



YOUR GUIDE TO

SOLD

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Maria Lee

REALTOR

a little about me...

Maria's remarkable journey began in Law and Technology. The experience provided her invaluable insights into the corporate world while honing her skills in business and technology, laying a solid foundation for her endeavors in Real Estate.

Maria is more than a realtor. She is a trusted and knowledgeable source; passionate about empowering individuals to gain financial freedom through home ownership and investments. Maria is committed to helping clients cultivate multiple passive income streams so they can focus on their passions. Her goal is to cultivate the potential within us all, enabling individuals to achieve dreams they may never have dared to dream.

let's connect



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HOMES GROUP

HOME SELLER'S *Roadmap*

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!



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REAL ESTATE *Terms*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.

A modern living room with a grey sofa, patterned pillows, and a large window. The room is bright and airy, with natural light coming through the window. The sofa has a white and grey geometric patterned pillow and a white textured throw. A glass coffee table is visible in the foreground.

“

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 THE ONLY
INDESTRUCTIBLE SECURITY.

”

RUSSEL SAGE



10 STEPS TO *selling a home*

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 MARKETING
- 05 LISTING
- 06 SHOWINGS
- 07 OFFERS & NEGOTIATIONS
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- 10 CLOSING



Preparing
to Sell

1

FIND A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of selling your home.



Connect YOUR HOME WITH PROSPECTIVE BUYERS

Agents often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

Get YOU MORE MONEY

Agents will be able to help you negotiate top dollar for your home.

Attention TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you submit a strong offer and negotiate with the buyer on your behalf.

Expert GUIDE

Realtors are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

2 ESTABLISH A PRICE

PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers.

As your agent should I am an expert in what homes are selling for in your area. My experience and knowledge will help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

WHAT DETERMINES THE PRICE?

Remember that your home is only worth what buyers are willing to pay. A comparative marketing analysis (CMA) will provide you with a list of other houses that have sold recently in your area. This will help you gauge a starting point as you factor in location, conditions as well as popularity of your area.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



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PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

PREPARING *Checklist*

EXTERIOR

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



INTERIOR

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room

FINAL PRE AND LIST DETAILS

PREP:

Remove Clutter - tip: divide into 3 categories - Pack, donate and trash

Clear out closets, storage areas, basement, garage

Pack/Remove all personal items: photo's, firearms, equipment, medicine, money, collectibles, religious items

Deep clean floors, baseboards, windows and window trim/seals

Clean all surfaces including the laundry area

Straighten yard

Curb Appeal - discuss with agent for specific tips for your property

Show your property in the best possible light. First impressions are the most critical

FINAL PRE AND LIST DETAILS

As the official listing date approaches final steps are in order.

- 1. Staging and preparing the home for photos/video and showings**
- 2. Preparing family/pets for a few weeks of heavy foot traffic**
- 3. Photo day - 3 hours with prep and professional photos taken. Clear all counters, and remove all personal pictures or items from visible places.**
- 4. Listing day - day the home hits the open market**
- 5. Open House day - 3-hour period presenting your home to all potential buyers**

