

Home Selling Guide



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Home Selling Guide

I look forward to speaking with you about the future sale of your home. I am confident you will feel that the programs I outline for you will provide you with the greatest possibility of selling your home for the highest price in the shortest period of time with the least number of hassles.

I have enclosed a number of useful documents about the home-selling process and the benefits I can offer you. I look forward to speaking with you, getting your home sold, and helping you, your friends, and your family with all of your real estate goals.

Sincerely,



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Benefits of Using a Realtor

Selling (and buying) a home is a big deal. Most people don't sell more than two homes in their lifetime, so it's not something they develop expertise in. There are ever-changing laws, ethical practices and practical considerations that you don't want to learn on your own through trial and error or relying on a book or information off the Internet. It's just not worth the risk.

Not all real estate professionals are REALTORS. Only licensed real estate agents who are members of the National Association of Realtors can call themselves Realtors. Realtors are committed to treat all parties honestly – they subscribe to a strict code of conduct and are required to maintain a high level of real estate standards. It is to your advantage to work with a Realtor because of the training and standards this professional designation requires.

Professional representation... I am your personal representative and I'm required by law to represent your best interests to the best of my ability.

Objectivity... my job is to point out all the pros and cons for all the decisions you will be making throughout the home-selling process. I want you to make informed decisions, not emotionally-based decisions. This also includes helping you get your home priced right.

Convenience and appointments... these days, it's nearly impossible to sell a home all by yourself without it turning into a part-time job. We show the home when it is convenient for you whenever possible.

Qualified Buyers..." By Owner" sellers open their door to anyone. Do you really want to expose yourself and your home to any looker, even thieves or muggers?

Negotiate the Sale... Polarized positions never lead to a sale. Realtors are 3rd parties and can facilitate negotiations.

From Offer to Close...A Realtor follows the sale from start to finish. He or she can handle the myriad of problems that can come up.

Earnest Money and the contract to purchase...We help you with preparation of a binding purchase contract

No Sale – No Cost...If we don't sell your home, it doesn't cost you a cent.

Getting your home ready to sell

So you have decided to put your home on the market. This is the best time to put a Realtor to work for you. This is the time when you are making all those decisions about what to do to get the house ready to sell. As your agent I will:

Walk through your home to point out what improvements can be made to improve the marketability of your home. These may or may not include such things as:

- ✓ Whether or not to replace the carpet
- ✓ Cleaning tips and suggestions
- ✓ De-cluttering
- ✓ Staging the home to be more appealing to a buyer
- ✓ What repairs should be done
- ✓ What to pack up before hand
- ✓ How to maintain that model home look while still living in your home
- ✓ Curb appeal (First Impressions are everything)

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How much is my home worth?

The price of your home should be based on the price of properties that have previously sold in your area rather than the list or active price of properties now on the market – this is how we establish your home’s fair market value. We use a Comparative Market Analysis or CMA along with our expert knowledge of that market.

There are four factors in determining what someone will pay for your home. LOCATION, CONDITION, COMPETITION, and TIMING

Location	Condition	Competition	Timing
<ul style="list-style-type: none">•Where your home is located is the biggest factor in determining its value. Is your home on a busy street or in a quiet neighborhood? Will a buyer have a long or short commute for work? These are things people look at when deciding whether your house will meet their needs. They might pay less to offset a long commute, for instance.	<ul style="list-style-type: none">•The fair market value of your home is determined by the market – that is, what today’s buyers are willing to pay. Buyers are comparing your home to other homes now on the market.	<ul style="list-style-type: none">•The condition of your home is another factor. It affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are very important. I will help you optimize the physical appearance of your home to maximize their perception. You never get a second chance at a first impression.	<ul style="list-style-type: none">•Your home generates the most interest in the real estate community and among potential buyers during the first 30 days it is on the market. If it is not properly priced during this time, we miss out on this peak level of interest.

