to web-based buyer classifieds on Craigslist.org.
71. Prepare a monthly local market analysis update of any activity in your neighborhood (i.e., new homes on the market, homes that have sold, etc.) to keep you informed about key market conditions within your area and suggest adjustments necessary to sell.
72. Discuss feedback from showing agents with you to determine if changes will accelerate the sale, recommend adjustments as necessary to achieve your goals.
73. Prequalify all prospective buyers to avoid wasting seller's time with "looky-loo's."
74. Work to qualify prospective buyers and assist them in obtaining a suitable mortgage financing through our broad network of preferred lenders specializing in different loan programs.
75. Follow up with all buyer leads and inquiries.
76. Prepare for and conduct an open house to showcase the home to interested buyers (optional).
77. Improve the marketing of any under-performing marketing campaigns.
78. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase, and probability of closing on the sale.
79. Create a profile report to determine the buyers' purchase needs.

80. Require all offers include buyers' pre-approval and Buyers Financial Statement.
81. Cooperate with all Real Estate companies in the USA that have a qualified buyer.
82. Represent the seller in person on offer presentations, and negotiate the best price and most favorable terms for my clients.
83. Review and explain all clauses in the Listing agreement and other paperwork/agreements.
84. Provide and pay for all advertising at no additional cost to the seller.
85. Facilitate all inspections, including home, pest, and municipal.
86. Negotiate reply to inspections for the seller.
87. Order HOA docs and deliver to a new buyer (optional).
88. Provide contractor referrals thru our contractor referral service.
89. Coordinate scheduling of appraisal and supply comparable sales if needed.
90. Monitor the buyer's loan to assure timely mortgage loan commitment.
91. Make my Co-Listing agent available so that all concerns and questions will be handled promptly to ensure the care for the seller's every need.
92. Handle the entire escrow process for the seller and arrange with the Title Company.
93. Arrange for the appraisal, survey, and inspections that may be needed.
94. Introduce my closing manager, who handles the coordination of every step to a successful closing; including certifications, Title and deed preparation, mortgage payoff, and scheduling a successful closing
95. Arrange for buyer showing times that are convenient to your schedule.
96. Provide status updates on the closing process and any items that may be needed to successfully close on time.
97. Coordinate and deliver preliminary Closing Documents, explain all charges, and make any necessary changes before closing.
98. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mailbox keys, etc.)
99. Personally attend the closing and advise with Closing Document signing.

By: Tamela Staubs

MOVE OUT *Checklist*



Last Minute to-do's before you leave...

- **Clean:** Make sure you remove all items from the house. Leave the buyer with a clean and broom sweep home.
- **Utilities:** **Ensure** you keep the utilities turned on to allow the buyer(s) to complete a walk-thru of the home before settlement. You can notify the utility company of your move-out date.
- **Homeowners Insurance:** Make sure you cancel your current policy to end on the closing date. Provide a forwarding address to send any refunds to the correct address.
- **Cable/Phone Equipment:** Contact cable companies to make arrangements to turn in all cable boxes. If required, you can make arrangements for your new cable and phone services at your new residence.
- **Warranties/Policies/Contracts:** Make sure you leave a copy of all receipts of work done before the home sale, also leave a copy of warranties for appliances and any items conveyed. You can leave those with a note for the buyer(s)
- **Storage:** Remove all trash, debris, and unwanted items, including items in the attic, sheds, basement, and yard.
- **Bulk Trash:** If you have large/bulky items that need hauling, please consult with your agent so that the future buyer will not receive a fine if you are in an HOA community. Make sure everyone understands who will be responsible for loading such items for trash pickup.
- **Lawn:** Have grass cut for your new buyer (it's a great gesture)
- **Mail:** Contact the post office to hold or forward your mail to your new address.
- **Notifications:** Cancel all recurring subscriptions and upcoming deliveries.
- **Keys & Remotes:** Make sure you bring all keys to the settlement.

CHAPTER SEVEN

TIP *Leave a note for the new homeowner with any suggestions or helpful information about the house; trash day, bus stop location, contact info for favorite service providers, and HOA.*





Find Out
What Your Home is Worth
in Today's Market.
Get a **FREE Market Report**



tamela@connecthomeowners.com
<https://connecthomeowners.com/>

CALL NOW!
561-859-2757

