



*Your Guide to*  
**SOLD**

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From the listing consultation to handing over the keys, this guide will help walk you through the home selling process with confidence

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# WELCOME

I want you to take a moment to imagine yourself in your new home. Starting a new chapter, creating new memories and enjoying time with your loved ones. Hold on to that thought throughout this entire process.

When it comes time to start the journey of selling your home, it can feel stressful, but it doesn't have to be. While it's understandable to feel nervous and overwhelmed, we will work together to simplify the process and create a game plan to get you to your next chapter.

From prepping your home, marketing, negotiating the best terms and preparing you for closing day, this guide will walk you through each step.



## ABOUT ME

*Hi, I'm Kathryn*

a dedicated realtor, teacher, proud dog mom, and native of eastern North Carolina. I have a passion for helping people discover their dream homes. My roots in this beautiful region give me a unique advantage in understanding local markets and neighborhoods. Whether you're buying or selling, I'm committed to providing personalized service and making your real estate experience seamless and successful. Let's embark on this journey together and find the perfect place for you to call home!

## SAY HELLO TO OUR AGENCY

Our agents bring together a dynamic range of skills, knowledge, and expertise to ensure that your journey of buying or selling is as seamless as possible.

In a unique and competitive market, having a good agency in your corner can make all of the difference. With an extensive network of contacts- which includes other agents, lenders, attorneys, inspectors and other home service providers, our agency is able to streamline your homebuying or selling process with greater availability- which can make or break a deal in competitive markets.

Our agent's different experiences and perspectives will bring innovative and creative solutions to the table. We approach each situation with a fresh outlook, exploring unique strategies tailored to your specific needs. This diverse approach can give you a significant advantage, ensuring that you're always one step ahead in the real estate game.

When you choose our agency, you're gaining a supportive community dedicated to enhancing your home-buying or selling experience. We're here to provide you with a wealth of expertise, resources, and unwavering support, ensuring that you make the most informed decisions every step of the way.

**BILLY GONZALES**  
Broker/Owner



**REYNALDO RUIZ**  
Agent

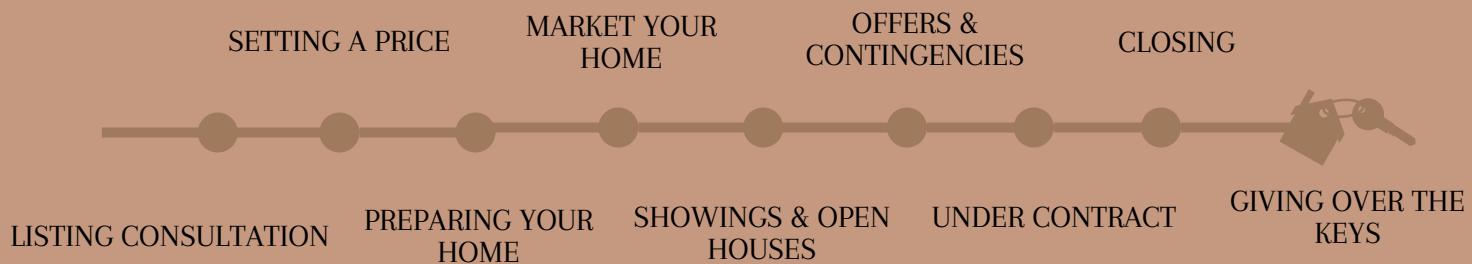


# HOME SELLING PROCESS

The home selling process can feel stressful, but it doesn't have to be! I'll be here every step of the way to ensure this is as smooth and exciting of a journey as possible.

It's important to me that you know what to expect and this guide is here to help break all of that down for you.

While I bring local knowledge and a level of professionalism, you're also going to feel as though you have a close friend in your back pocket. Working together to get your current home sold and starting a new chapter in your new home.



# HOME SELLING TIMELINE



# LISTING CONSULTATION

This will be the time that we meet and create a game plan. I'll be asking you questions about your goals, your timeline, reasons for selling and address any questions or concerns you may have about the selling process.

Prior to our appointment, I'll be putting together a packet for you to review that will include comparable sales in your area, our comprehensive marketing strategy, a seller net sheet and additional information about our team.