They don’t care about:

- What your neighbor says
- What another agent says
- What you spent on your house
- What it costs to build today
- What you spent on repairs
- What you spent on remodeling
- What you spent on new carpet
- What you paid for your house
- What you need
- What you want

Selling Your Home

- ✓ I give instructions to the sell on how to make the home most presentable to a buyer. This may include lighting, air temperature, smells, and furniture layout.
- ✓ I will utilize the cutting-edge technology that ERA Brokers Consolidated provides for marketing your home including professional photos to make your home stand out among the competition.
- ✓ After your home is shown by a buyer's agent, I will do a follow-up to get a response from the agent and their client. I will find out what they liked or did not like about your home so that we can make improvements if necessary.
- ✓ I will remain in regular contact with you throughout the process.
- ✓ I will represent your interests.
- ✓ I will NOT disclose anything that I am not legally bound to disclose to any potential buyers. i.e.- I will not tell them if you are in a hurry to move or if you are willing to drop the price unless you tell me otherwise.
- ✓ I will present all offers to purchase your home and help you through any negotiations.
- ✓ I will be there throughout the entire process while your home is in the contract phase until it is sold.

My Goal: to keep your home in front of motivated sales-people and motivated buyers until your home is SOLD!

Tips for showing your home

- ✓ Vacate your home, if possible, while potential buyers are inspecting your house. We want them to feel comfortable touring your home. Be in the background if you need to be home.
- ✓ Turn off TV and radio. This will allow the buyers agents and the buyer to talk free of disturbances.
- ✓ Keep pets out from under foot...preferably out of the house if possible.
- ✓ If you are home during a buyer's visit be courteous, but don't try to force conversation. The buyer is there to inspect the home not to pay a social call. Don't apologize for the appearance of the home. It is, after all, lived in. Let the trained salesperson answer any objections. That is their job.
- ✓ Turn on all lights, especially for evening inspections. A lit house will feel warm and glowing to a potential buyer.
- ✓ Let your Realtor do the talking with potential buyers and their agents. We are the neutral 3rd party. We are eminently qualified to bring negotiations to a favorable conclusion. We will never accept any negotiations without your approval.
- ✓ Always use a professional. Show your house to prospective buyers only by appointment and through a professional Realtor. This will not only help close the sale faster, but keep you safe and eliminate those who are not really in the market for your home.

Home Selling Process

- ✓ **Determine the best price for what's going on in the market right now.** We assess the current state of the market and what comparable homes are actually selling for by reviewing a Comparative Market Analysis (CMA) on your home. That way, we can objectively determine its fair market value and price it right.
- ✓ **Prepare your property so that it is in top-selling condition.** Most of us don't keep our homes in top-selling condition. I will work with you to help you see things from a buyer's point of view. I will consult with you on what to repair replace or remove so that your home makes a GREAT first impression.
- ✓ **Implement time-proven, research-based marketing strategies.** Your home will be marketed with a 10 point marketing plan that has the highest potential for bringing not only the most buyers, but also the most qualified buyers to your doorstep.
- ✓ **Show your property.** Always keep your home in top-selling condition. When you leave for work, make sure that your home remains in top-selling condition. You know what they say about first impressions!
- ✓ **Receive an offer.** When a buyer decides to buy your home, an offer will be presented. I will advise you on the offer and whether the buyer is qualified to purchase your home.
- ✓ **Negotiate to sell.** Most offers require some level of negotiation. We will work together to decide your parameter and I will negotiate on your behalf.
- ✓ **Have your home appraised and inspected.** Once you have accepted an offer, I will work with the buyer's agent to coordinate an appraisal, inspections and a survey (if required). If the buyer requires that certain repairs be made on your home, I will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.
- ✓ **Prepare for closing.** A few days before closing (also known as settlement), I will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. I will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.
- ✓ **Close!** At the closing meeting, ownership of your property is legally transferred to the buyer. I will be present to advise you and ensure that everything goes according to plan.

Home Warranty Benefits

A home warranty allows you to never worry about the high cost of repairing or replacing your home's appliances or mechanical systems. You will not have to search any directories for contractors or repair technicians or wonder whether you can trust an unfamiliar service vendor.

