



**TRIWOOD REALTY**  
RESIDENTIAL | COMMERCIAL | INVESTMENTS

# HOME SELLING GUIDE

BY TRIWOOD REALTY



# 8 STEP SELLING GUIDE

- 1. ASSESS YOUR GOALS
- 2. RESEARCH AND CHOOSE AND AGENT
- 3. PREPAIR YOUR HOME
- 4. SET THE RIGHT PRICE
- 5. MARKET YOUR PROPERTY
- 6. NEGOTIATE OFFERS
- 7. FINALIZE DETAILS
- 8. CLOSE THE DEAL



# STEP ONE – ASSESS YOUR GOALS

By thoroughly assessing your goals, you'll be better equipped to make informed decisions throughout the home-selling journey. This clarity will also help you communicate effectively with your real estate agent and potential buyers.

- **Define Your Objectives:** Determine the reason for selling your home. Whether it's downsizing, relocating, or upgrading, having a clear objective will guide the selling process.
- **Set a Timeline:** Establish a realistic timeline for selling your home. Consider factors like market conditions, personal deadlines, and any external factors influencing your decision.
- **Financial Considerations:** Evaluate your financial goals. Determine the minimum acceptable sale price and consider potential costs associated with the sale, such as agent commissions and closing fees.
- **Prepare Emotionally:** Selling a home can be emotional. Prepare yourself for the process, including the potential stress of negotiations and the emotional aspect of parting with a property filled with memories.



# STEP TWO – RESEARCH AND CHOSE YOUR REAL ESTATE AGENT

By carefully researching and selecting the right real estate agent, you set the foundation for a successful home-selling experience. A skilled and compatible agent can navigate the complexities of the market, maximize your property's exposure, and negotiate effectively on your behalf.

- **Get Recommendations:** Ask friends, family, and colleagues for agent suggestions, drawing on their personal experiences. **Research Online:** Explore reviews and track records on real estate platforms to assess local agents. **Interview Agents:**
- **Experience:** Inquire about the agent's local market experience, especially in your neighborhood.
- **Marketing Strategies:** Discuss their approaches, emphasizing online presence and innovative methods. **Check References:**
- **Client Feedback:** Request references to gain firsthand insights into the agent's performance.
- **Professional Network:** Assess their connections with other real estate professionals for negotiation advantages. **Evaluate Compatibility:**
- **Communication Style:** Gauge their responsiveness and communication style.
- **Understanding Your Needs:** Choose an agent attuned to your priorities, whether it's a quick sale or specific price. **Negotiate Terms:**
- **Commission and Fees:** Discuss costs, ensuring clarity on commission structures and additional fees. **Sign a Listing Agreement:**
- **Duration of Contract:** Agree on the listing contract duration for active marketing.
- **Exclusive or Non-Exclusive:** Clarify exclusivity terms, whether it's an exclusive or non-exclusive agreement.



# STEP THREE – PREPARE YOUR HOME

By meticulously preparing your home, you increase its appeal to potential buyers and enhance its market value. A well-presented property not only attracts more interest but also contributes to a smoother and more lucrative selling process.

- Depersonalize: Remove personal items for a neutral appeal.
- Clean and Repair:
  - Spotless Spaces: Ensure cleanliness, especially in key areas like kitchens and bathrooms.
  - Maintenance Fixes: Address visible issues, like leaky faucets or chipped paint.
  - Pre-listing Inspection: Consider a pre-listing home inspection to tackle concerns upfront.
- Enhance Curb Appeal:
  - Landscaping: Trim, mow, and plant for an inviting exterior.
  - Exterior Repairs: Fix visible damage, such as loose siding or broken steps.
- Staging:
  - Neutral Decor: Opt for neutral colors to attract a broad audience.
  - Showcase Spaces: Arrange furniture strategically to highlight each room's potential.
- Photography and Tours:
  - Professional Shots: Invest in high-quality photography to showcase your home.
  - Virtual Tours: Consider immersive virtual tours for online viewers.
- Document Improvements:
  - Create a List: Highlight recent upgrades to showcase your property's value.
- Set a Budget:
  - Allocate Funds: Budget for repairs, upgrades, and staging to enhance the selling price.
- Consult with Agent:
  - Agent's Advice: Work closely with your agent for personalized recommendations.
  - Stay Informed: Keep abreast of market trends to tailor your preparations effectively.

# STEP FOUR – SET THE RIGHT PRICE

By carefully setting the right price, you position your home competitively in the market, attracting potential buyers and increasing the likelihood of a successful sale. Regular communication with your real estate agent and a proactive approach to market dynamics are key in this step.

- **Comparative Market Analysis (CMA):**
  - **Review Comparable Sales:** Examine recent sales to gauge market trends.
  - **Consider Current Listings:** Evaluate competition in the current market.
- **Work with Your Agent:**
  - **Agent's Expertise:** Leverage your agent's local knowledge for a realistic listing price.
  - **Factor in Improvements:** Highlight recent upgrades to increase property value.
- **Be Realistic and Flexible:**
  - **Avoid Overpricing:** Attract more buyers with a realistic initial price.
  - **Open to Adjustments:** Be flexible based on market feedback.
- **Consider Market Conditions:**
  - **Seller's vs. Buyer's Market:** Tailor pricing to current market dynamics.
- **Online Tools:**
  - **Use with Caution:** Supplement pricing decisions with online tools cautiously.
- **Pricing Strategies:**
  - **Round Numbers:** Consider just below round figures for psychological appeal.
  - **Tiered Pricing:** Explore strategies for a wider buyer range.
- **Regularly Review:**
  - **Monitor Changes:** Stay informed about market shifts.
  - **Feedback Adjustment:** Adjust pricing based on buyer feedback.



