



SELLER'S GUIDE

Presented by Finely Crafted Realty

Experience the Difference



So, you've decided to sell your home. Or maybe you're considering it, but haven't made your final decision. Either way, you need the most accurate information and the best possible advice to guide you through these next steps. You need a plan. The realtor, or team of professionals you choose, will play a key role in ensuring the quick sale of your home, with as little inconvenience as possible, making sure that you make the most of your investment. Let us show you what we do differently.

Contents



- 04
What we believe
- 05
Initial Consult
- 06
Staging/Punch list
- 07
Market Conditions
- 08
Listing Strategy
- 09
Presentation
- 10
Marketing
- 11
Photos and Video
- 12
Your Story
- 13
Open House/Event
- 14
Showings
- 15
Negotiating Offers
- 16
Contract to Close
- 17
Happy Clients
- 18
Homework

We Believe

It is the mission Finely Crafted Realty to consistently provide the highest quality, most innovative, and exceptional real estate service available anywhere in our surrounding areas.

Our client's needs always come first. We strive to always provide value far beyond our client's expectations. Our constant goal is mutual respect and long-term relationships which are beneficial to all parties.

We believe in always focusing on solutions, not challenges. We take care of business first and foremost, but have fun and enjoy ourselves in the process.

We run a clean, organized, and efficient operation always adhering to the highest standard of integrity and ethical business practices. We will never rest on our accomplishments. We will always strive to create, develop, and implement new ideas, strategies, and services that will benefit our clients.

Core Values

- In telling the truth even if it's not what you want to hear
- In bringing value to the table
- In holding integrity above all else.
- In doing what it takes to get the job done
- In getting our hands dirty
- In holding integrity above all else
- In not only meeting expectations, but exceeding them
- That thinking creatively & outside the box often leads to great things
- That relationships should be built & maintained long after closing the deal
- That treating people like people, not numbers, is the only way to go

Initial Consult

The key to having a low stress transaction is building good communication methods between you & your agent.

Let's discuss:

- Where do you want to move to?
- Why are you moving?
- How long do you have to sell your home?
- What is important to you with your home sale?

It is important to first understand your needs so we know how to best help you reach your real estate goals.

Not every home sale is the same, so it's important we understand your specific priorities with your move.



87%

Of all homes sold in 2018
were sold with a real estate
agent.

Staging & House Prep

When presenting your home to prospective buyers, first impressions are so important. You have to put your home in it's best possible light. The goal is to get the most interest, which sets yourself up to make the most possible money on your home sale.

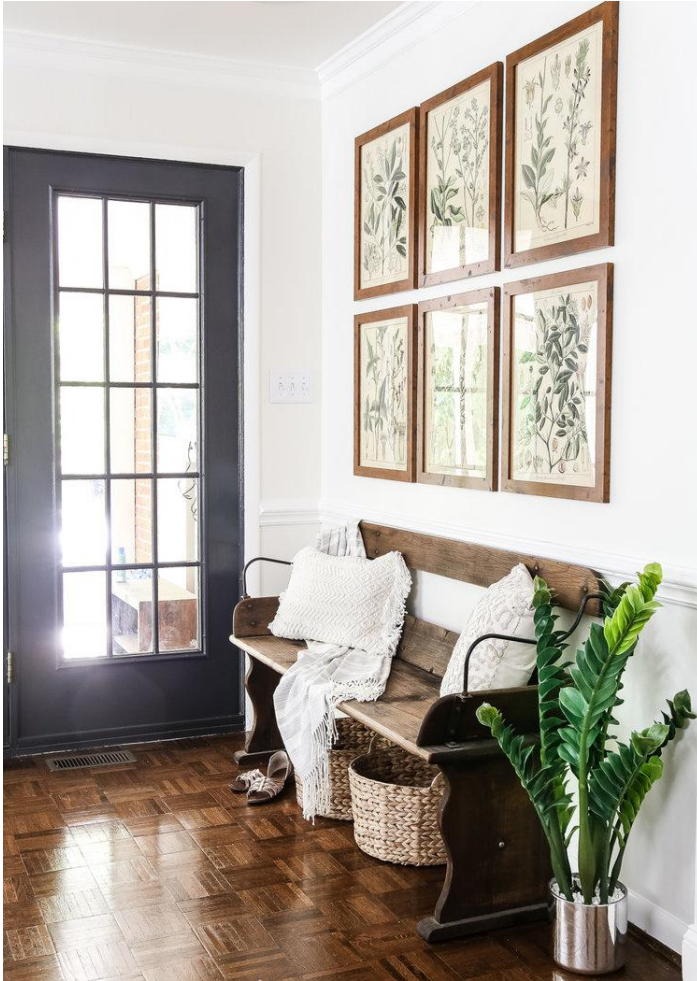
Every house and situation is different, so we take the time at the initial consult to put together a staging and house prep plan with you.