When selling your home a Home Warranty can be a great tool. It gives the buyer piece of mind that the home is covered for things that might break.

The seller may also opt to enjoy the benefits of a no cost Home Warranty during the time they have the home on the market. If a furnace or water heater should go out while the home is on the market many home warranty companies will fix or replace it for a small service fee.

I feel so strongly about having a Home Warranty that I will include a home warranty package at no cost to you when you enlist my services as your agent.

Communication with you, the seller

Communication is key in selling your home. This is why I will be with you every step of the way.

Email

Text

Phone

Personal Visits

Social Media Messaging

Zoom Calls

🏠 10-point Smart Marketing Plan





*Hello Structure. Hello Speed.
Hello Transparency.*

Arti is not artificial intelligence or a robot, he has no interest in taking over the world, but he is here to make real estate easier for everyone. He brings all the parties together in a transaction interface, helps move the process along, and keeps you informed of your progress. He may not be a person, but once you get to know him, you won't be able to imagine real estate without him. Arti is a better way to transact real estate.

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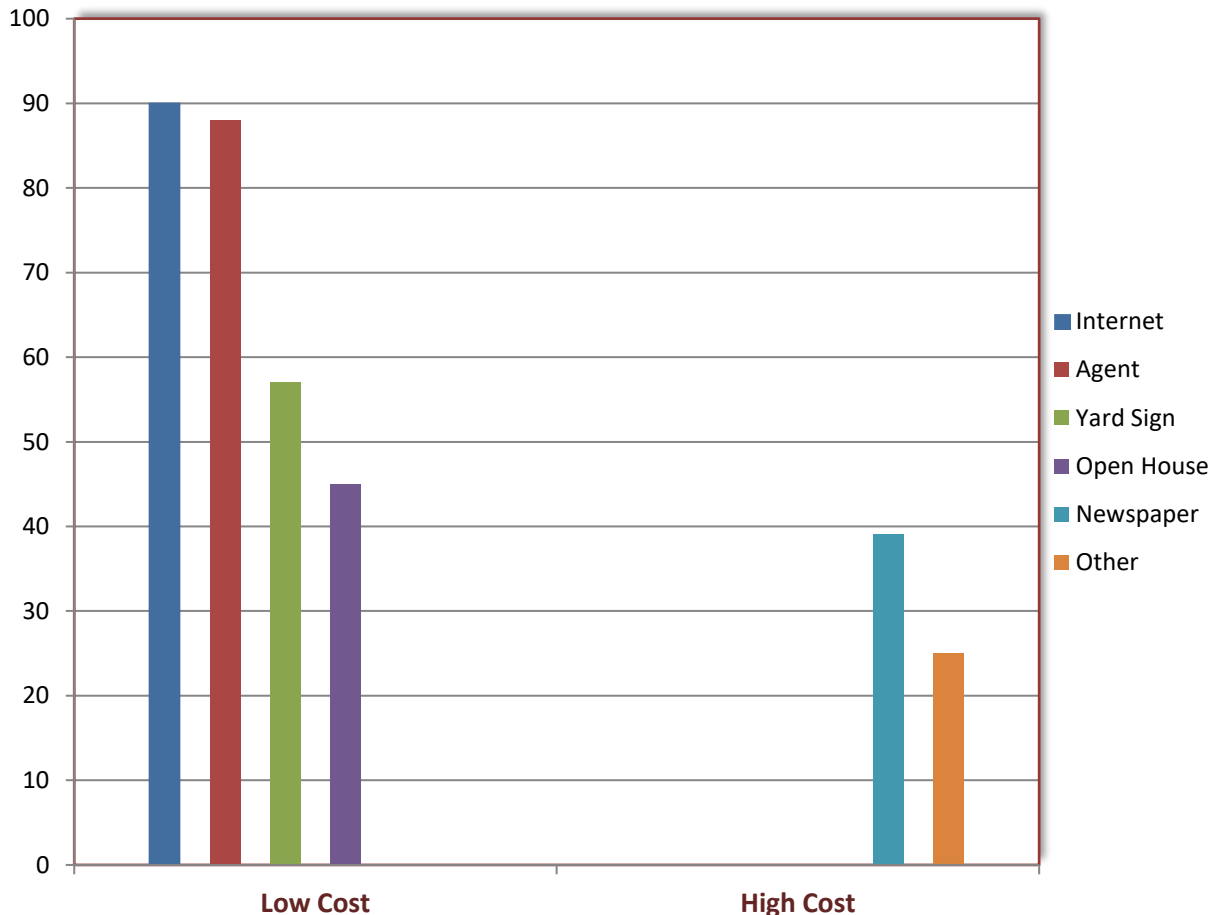
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your real estate guide

