



A Seller's Guide

Selling a house can be stressful.

Knowing you are ready to sell and preparing yourself for the journey will contribute to your success. This guide will help prepare you to sell your home. But as far as allies go, your greatest ally when selling is your real estate agent.

Selling a house without an agent can be overwhelming.

Your real estate agent's duty includes:

- Conduct a market analysis of your local market to accurately price your home.
- Guide you in home preparation, not just making it appealing to buyers, but also in needed repairs to meet a lender's requirements.
- Contract professionals to photograph and/or stage your home— resulting in more interested buyers.
- Market your house across many platforms and networks.
- Bring in buyers and conduct showings.
- Negotiate offers and handle follow up with all parties involved.
- Handle all the paperwork and legalities, ensuring you are protected, and the sale of your home is completed to the full.

Selling a house is a full-time job. Hiring an expert to do his or her job will make your life easier.





Are you ready to sell?

Even if the market is favorable to sell, the question still exists; is selling a good move for you? Do a gut check. Ask yourself the following questions and gauge your initial response.

- Are you able to leave this house behind and see another family move into it?
- Can you be flexible to allow for showing times that are inconvenient for you?
- Are you willing to accept criticism about your home?
- Are you ready to make home improvements/ updates as needed to sell your home?
- Are you comfortable leaving your neighborhood?

The Goal: Sell quickly and for the highest profit.

Your real estate agent will be able to provide guidance on many of these things but keep in mind, you are wanting to appeal to your buyer's senses—think about your house from an outsider's perspective. What can you do to make the space more appealing to them?

Appeal to your buyer's sense of...

Sight

Get rid of clutter. By keeping everything, including décor items to a minimum it will showcase the house and allow the buyer to imagine their stuff in your house.

The same goes for your closets. You want the buyer to feel that there is ample storage—pack up some of those clothes and only keep a couple extra towels/ blankets in your linen closet.

Keep your home clean. Dust and vacuum more than usual, especially if you have pets. Be sure to wipe down all the surfaces before a showing.





Sound

You want the buyer to feel at ease walking into your home, one way to contribute to this is by playing some ambient music at a low volume.

If you have a pet and are selling your home, plan to take the pet with you during a showing. It can be alarming to hear unexpected animal noises when entering someone's home.

Touch

Assume that the potential buyers will be touching each surface, opening every door, and possibly opening the windows. Are all these surfaces clean and in good shape?

There are some things that we get used to; a loose doorknob that you jiggle a bit to open or a bathroom drawer that takes a little lift to close. It is possible that your buyers will come across these things and think most of your fixtures are in disrepair.

Smell

Our homes smell like us so it is possible that we don't notice a scent that is off-putting. Cleaning will help but you may want to invite a friend (choose one who will be honest with you) to let you know if your house has an unappealing smell.

Before each showing be sure to take out any trash to eliminate the threat of garbage odors.

Having an air freshener can be a good option if it isn't overpowering—you don't want to appear to be covering up bad odors. Vanilla and natural scents are the most appealing smells in home staging.

Taste

It is entirely possible that you and the potential buyer do not have the same taste when it comes to styling a home, selecting paint colors, or even landscaping. Keep this in mind if you get feedback from showings and remember, you want the house to appeal more to the average Joe than to you—after all, you do want him to buy it, right?

Your Home's Value and Pricing



When determining your home's listing price, your real estate agent will take into account the current market conditions, what similar properties have sold for in your area, and any home upgrades. It might be easy to fall into thinking that the higher the price, the more money you will get but that is not the typical reality. You want your home to be priced to attract buyers who are likely to be interested in your home. Trust the experience and knowledge of the agent who is pricing your home.

Determining the take-away amount.

The purchase price of your house will not be what you walk away with; follow the example below to determine your estimated net profit:

Estimated sale price of your home	\$200,000
Less 6%* for the real estate agent commission	- \$12,000
Less amount owed on your current mortgage	- \$92,500
Less other fees (taxes, utility costs, HOA fees, etc.)	- \$3,150

Estimated Net Profit	\$92,350
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*This percentage may vary depending on where you live and which agent you work with.

Something to watch out for: If you ask for pricing from a variety of agents and one gives you an estimate way higher than the rest, it could be a red flag. They may just be trying to flatter you to get your business.

When Buying and Selling a Home: A Comparison of Options

If you are selling your home, chances are you plan to buy one too. This timeline can be a hard one to settle on but basically you have three options. Check out some pros and cons of each below.

	Pros	Cons
Sell Your House Before Buying	<p>Frees up funds for a new home purchase</p> <p>Avoids two mortgage payments</p> <p>May be easier to qualify for a new mortgage</p>	<p>Leaves you living in limbo</p> <p>Requires two moves</p> <p>May require added storage costs</p>
Buy Your House Before Selling	<p>Control over your timeline/ a more relaxed home buying process</p> <p>Easier move</p> <p>An empty house is easier to keep clean and show when selling</p>	<p>Two mortgage payments</p> <p>Possible difficulty qualifying for a mortgage or obtaining a down payment</p> <p>Potentially higher mortgage rate and lower loan amount</p>
Buy and Sell at the Same Time	<p>Avoids two mortgage payments</p> <p>May be easier to qualify for a new mortgage</p> <p>Eliminates the need for added storage and two moves</p>	<p>Potentially a lot of back and forth negotiations with buyer of your home and seller of your new house</p> <p>Lender will need to work fast to prevent any lag time between sales</p> <p>Little control over your timeline in the buying and moving process</p>

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