We maintain an inventory of staging items in house that we can bring in to help your home show at it's best. The ultimate goal is to help buyer's envision themselves living in the home.



95%

Percent of staged homes
sell in 11 days
or less



Market Conditions

You've probably heard the term 'CMA', but what does it mean really?

A 'CMA' is short for Comparative Market Analysis. It's really just a fancy way of figuring out what your home will sell for in current market conditions.

Online sites will spit out numbers based on an algorithm, but the reality is that data isn't the only factor that comes into play when you are pricing a home.

Examining the current market conditions can greatly impact what your home will sell for at any given time.

You'll want to discuss...

- Evaluate Active, Pending & Sold comps
- Review how quickly similar homes are selling
- Compare the condition of your home to the condition of similar homes
- Evaluate homes in similar areas where your buyers will house hunt
- Determine your current competition on the market
- Discuss what overall inventory is like and how that influences supply & demand

Listing Strategy



When it comes to determining your listing strategy, there are several factors you'll want to consider.

PRICE. Part of your listing strategy will boil down to price. After reviewing the market conditions, you'll want to work with your agent to come up with a price.

APPROACH. The other part of your listing strategy will boil down to your approach. When will you list? The day of the week matters. When will you review offers? As they come in, or on a certain date? Depending on your situation, your approach could vary. We help you dial this in.



Presentation

Once we get your home all staged and ready to list, the next step is what we like to call 'presentation'. This phase consists of a few key things.

- Getting a lockbox in place for access
- Placing a rug at your entry where visitors can wipe their feet
- Creating a binder which will be left at your home for buyers and agents to review

We've found that the more we can arm buyers with information, the higher the likelihood for success.



Marketing

online + old-school

In today's day & age, there is no doubt that home buyers often begin their home search on the internet.

For that reason, we want to have a solid online presence. We focus on things like:

- Social media
- Professional photography
- Syndication to numerous online search platforms
- Email marketing
- Quality branding & graphics

That being said, there is still an element to our marketing that is completely off line. One of the most important qualities you can seek in an agent, is the ability to leverage relationships. So much success in this industry boils down to relationships. you want an agent who is well connected within your community.

You also want an agent who is willing to 'pound the pavement' and seek out ideal home buyers in unique and creative ways. We pride ourselves on identifying who the most likely buyer for your property would be, and how we can work to get in front of that audience, both online and off line in the real world.



Photography



A high quality, professional photographer is **essential** for selling every home.

If you're interviewing agents who do not utilize a professional photographer, you're selling yourself short. Probably thousands of dollars short.

Professional photography is the key to getting interested buyers in your door. We use MJ Gowen Photography for ALL of our listings and the photos are worth their weight in gold.

Couple professional photography with quality staging and a clear listing strategy, and your home is as good as sold.

Tell the story of your home...



When creating the listing description for the MLS, we love learning what drew you to your home to begin with. We tell the story of your home so future buyers can be attracted to it just like you were. We also have you fill out an 'upgrades & improvements' sheet so we know everything you've put into your home. This information helps us with several things:

- 1.** Helps us create the best listing description for your home that tells your home's story.
- 2.** Creates an emotional pull for buyers to understand what's special about the home
- 3.** Helps buyers have all the information they need to make an informed decision.

Open House + Events



Open houses are a phenomenal way to generate foot traffic into your home, to give potential buyers an overview of all its unique features, and give them the opportunity to fall in love with it in person.

Certain situations call for going over and beyond a traditional 'open house'. We love the challenge of dreaming up a unique event that will drive traffic to your home. No matter what type of open house is right for your property, you can rest assured we will bring the extra effort.

Some of the creative events we've dreamed up in the past include:

- Twilight Tours with wine & apps
- Our 'House Party' charity event featuring Make-A-Wish
- Neighborhood Ice Cream Social event
- Lot reveal party with Hi Five Donuts
- Chic-Fil-A picnic outdoors at a commercial listing

Showings

We're live! If you've taken our advice and we've properly implemented our listing strategy and proper pricing, we should be well on our way to booking showings!