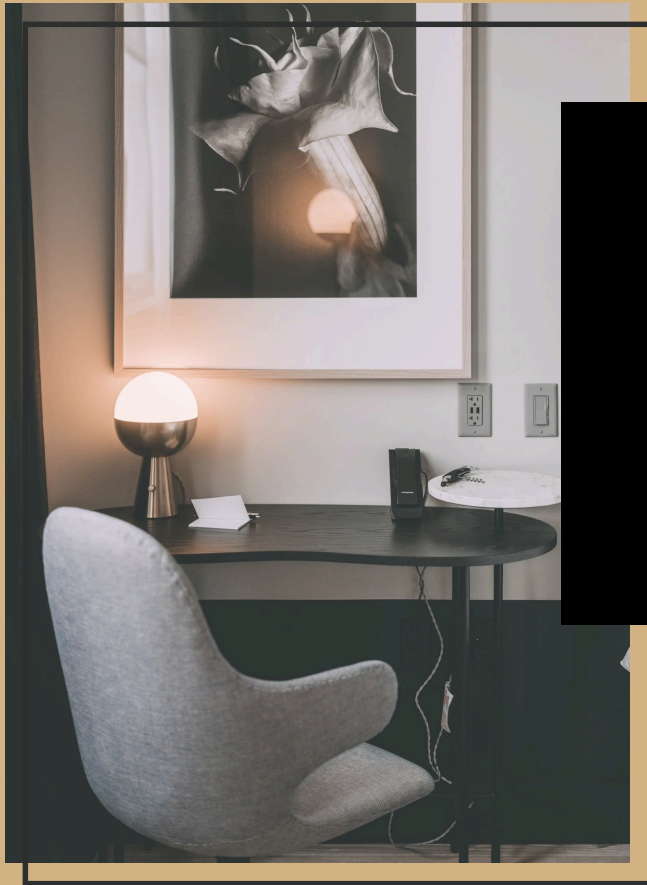
As the next week approaches I will guide you through each step



Finding a Buyer

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MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos, videos and compelling listing descriptions that draw in potential buyers.

Marketing Tips

- Advertise across multiple channels
- Craft appealing descriptions across all media
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

5 LISTING

Your home is officially on the market - congratulations!

I will now use all of my connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed with be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

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SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

SHOWING *Checklist*

...if you have ten minutes

- ☐ Make all beds
- ☐ Put all clutter in a laundry basket, then take with you in the car
- ☐ Empty all garbage cans and take out trash
- ☐ Wipe down all countertops and put all dishes in dishwasher
- ☐ Put out your nice towels
- ☐ Pick up all toys and personal items
- ☐ Turn on all lights

...if you have an hour

- ☐ Do everything on the ten minute list above
- ☐ Vacuum all carpet and rugs
- ☐ Sweep all hard surface floors, mop if you have time
- ☐ Wipe down major appliances
- ☐ Wipe down all glass and mirrored surfaces
- ☐ Put away all laundry
- ☐ Quickly dust highly visible surfaces
- ☐ Sweep all hard surface floors, mop if you have time
- ☐ Set out an air freshener or freshly baked cookies



A minimalist workspace featuring a light-colored wooden desk and a black Eames-style chair. A potted plant sits on the desk to the right. The background is a plain, light-colored wall. The text "Final Steps" is overlaid in a large, elegant, yellow script font, centered over the chair.