Take some time to think about the following things prior to us meeting:

*What is your moving timeline?*

*What are you hoping to net from the sale of your home?*



## WHAT IS YOUR WHY?

This is something I highly recommend you think about prior to starting your home selling journey. Selling your home is a big decision and can be easy to throw in the towel if you're not clear on **why** you're selling your home in the first place. A couple questions to think about:

Why do you want to sell your house?

What will selling do for you and your family?

# DISCUSSING PROFESSIONAL FEES

Maybe you've seen the changes happening in our industry and maybe you haven't, but the most important thing to know is that an agent's professional fee has and always will be negotiable. Up until now\*, the minimum requirement for compensation for a buyer's agent has been \$1. Yep, \$1.

So, what exactly is changing? The biggest change is that the compensation offered to a buyer's agent can no longer be made public. Meaning, it can't be listed in the MLS or other third-party sites such as Zillow, Redfin etc.

What does this mean for you as the seller? It means that there is potentially more negotiation room when it comes to offering a buyer's agent compensation and how this may look could vary. We'll go over the potential outcomes and scenarios during the listing consultation.

While you're not required to offer buyer's agent compensation, let's consider why it's still advantageous to do so.

90% of home buyers use a buyer's agent for representation. That's a large amount of potential buyers. Now, it's bad practice for an agent to refuse to show a home simply because compensation isn't being offered, but let's look at it from a buyer's perspective.

They have the costs of a down payment, closing costs, earnest money deposits, inspections etc. Having the additional cost of compensation could push buyers to pass on a home that isn't offering any agent compensation and lead to there being less eyes, less showings and little to no offers on your home.

Our goal is to get as many as eyes as possible on your home, so we can maximize visibility. The way to maximize visibility and marketability, is to be competitive and attract a larger pool of buyers.



# SETTING THE RIGHT PRICE

Missing the mark on the pricing of a home can make or break whether it sells or sits. There's going to be multiple factors to consider which I'll explain briefly below, but I'll go this in greater detail during our listing consultation.

It can be tempting to initially list your home at the highest price with the thought of "we can just lower the price later on if it doesn't sell", but that typically does more harm than good.

We'll take a close look at local market trends, the home's unique features, and your goals and timeline to align with a price that will get the most amount of eyes as possible.

## FACTORS TO CONSIDER

01

### ***The Market***

We have to take a look at what's going on in your local market and even in your specific neighborhood. A few things to take a look at are the average days on market and whether the closed home sales have been at list price, below or above.

02

### ***The Competition***

It's one thing to look at the closed sales in your neighborhood, but we also need to look at what is currently on the market. Are there other homes for sale in your neighborhood and how do they compare? Is there a new construction neighborhood right next door? These are all important factors.

03

### ***The Location & Condition***

We'll also consider where your home is located at and what the condition is. Have you recently done some renovations? Are you conveniently located to shopping or local amenities? What lifestyle can we market based on where your home is located.



## PREPARING YOUR HOME

This is going to sound a bit cliché, but preparation is truly the key to success when it comes to selling your home. You may be wondering why it's necessary to put in so much effort to get your home "market ready", but it ultimately helps you.

Imagine you're a buyer and you go to look at two different homes in the same neighborhood and they are both listed for the same price. However, the first home is well-presented, clean, and has tasteful decor. While the other one feels cramped and chaotic. Which one would you be more inclined to move forward on?

In the case of the second home, buyers may question the upkeep and maintenance of the home based on its current condition, leading to concerns about potential hidden issues. When your home is meticulously prepared, it communicates to buyers that you've taken care of the home, which instills confidence and trust.

*Success is where preparation and opportunity meet. - Billy Usher*

Here's another perspective to consider: Let's say you're going to trade your car in to buy a new one. Are you showing up to the dealership with a car that hasn't been washed in months, stains on the seats and the engine light on? Maybe. Or are you going to make it look as **good** as possible? I'm going to guess you're choosing the latter. Why? Because you're probably thinking to yourself that the car that's shiny and pristine is likely going to get a better trade-in offer than the not-so shiny one.

Ultimately, it depends on your goal. Are you just trying to off-load it or do you really want to get the most out of the trade-in.

Now, a car is generally a depreciating asset and yet, most people present their cars in the best way possible for a trade-in. Your home is an appreciating asset that's worth hundreds of thousands more. With that said, let's make sure we prep your home in a way that's going to get you the best and most eyes & offers possible.

