



GUIDE TO --- BUYING AND SELLING

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GUIDE TO SELLING AND BUYING

You want to SELL your Home, but What do you BUY? This is a common question and concern in DENVER'S HOT SELLER'S MARKET! Homeowners really want to maximize their return on investment, Move up to a larger home, or simply sell while the market is hot! The concerns are that there isn't any properties to buy, with Denver's extremely low inventory and very competitive multiple offer situations on the homes that are available to buy. It can make purchasing a home challenging. This guide will go over everything you will need to know to successfully Sell your Home and Buy your Dream Home, from a TOP AGENT, Jason Moscato with HomeSmart Elite. Jason is also a Mentor for HomeSmart and teaches new agents coming into the industry these same steps as well. This guide will go over alternatives to the traditional home buying and selling process (How you can Buy first, then Sell or become an instant Cash Buyer), giving you the advantage over others. You will also learn how to prepare your home for sale, to maximize your profits.



STEP 1: INTERVIEW AGENTS

The first and most important step is to interview multiple Agents. Finding the right Agent in the home Selling and Buying process is crucial. An experienced Agent is a must! Everyone has a friend or family member that is an Agent and you want to be loyal, but this is not the time for that. This is one of the biggest transactions you will most likely have to deal with. For everything to go smoothly, the Agent needs to be experienced in Listing Homes, as well as, negotiate in an extremely competitive and frequent multiple offer scenarios, for the purchase of your replacement home.



STEP 1: INTERVIEW AGENTS (CONT.)

The Agent should be well versed in all aspects of both sides of the transactions. There are a lot of dates and deadlines to coordinate. The right and experienced Agent will make this part of the process stress free, making it streamlined from your current home you are selling, into the new purchased dream home...without double moving! As you interview Agents, please be wary of those Discount Brokers. This is absolutely NOT the time to be enticed by their low commissions. You might save in commissions, but they will yield you less in profit and a lot more headaches! All commissions are negotiable and should be negotiated with the most experienced agent you have chosen...not the cheapest.

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STEP 2: GAME PLAN/ STRATEGY

Now that you have chosen the right experienced Agent, it is time to compile a game plan that best suits you and your family's needs. You will go over all of your wants and needs. You will want to be very specific at this stage in the process. The more information the Agent has, the better he/she will be able to represent you. Once the Agent has established your wants and needs, there are several different ways to proceed to the next process. The traditional process, in this Market, is to list your home and to negotiate the terms to best compensate for the purchase of the new home (Typically a 60 day Rent-Back).

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STEP 2: GAME PLAN/ STRATEGY (CONT.)

An additional option is to BUY your Dream Home first, then SELL your current home. Yes, you read that right. The program from “KNOCK,” is a great way to purchase your new home, non-contingent and then Sell your current home, after you have moved into your Dream Home. The KNOCK program has several additional benefits, like money to fix up your current home, money for down payment, and six months of mortgage payments (after you have moved into replacement home). Only a KNOCK Certified Agent can help with this program. If this program interests you, then make sure when interviewing Agents in Step one, that they are KNOCK certified. You and your current home must qualify for the program. Ask a certified Agent for additional information. There is also a program from “ACCEPT,” that can turn you into an ALL CASH and NON CONTINGENT BUYER. When purchasing your New Home, it can be very challenging and competitive. Having these additional options to utilize can give you an upper hand over other Buyers!



STEP 3: PRE-APPROVAL PROCESS

Now that you have established your game plan and know what option to proceed with, it is time to start the pre-approval process. It is very important in this market to be pre-approved. Most offers that you submit, most have a pre-approval to follow. The same way you interviewed Agents, is exactly how you should interview Lenders. Shop around Lenders and compare their rates and services, that best suits your needs. Having an experienced and Trusted Lender, is just as important as your Real Estate Agent. Ultimately...You, Your Agent and Your Lender will be working together as a team. A team working congruently together with the fiduciary duty to achieve your goals. Having the pre-approval helps you differentiate your wants, compared to your needs. Knowing your pre-approval amount, establishes a more competitive position and keeps you on budget.



STEP 4: PREP YOUR HOME FOR SALE

It is time to get your home ready for the Market. A home that is priced right and shows well, will sell fast and for top dollar. There will be some key factors in this section that you will benefit from and have your home showing in its best possible way, to yield you the most profit



STEP 4: PREP YOUR HOME FOR SALE

Declutter and Depersonalize

The idea is that your home is a product for sale. You want your home to appear light, bright, and showcase the best use of space. This will be very important, especially if your home is on the smaller side. Take down personal or family photos. Buyers don't want to feel like they are taking your home from you. It could also be a privacy factor. Declutter and organize your cabinets and drawers. Buyers will be looking in them and you want to show good use of storage. Eliminate large or oversized furniture. If you don't have anywhere to store additional clutter, a P.O.D (Portable On Demand), storage locker or if those are not an option...clutter the garage or limit clutter to one room.