You can count on us to keep you in the loop every step of the way. We will gather feedback any time possible so we can make any adjustments necessary.

Let's revisit once more how important pricing is when listing your home.



Benefits of Proper Pricing

- Faster Sale
- Less Inconvenience
- Exposure to more prospects
- Better response from advertising
- Higher offers
- More money in your pocket due to less carrying costs

Drawbacks of Over Pricing

- Reduced activity
- Lower advertising response
- Loss of interested buyers:
- Gives an edge to your competition
- Eliminates offers
- Causes appraisal problems
- Lower net proceeds due to higher carrying costs

Negotiating Offers



Professional guidance to help you eliminate risk.

As your professional realtor, we will:

- 1.** Help you review any and all offers, and determine which situation is best for you
- 2.** Advocate for your best interests as a home seller
- 3.** Explain the time frames, contingencies, and numbers associated with each offer
- 4.** Help you understand the level of risk associated with each offer
- 5.** Offer judgement and foresight, helping you to understand any potential pitfalls with offers
- 6.** Help you plan the logistics and next steps associated with any offer

The highest offer isn't necessarily always the best offer, there are many factors to consider.

Contract to Close

Yay, we have a contract! Once under contract, our job is really just getting started. Below is an overview of what to expect after you make it under contract on your home sale.



Overview

As your realtor I will do the following:

- Keep track of all paperwork and timelines moving forward
- Communicate with the other party on your behalf while under contract
- Collect earnest money deposit
- Schedule inspections & help you navigate any repair requests
- Schedule appraisal, prep for appraisal, and meet appraiser on site
- Help you navigate logistics of planning your move to coincide with contract timelines
- Coordinate the upcoming closing with the title company
- Provide closing attorney with all necessary docs
- Arrange final walk through
- Arrange transfer of utilities and possession
- Prepare you on what you need to do and bring leading up to closing
- Review closing statement and numbers with you prior to closing

What people are saying.....

Find us on google to read all of our 5 star reviews.
We look forward to giving you our 5 star service.



Kelly Johnson

2 reviews



★★★★★ a year ago

Sam and her team are simply AMAZING! We sold our home in less than 24 hours and for top dollar, but only because of Finely Crafted Realty. Sam and Jordan marketed and staged our home to look like something out of house beautiful...they KNOW real estate! We highly recommend Finely Crafted Realty, you will not be disappointed!



phoebe sell

1 review



★★★★★ 11 months ago

Sheryl and the whole staff at Finely Crafted Realty went above and beyond, even getting us more for our sale than expected. Top notch service, very attentive to any questions you may have and offered us great tips to help the house sell faster. Highly recommend to anyone and everyone and will definitely use their service again if we are ever in the market. GREAT COMPANY and even better people.



Scott Hoagland

1 review



★★★★★ a year ago

Sam sold our house in Oldham Co. and exceeded our expectations at every step along the way. The team at Finely Crafted Realty will be our real estate representatives for life. Nice to know there are still agents out there that truly take a personal interest in their clients needs and actually listen. They have proven that it's not all about who has the most listings but it's about caring for your clients and being passionate about what you do. They are building an incredible brand at Finely Crafted Realty and I am proud to be a part of their family of patrons!

Homework

It's like being in school all over again. It's time to work together on our homework assignments.

- Complete any punch list items assigned to you
- Complete our Seller Paperwork Package
- Complete the Seller's Disclosures form
- Obtain most recent tax bill
- Obtain most recent HOA bill (if applicable)
- Obtain Covenants & Restrictions, any HOA docs
- Obtain floor plan if you have one
- Obtain most recent survey (if you have one)
- Obtain most recent appraisal
- Obtain any warranty information for components of your home
- Get a spare key for us to use in our lockbox

TIP- some of the above mentioned docs can likely be found with your paperwork from your home purchase. If you can't find something, don't sweat it. Just let us know.

Thank you



When it comes to listing with Finely Crafted Realty, you're not just partnering with real estate agents, you're partnering with marketing professionals. We've taken the courses, undergone the proper coaching, & completed the education necessary to ensure your home gets the best exposure in front of the right people. With an expertise in both online and offline, we can ensure your home is viewed by all of the right candidates to bring you a buyer on your terms.

Jordan

502.439.3793

jordan@finelycraftedrealty.com

Sam

502.758.1786

sam@finelycraftedrealty.com

Sheryl

502.322.6303

sheryl@finelycraftedrealty.com