# STEP FIVE – MARKET YOUR HOME

By implementing a robust marketing strategy, you maximize the visibility of your property, attract potential buyers, and create a positive first impression. Effective collaboration with your real estate agent and adapting to changing market dynamics are crucial aspects of this step.

- **High-Quality Visuals:**
  - Invest in professional photos and videos for a compelling showcase.
  - Virtual Tours: Consider virtual tours for an immersive online experience.
- **Online Presence:**
  - Utilize Popular Platforms: List on well-known real estate websites.
  - Craft Descriptions: Create detailed descriptions emphasizing key features.
- **Social Media:**
  - Share Listings: Extend reach through social media.
  - Engage Promptly: Respond to inquiries and engage with potential buyers.
- **Print Marketing:**
  - Create Appealing Materials: Design brochures and flyers for distribution.
  - Consider Local Ads: Explore print advertising for targeted demographics.
- **Open Houses:**
  - Plan Strategically: Coordinate open houses with your agent.
  - Welcoming Atmosphere: Ensure a well-staged and inviting home during open houses.
- **Collaboration with Agent:**
  - Tailored Strategy: Work closely with your agent for a personalized marketing plan.
  - Regular Updates: Stay informed with timely updates on your listing's performance.
- **Highlighting Unique Features:**
  - Showcase Uniqueness: Emphasize distinctive home features.
  - Neighborhood Advantages: Highlight local amenities and attractions.
- **Feedback and Adaptation:**
  - Collect Input: Gather feedback from showings and online inquiries.
  - Adapt to Trends: Stay current with marketing trends and adjust your strategy accordingly.



# STEP SIX – NEGOTIATE OFFERS

By navigating the negotiation process strategically, you can secure a favorable deal that meets your goals while satisfying the buyer's requirements. Regular communication with your real estate agent and a proactive approach to addressing issues contribute to a successful negotiation phase.

- **Swift Response to Offers:**
  - **Timely Communication:** Show commitment by responding promptly.
  - **Agent's Role:** Rely on your agent for communication and negotiation.
- **Evaluate Offers:**
  - **Price and Terms:** Consider the offered price and assess terms.
  - **Inclusions/Exclusions:** Clarify included fixtures or exclusions.
- **Counteroffers and Negotiations:**
  - **Strategic Counteroffers:** Work with your agent on counteroffers.
  - **Be Flexible:** Maintain openness to reasonable negotiations.
- **Home Inspection:**
  - **Address Findings:** Collaborate on repairs post-inspection.
  - **Negotiate Repairs:** Reach a mutual agreement on responsibilities and costs.
- **Appraisal and Financing:**
  - **Appraisal Contingency:** Be ready to negotiate if appraisal values differ.
  - **Facilitate Financing:** Cooperate for a smooth financing process.
- **Stay Informed:**
  - **Market Trends:** Stay updated on market trends.
  - **Agent's Expertise:** Leverage your agent's negotiation skills.
- **Finalizing the Deal:**
  - **Accept Offer:** Formally accept the offer in writing.
  - **Legal Processes:** Work with an attorney for necessary documents.
- **Prepare for Closing:**
  - **Collaborate with Professionals:** Work with agents and attorneys.
  - **Meet Contingencies:** Ensure contract contingencies are met before closing.





# STEP SEVEN – FINALIZE THE DETAILS

By carefully managing the closing process, you ensure a seamless transition of ownership and a positive experience for both parties involved. Collaborating closely with professionals and maintaining clear communication contribute to a successful and satisfying closing phase.

- Legal Processes:
  - Work with a real estate attorney for compliance.
  - Complete paperwork and title transfer.
- Financial Transactions:
  - Coordinate with lenders for fund transfer.
  - Ensure accurate completion of financial transactions and closing costs.
- Final Walkthrough:
  - Confirm property condition with the buyer.
  - Address last-minute concerns.
- Transfer of Ownership:
  - Hand over keys and provide necessary instructions.
- Collaboration with Professionals:
  - Work with agents, attorneys, and title company for a smooth closing.
  - Address outstanding issues for final ownership transfer.
- Closing Costs:
  - Be ready for costs, including commissions and legal fees.
  - Review the closing statement for accuracy.
- Post-Closing Follow-up:
  - Stay in touch with the buyer and agent.
  - Maintain transaction records.
- Celebrate and Move Forward:
  - Acknowledge the sale and celebrate.
  - Plan next steps for relocation or new property.



# STEP EIGHT – CLOSE THE DEAL

By effectively managing the post-closing phase, you ensure a smooth transition for both parties and set the stage for positive relationships moving forward. Clear communication, organization, and attention to detail are crucial during this final step of the home-selling process.

- Finalize Legalities:
  - Collaborate with your real estate attorney for legal completion.
  - Confirm deed recording with authorities.
- Financial Settlement:
  - Verify fund distribution and clear outstanding fees.
  - Ensure mortgage settlement on the property.
- Coordinate with Agent:
  - Stay connected with your agent for post-closing guidance.
  - Offer feedback to enhance their services.
- Utilities and Services:
  - Transfer utility accounts to the new owner.
  - Provide info on local services to new homeowners.
- Document Management:
  - Keep a file of closing documents for tax and future reference.
- Address Issues:
  - Promptly resolve any post-closing concerns.
  - Assist new homeowners as needed.
- Change of Address:
  - Notify relevant parties of your change.
  - Update addresses for subscriptions and insurance.
- Reflect and Plan:
  - Celebrate the successful transaction.
  - Plan your next steps, be it moving or investing.
- Maintain Relationships:
  - Foster a positive connection with new homeowners.
  - Share local insights and tips if possible.