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🏡 How Buyers find the home they purchase

Not all advertising is as economical and as productive as others. Since people spend more time looking on the internet or with the help of their agent the best use of advertising is going to be in those places. Open houses, though they are low cost, do not always produce the desired results. Often when agents hold an open house they do not properly get the word out and assume people will just show up.

An excellent agent with a great Internet Marketing program is going to be your best path to a sale.



Title insurance and why it is necessary

The title for real property is an abstract denoting ownership.

Title insurance is the financial protection if the title proves to be unsound. Here are some issues that can arise when the title or ownership of real property changes hands. A defective or cloudy title can make this transfer difficult. The job of title companies is to ensure that all defects or clouds on the title are clear before such transfer occurs. Title insurance protects the buyer against loss in cases where defects or clouds are found after the transfer of ownership.

What would make a title defective or cloudy? This is a list of some of the issues.

- ✓ A deed or mortgage in the chain of title may be a forgery.
- ✓ A deed or mortgage may have been made by an insane person or one otherwise not competent.
- ✓ A deed or mortgage may have been made under a power of attorney after the death of the owner and would, therefore, be void.
- ✓ A deed or mortgage may have been made by a person other than the owner, but with the same name as the owner.
- ✓ The testator of a will might have had a child born after the execution of the will, a fact that would entitle the child to claim his or her share of the property.
- ✓ A will may have been revoked by the testator after its execution (i.e., a subsequent will was found.)
- ✓ An heir or other person presumed dead may appear and recover the property.
- ✓ Claims often arise due to marital status and validity of a divorce.

If you do not have title insurance, you cannot be sure you will never suffer loss through title disputes. With title insurance the title company assumes the risk.

As a realtor I make it my utmost priority to engage a title company to begin the investigation into the chain of title as soon as it is on the market.

Instructions to sellers

Your home should be shown by appointment only, and accompanied by a Realtor. No one off the street that you do not know should be allowed in without a realtor. If they do come to the door and ask for information, please give them my card and ask them to call me. This is for your protection.

On all advertisements my contact information will be given so that all agents and prospective buyers will go through me. Your contact information will not be posted on any advertisements. This will protect you from unwanted calls. This is one of the benefits of having a realtor.

All offers will go through me as your representative.

When possible, step outside or make yourself scarce when your home is being shown.

Do not discuss any financing terms with the other agents or the people that come through your home. Refer these questions to me.

Keep your home neat and clean. Tidy houses sell faster and for a higher price. Keep the yard clean and trimmed, especially if you have dogs.

Keep pets outside, they frighten some people and they don't relax in the home. You want all prospective buyers to feel comfortable in your home.

You can decide what times your home can be shown. Usually, this is between 9:00 am and 8:30 pm. There may be special circumstances outside of that but they should be rare.

If convenient you may show your home without an appointment but ONLY when accompanied by a realtor. If someone does come by with a realtor please get their card and let me know so that I can follow up with them.

Be prepared for short notice. Sometimes this can be as short as half an hour. I prefer to have them give us a days' notice, but this does not always happen in a fast-paced market.

With your permission I will put a lock box on your property to allow other agents access to your home when they have appointments and you are not home.

Real Estate Glossary

Acceptance: the date when both parties, seller and buyer, have agreed to and completed signing and/or initialing the contract.