# MARKET READY CHECKLIST

**Follow this checklist to ensure your home is market ready**

## Kitchen

- Clean off countertops
- Remove small appliances that are not used daily
- Organize the pantry
- Keep the sink clear + clean

## Family Room

- Arrange furniture to create a more open space
- Declutter and remove personal belongings
- Put away any toys

## Bedrooms

- Declutter closets
- Replace bright colored bedding with neutral colors
- Remove any personal photos

## Bathrooms

- Declutter countertops
- Remove any personal accessories
- Replace towels with clean, neutral colored-ones

## Exterior

- Landscape and mow the lawn
- Trim bushes
- Clean windows + siding
- Replace front door mats

## Throughout

- Add a new layer of paint
- Focus on having a fresh and inviting aroma
- Add plants to create a warm and cozy ambiance

# PRE-MARKET TO-DO LIST

We'll use this list to identify areas of your home that may need additional attention prior to listing.

*Kitchen*

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*Living Areas*

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*Bedrooms*

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*Bathrooms*

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*Exterior*

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*Throughout*

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# STAGING THE HOME

Have you ever stepped inside of a vacant home and thought to yourself: “I have no idea what I would do with this space”. I have heard that exact thing from buyers time and time again when showing homes.

When a buyer steps foot into your home, you want them to be able to envision themselves living there. Buying a home for most people is an emotional experience and presenting your home in a way that will connect with them will increase your chances of receiving an offer.

During the staging consultation, we will work together to stage your home in a way that highlights its best features and encourages buyers to become emotionally-invested.

Remember, the goal is to create an atmosphere that resonates with a broad range of tastes and preferences. By depersonalizing the space and allowing buyers to mentally move in, we can successfully sell a lifestyle vs just selling the home.

*Staged* VS *Vacant*

Staging a vacant home sells **73%** faster than homes that are not staged.

20% of 2022 homebuyers increased their offer on a home by **1% to 5%** because the home was staged.

**78%** of expired listings are vacant homes.

Overall, vacant homes spend **more** time on the market and sell for **less** than a staged home.

## PROFESSIONAL PHOTOS

Today, photos of your home essentially serve as the first showing. With a large majority of buyers starting their search online, it's important to leave a good first impression.

You know what they say: "you never get a second chance to leave a first impression"

This is true when it comes to marketing your home. Buyers will determine, based on the photos, whether or not they want to take an in-person, second look.

Professional photography plays such an important role that it can make the difference in your home selling for top dollar over a shorter period of time vs it sitting on the market.

### DID YOU KNOW?

**97%** of homebuyers start the search for their dream home online.

**87%** of homebuyers looking online find professional photos to be the most useful feature on listing websites.

Professionally photographed homes sell **32%** faster than their counterparts.

# MARKETING PLAN

## **Open Houses**

Open houses are a must when it comes to selling your home. It exposes your home to even more potential buyers and gives them the opportunity to see it in-person. I will always host an open house the first opening weekend that your home hits the market.

## **Neighborhood Postcards**

I truly believe in the power of local connections. The postcards that I would send out will introduce your home to the neighbors, and create a buzz in the community. My neighborhood postcard strategy starts 24 hours after your home is officially live on the market.

## **Social Media**

Social media is the bread and butter of this marketing plan. I'm a social media savvy realtor and that's extremely important for marketing your home. Millions of people use social media everyday and they are using it to find potential homes. I always do a high-quality home tour video and utilize both Instagram and Facebook ads for maximum exposure.

## **Photography & Video Marketing**

Professional photography and videography are a non-negotiable. Lifestyle videos and virtual tours are a great way to offer an immersive experience to a potential buyer. I'm probably going to sound like a broken-record, but getting your home in front of more people and presenting it in a way that allows them to connect and envision themselves in it, will get your home sold faster.

## **Email Marketing**

Email marketing remains one of the strongest forms of digital marketing. It has a 100% delivery rate to not only my buyer pool, but to the whole buyer pool of our firm. That's quite a few eyes.

## **Single-Property Website**

Every home deserves it's own website that highlights the home's features and enhances visibility. When buyers are looking on Zillow, they can get distracted by other homes listed on the platform. With a single-property website, your home is getting 100% of the attention, it's an effective one-stop shop with high-quality images, video tours and home details and can be SEO optimized to reach buyers looking to buy a home in your neighborhood/area.