Final Steps

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OFFERS & NEGOTIATIONS



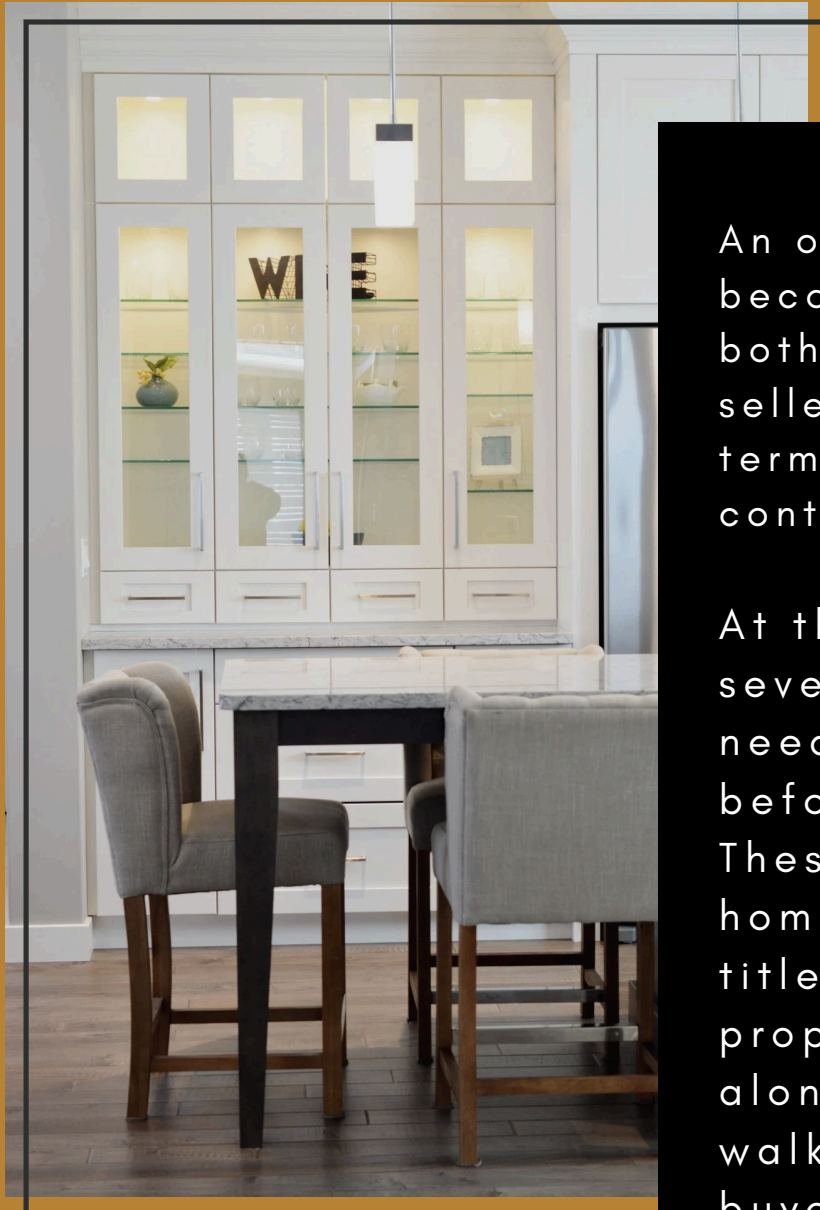
Depending on location, time of year and supply you may receive multiple offers if your home is priced right. I will advocate your best interests every step of the negotiation process. I will help you review each offer so you can decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

8 UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, property appraisal along with a final walk-through by the buyer within 24 hours of the closing.

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FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

10

CLOSING

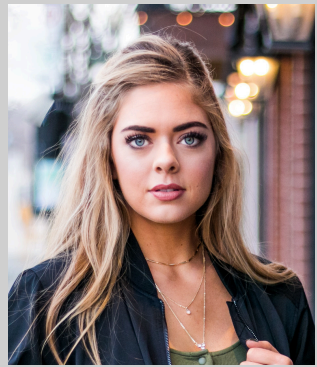
Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

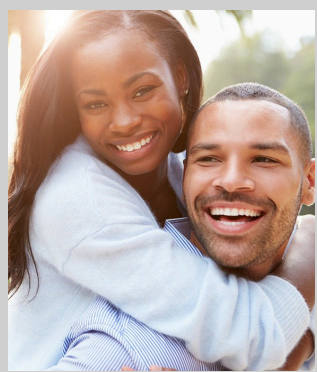
Congratulations on selling your home!

CUSTOMER *Testimonials*



“Always with a smile and mind in hyper drive. Job well done!”

Amanda J



“Relocating in itself is daunting. Maria prepared us for the reality of a long move with abundant resources. Her knowledge and expertise made the transitional semantics seamless so we could focus on other aspects of our move.”

Cari & David L



“Not only did Maria guide us through the process she took the initiative to set up our utilities so all we had to do was call for confirmation. True to her word

Andrew Wilson

A modern interior scene featuring a black wall with the word "Notes" written in a large, gold, cursive font. Below the wall is a large, white, rectangular notepad with horizontal lines. To the left of the notepad, three black, teardrop-shaped pendant lights hang from the ceiling. The background shows a bright, modern room with large windows and a white ceiling.