Adjustable Rate Mortgage: a mortgage that permits the lender to adjust the mortgage's interest rate periodically on the basis of changes in a specified index. Interest rates may move up or down, as market conditions change.

Amortized Loan: a loan that is paid in equal installments during its term

Appraisal: an estimate of real estate value, usually issued to standards of FHA, VA and FHMA. Recent comparable sales in the neighborhood is the most important factor in determining value

Bill of Sale: document used to transfer title (ownership) of PERSONAL property.

Closing: on the closing date, the ownership of the property is transferred to the buyer.

Cloud on Title: any condition that affects the clear title to real property

Consideration: anything of value to induce another to enter into a contract, i.e., money, services, a promise.

Deed: a written instrument, which when properly executed and delivered, conveys title to real property.

Discount Points: a loan fee charged by a lender of FHA, VA or conventional loans to increase the yield on the investment. One point = 1% of the loan amount.

Easement: the right to use the land of another.

Equity: the value of real estate over and above the liens against it. It is obtained by subtracting the total liens from the value.

Escrow Payment: that portion of a mortgagor's monthly payment held in trust by the lender to pay for taxes, hazard insurance and other items as they become due.

FHA Insured Mortgage: a mortgage under which the Federal Housing Administration insures loans made, according to its regulations.

Real Estate Glossary (continued)

Federal Housing Administration (FHA): an agency of the U.S. Department of Housing and Urban Development (HUD). Its main activity is the insuring of residential mortgage loans made by private lenders. The FHA sets standards for construction and underwriting but does not lend money or plan or construct housing.

Fixed Rate Mortgage: a loan that fixes the interest rate at a prescribed rate for the duration of the loan

Foreclosure: procedure whereby property pledged as security for a debt is sold to pay the debt in the event of default

Loan to Value Ratio (LTV): the ratio of the mortgage loan principal (amount borrowed) to the property's appraised value (selling price). Example – on a \$100,000 home, with a mortgage loan principal of \$80,000 the loan to value ratio is 80%.

Mortgage: a legal document that pledges a property to the lender as security for payment of a debt.

Mortgage Insurance Premium (MIP): the amount paid by a mortgagor for mortgage insurance. This insurance protects the investor from possible loss in the event of a borrower's default on a loan.

Note: a written promise to pay a certain amount of money.

Origination Fee: a fee paid to a lender for services provided when granting a loan, usually a percentage of the face amount of the loan.

Recording: the deed or title of a property is recorded with a local government office (city or county) stating the name of the owner of the real property.

Settlement Statement (HUD-1): a financial statement rendered to the buyer and seller at the time of transfer of ownership, giving an account of all funds received or expended.

Title Insurance: an insurance policy that protects the insured (buyer or lender) against loss arising from defects in the title.

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In looking for someone to represent your interests in buying or selling your home you want a professional with integrity who works hard for you. You want someone who takes on a task and does what it takes to earn your trust.

I want to earn your trust. I will put the energy into helping you with your real estate needs that I put into all my professional, volunteer, and family endeavors.

As a professional I worked as a Realtor with Rocky Mountain Realty and Keller Williams South Valley for 8 years before joining the team at ERA Real Estate Brokers Consolidated. I moved over to ERA because of the tremendous support and tools that allow me to better serve your needs.

As a volunteer I served in many capacities with the Salt Lake Mothers of Twins including treasurer, newsletter editor, webmaster, and new mom committee chair. I also served in many capacities with various local and council PTAs including president, treasurer, and newsletter editor.

In each position I set out to improve the structure and organization used by my predecessors. This involved working with people and coordinating deadlines.

I know the value of using the services of a Realtor. Over the years my husband and I have purchased and sold a number of homes of our own. We have purchased existing homes and built new ones. We know the frustrations that can come from building, the uncertainty when a sale falls through, and the joy of moving your life into a new home.

In addition, as a Realtor, I have the National Board of Realtors and their Code of Ethics *as my standard*.

Thank you for allowing me to introduce myself. As your agent I will be your partner throughout the selling process with support through the closing and beyond.

In the end, it's all about you and your home.

I look forward to selling your home!

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