



# HOME SELLER'S GUIDE

## 7 STEPS

TO SELLING YOUR HOME



Whether you're downsizing, upgrading or relocating, selling your home can be a challenge. You want to get everything and more from the huge investment you made. We created this Moxy Realty Seller's Guide to help you get started. And maybe make things a little easier. It's everything you need to know in 7 easy steps.

## Ready? Set. Let's sell it.



Unless you're selling your home "As-Is" or as a "fixer-upper," you've probably got some work to do. All the little nicks, dents and cosmetic problems with your home - and all the big things, too - will add up to make your home less attractive to buyers. If your goal is to sell it fast for a higher price, a little elbow grease and even some professional help are in order.

### **Take care of what you can.**

Go room by room and make a list. Tackle all the cosmetic things you can. A coat of fresh neutral paint, a good deep cleaning and landscaping go a long way. We will even set you up with a home inspector so that you can know exactly what needs to be corrected before you get offers. The more you repair upfront the quicker your negotiations will develop and then more confidence the buyer will have in the home they are purchasing.

### **The big difference.**

Now take a look at the big stuff. Are there problems with the HVAC system or plumbing? What about mold, leaks, wood rot? How old is your water heater? Is the electrical system up to code? Nothing kills a pending deal faster than a fatal mechanical flaw in your home. Take care of what you can. It will make a difference.



2

## Hire an agent

### *Your Key to Success*

A committed real estate agent excited to give 110% effort into selling your home will be a big key to your success. Lucky for you that's what Moxy Agents do.

#### Here's how they'll help:

- Expert market analysis*
- Strategic price setting*
- Standout marketing*
- Home staging and showing advice*
- Carefully orchestrated showings and open houses*
- Competitive offer evaluation*
- Skilled Negotiating for higher prices and better terms*
- Contract, title and transactional details*





## Set the price

Setting the price for your home is no easy task. Price it too low and maybe you'll sell it quickly, but you won't get the most from your investment. Price it too high? It might sit on the market or not sell at all.

Your Moxy agent will develop a full Comparative Market Analysis on your home, using Multiple Listing Service data to determine how similar homes performed in the marketplace. You'll get a good idea how a home like yours will be viewed by homebuyers so you can price your home strategically. And get it sold.



4

## Marketing, Marketing, Marketing

At Moxy Realty we market and sell homes more aggressively than any other real estate company in the region. For a good reason: It works. But putting your listing on umpteen websites simply isn't enough. You will have an agent on the ground ready to field and respond to the inquiries that your marketing brings. Moxy Realty not only lists homes on hundreds of major websites but we have invested in the systems and processes to ensure we never miss a lead. Marketing matters.

### **Help them picture it.**

These days, it's essential to have a strong and visual online marketing package available anytime someone wants to see it. Whether a buyer is looking on their tablet, desktop computer or mobile phone, your listing on Moxy Realty will fit the viewers screen perfectly, and present your home in the best possible light.

### **What Moxy Realty offers:**

*Professional photography*

*Accurate and detailed property information*

*Targeted Online Lead Ads*

*Neighborhood features and details*

*Contact information*

### **Now show it off.**

Placing your home's listing across multiple websites helps you reach all kinds of buyers when they're at their most receptive. They're ready to buy. That's why they're here. It's essential that you maximize your exposure so you're ready to sell. Here's a partial list of some great sites we use at Moxy Realty.





# Staging Your Home

Now that your home is ready for the virtual audience, it has to be ready for home tours as well. Remember, you're asking buyers to see themselves living in your home. So what will they see?

## **Clear the clutter.**

It's a good idea to go room by room and clear out the knick-knacks, the extra furniture, the old magazine collection, family photos and unfinished projects. Be vigilant. The cleaner, clearer and better organized your home is, the clearer your path to selling it. Some sellers opt to stash their extra stuff with friends, family or even by renting small storage units. Whatever it takes, a clean, well-organized home will make it more inviting to your potential buyers and give you a better chance of selling at the price you want.

## **Make it shine.**

Now that you've killed the clutter, give your home a good solid deep clean, from the cob-webs in the ceiling corners to the carpets, wood floors and tile. Shine the door knobs and stainless steel appliances, and keep doing it until your home sells. No one wants to walk through a dirty home, let alone buy it.

## **Make the outdoors great.**

How's the yard? Fence in good shape? Go take a good long walk around outside your home. The front yard and driveway are the first things a home buyer is going to see when they arrive, so make it count. Make sure any exterior paint on your home is in good shape and not peeling or chipping. Check the front door, the front porch and clean the windows, too. Every point of contact a buyer makes with your home will make an impression. Only you can make sure it's a good one. If it needs fixing, mowing, trimming, straightening or shining, get it done as soon as possible.

## **It's Showtime!**

When it's time for a showing or an open house, we've got a few tricks up our sleeves to make your home even more inviting. Here's a handy checklist.

***Clean and deodorize garbage cans and recycling bins***

***Do all the laundry***

***Make all the beds***

***Vacuum and mop***

***Make faucets and fixtures shine***

***Glimmering bathrooms and kitchen***

***Try to eliminate any sign of pets or pet odors***

***Lock up valuables***

***Open windows for fresh air beforehand******Add some fresh flowers around your home***



# 6

## Negotiating Offers

Once you receive an offer you like, it should easily move to closing. Yet sometimes there are hiccups and disagreements you didn't see coming. That's where your agent comes in. When a potential buyer submits a contract, it will include a proposed price, and other terms such as closing and possession dates, deposit amounts and other components. Now it's in your hands.

### **Almost home!**

With an offer in hand, it's up to you whether to accept it, reject it, or counter. Counter-negotiations can center on price and other conditions such as home inspections or the ability of a buyer to secure financing. Your Moxy agent will help lead you through the negotiation process with great tips, insight and advice so you can reach a final and successful agreement.





# 7

## Closing the Deal

Providing you and the buyer have met all your contractual obligations, your home sale should go through without a problem. Your sales agreement will include all of the special conditions and contingencies you and the buyer must meet by a set closing date, which usually falls 30 to 60 days from the date the sales agreement is signed.

### **The final transaction**

At closing, a closing agent will review the sales agreement, determine the final amount due from the buyer and collect the check. He or she will also:

***Determine adjustments such as seller pre-paid utilities and taxes.***

***Make sure closing, legal fees and other transaction costs are paid. Witnesses the seller's signing of the property title and all other documentation.***

***Collect the keys and other items from the seller.***

***Provide you with the net proceeds and copies of the sale documentation.***

***Ensure that buyer's title and any mortgage liens are properly recorded***

### **Possession date**

You can expect the possession date to be the closing date. Make sure and leave utilities on and have all of your items out of your home before you come to closing. And that's it. Congratulations! You just sold your home.