STEP 4: PREP YOUR HOME FOR SALE

Clean and Freshen

This is obvious, but most important. It is how your home showcases to the public your care for the home. Make sure to deep clean appliances (Fridge, Oven, Stovetop, Microwave, etc) Clear off the countertops of unwanted and bulky appliances (Toaster, microwave, coffee maker, etc...) Leave minimal decor on countertops. Think of this process as like, "Spring Cleaning." Clean windows and doors. Dust light fixtures and shelves. The idea is to have everything uniformly clean, so the eyes do not get drawn to any particular flaw or inconsistency. Keep a good flow!



STEP 4: PREP YOUR HOME FOR SALE

Maintenance and Repairs

Maintenance and repairs, ensures your home is all functioning properly and does not warrant attention. Your home will be inspected by a Professional Inspector, trained to find things wrong with your home. Have your Furnace (HVAC, A/C, etc..) cleaned, serviced and certified, prior to listing. Any blatant repairs, to be repaired. Repair any holes in the walls and add a fresh coat of paint. Paint is reasonably priced and can give your home a fresh new look. It is highly recommended to paint with neutral colors, to appeal to the masses. It is suggested to paint rooms that have a strong or overpowering color, that might not appeal to a lot of Buyers. Repair any known or visible items. The theme throughout the home should be consistent..."Pride of Ownership, Well Maintained, No Stone left unturned, Move in Ready, etc..."



STEP 4: PREP YOUR HOME FOR SALE

Curb Appeal

It is said that the curb appeal is the most important. It is what draws a Buyer to want to come in. Invite the Buyer in with amazing curb appeal. Clean gutters. Mow, trim and edge lawn. A good power wash on the exterior of the home, gives a nice clean appearance. If that is not enough, painting the exterior is recommended to really show a fresh new look. Freshening up the flower beds with some new mulch, is an inexpensive way to really spruce up the landscaping. It is always good to water the grass in the morning as well. If it is Winter in Denver, shovel the snow from driveway and salt the walkways.



STEP 4: PREP YOUR HOME FOR SALE

Photography and Showings

Now that you have decluttered, depersonalized, cleaned, maintained, repaired and spruced up your curb appeal...you are ready for the professional photography. Professional Photography is a must. Almost 90% of all homebuyers now a days start their home search online and your home really needs to shine. You have prepared and have your home looking amazing. Your photographer will enhance the features of your home and showcase your home properly, while under-emphasizing your homes flaws as well. 3D Virtual scans of your property is a norm, due to the COVID concerns. This will allow Buyers to virtually view your home, limiting foot traffic through your home.



STEP 4: PREP YOUR HOME FOR SALE

Photography and Showings

Now that your home is in tip-top shape and your photography is complete, it is time to List your home and get ready for showings. You will go over a strategic plan with your Agent on how showing availability will be scheduled. It is very important to get as many Buyers through your home. It is a huge inconvenience, but will pay off in the end. For showings, “Light and Bright,” is the theme. You want to invoke all of the Buyer’s senses. Open all window coverings, turn on all the lights. Bake some cookies or enhance the smell of the home with air fresheners. Have soft and easy listening music playing in the background. These tactics seem cliché, but really sets the ambience and heighten the Buyer’s experience.



STEP 5: REVIEW AND SELECT OFFER

You have done everything right and have followed all of these steps, now you should have multiple offers to choose from. It is a great position to be in as a Seller. You will have many options that you want to carefully review. Your Agent is on the forefront and has encouraged to the Buyers' Agents, your wants and needs. The offers should be a direct reflection of what best suits the sale of your home currently, but also coordinating the term for the purchase requirements as well (This was a part of your game-plan that was previously established in Step 2). There are a lot of intricate parts to a good offer and your experienced Agent will explain every aspect of each one. I know Price is important, but the terms and the Buyer's financial ability is very important too. When you are Selling and Buying, there is a lot of moving parts, a chain of dates and deadlines, that all need to be carefully coordinated to give you a smooth and stress free transaction.



STEP 6: FIND YOUR REPLACEMENT HOME

It is time to find that Dream Home you have always wanted. This step is determined by which game plan you and your Agent had come up with. Some of the programs allow You to purchase first and this step will come sooner. In a traditional transaction, it is ideal in this market that your home be under contract (with the terms that were negotiated to warrant the Seller 60 days Rent Back). So you have the typical 30 day close and 60 day rent back, totaling 90 days to find your replacement home. It is going to be a challenge putting in offers on homes, when you have a contingent home to sell. Your home is under contract, ideally once your current home's deadlines have passed inspection and appraisal, most of the time the contingency will be downgraded, in the Seller's eyes.



STEP 6: FIND YOUR REPLACEMENT HOME

If it becomes a hindrance, once your current home is closed, you will still have 60 days. The advantage of this is that now you are non contingent and you have all of your proceeds, thus making you very competitive. In this particular phase of finding a home, it is very critical to be actively ready to jump when the right home hits the market. Rule of thumb, Homes hit the market on Thursday and all offers in by Monday. It is a great strategy to be the first ones to view the home and then come in fast and strong with your offer to try and get the Seller to accept your offer before the weekend hits. Once you have found that perfect home and you want to place an offer, you and your agent will discuss what you want your offer to be. The Agent will diligently call the Listing Agent to gain any additional information that could be helpful to presenting your offer, geared towards the Seller's needs, but also coordinating the dates and deadlines from your contingent property.