# BRINGING YOUR HOME TO MARKET

The best day of the week to bring your home to market is typically on Thursdays. This gives time for potential buyers to get their eyes on the home through our various marketing strategies and build up excitement to come see the home going into the weekend.

Photos and staging will be scheduled about 1-2 weeks prior to us going 'live' on the market, so we can get the marketing materials printed.

We will begin marketing for the open house 24-hours prior to us going 'live' to create buzz around the community.

In addition to all of our other marketing strategies, your home will also be listed on every real estate search website including Zillow, Realtor.com, Redfin and the MLS.



## OPEN HOUSES

Open houses are typically held opening weekend, on Saturday and Sunday. This is essentially your home's grand debut and the biggest opportunity to get the most amount of eyes.

Compared to private showings, the open houses will also attract neighbors and those who may be in more of the "exploratory" phase. This a good thing because those neighbors may know someone who will absolutely love your home and those casually looking may end up feeling like its the perfect fit for them.

## SHOWINGS

It's important to remain flexible when it comes to appointments and showings. The more accessible the home is, the more exposure it will have.

Private showings will be scheduled through the potential buyer's agent. After each showing, we will follow up with the buyer's agent to gather valuable feedback on what their client thought of your home. This feedback is incredibly valuable, as it provides insights into how buyers perceive your home, allowing us to make necessary adjustments if needed.



## PRESENTING OFFERS

Once we receive an offer on a home, we will sit and review the terms together.

If we start to receive multiple offers on your home, we will look through the offers at the same time vs reviewing them one at a time as they come in. That way, we can compare them side by side and weigh the pros and cons of each one.

Remember, the highest price isn't always the best offer. It's important to look at the bigger picture and carefully consider all of the terms.



## CONTINGENCIES

A contingency, in simple terms, is a condition or a requirement specified in the buyer's offer that must be met for the sale to proceed.

Our team will work together with you to navigate any potential contingencies and what impact they could potentially have on the sale of your home. A few common ones that we see:

**Appraisal:** the buyer can choose to terminate the contract if the appraisal comes in below the sales price.

**Home Sale:** the sale is contingent on the buyer finalizing the sell of their current home.

# YOU'RE UNDER CONTRACT

Congratulations, your home is officially under contract! The due diligence deposit will be paid to you directly from the buyer within 24-hours. The earnest money deposit will be held by the buyer's attorney in an escrow account until the sale has finalized. During this due diligence period, the buyer will have an inspection and appraisal done. We will together closely look through any potential repair requests or appraisal issues to negotiate the best terms possible.

## *Inspections*

Within a couple of days of going under contract, the buyer will have an inspection scheduled on the home. The inspector will check everything from the roof to the foundation. This is typical of any transaction and with our team's experience negotiating repairs, we will help you navigate should any issues arise.

## *Appraisals*

The lender will schedule an appraiser to come out and evaluate the home to ensure that the market value is aligned with the selling price. In the event that the appraisal comes in low, we will discuss your options and determine the best way to move forward.





We are almost to the finish line! Most of what is left requires you to review and sign a lot of documents. All of it is typical of most transactions, but nonetheless, important. On the day of closing, the attorney will walk you through each of these documents.

Once all of the documents are signed, there will be a couple more things that need to be done before the sale is finalized.

One, the deed will need to be recorded with the county. It will not be considered a legal document until this is completed. This may take just a few hours or up to 24 depending on the time of day that closing takes place.

Lastly, the funds will be released once the deed is officially recorded. Keep in mind, you will not receive the funds right away. It can take 24-48 hours for the funds to be deposited into your bank account.

After the deed is recorded, the keys will be released to the new homeowner and the sale of your home will officially be done!

*Congratulations*

# PREPARE FOR MOVING DAY

## **7 essential steps to help ensure a smooth moving day**

### **01 Coordinate with the moving company**

Confirm your move date and provide clear directions to your new home.

### **02 Declutter and downsize**

Before you start packing, take the time to declutter. Donate, sell or throw away any items you no longer need or use. It's easier to move, the less things you have.

### **03 Pack an essentials box**

Put together a box of items that you will immediately need at your new house (toiletries, change of clothes, medications etc).

### **04 Pack one room at a time**

Label boxes by the room they belong too. This will make unpacking so much easier.

### **05 Be prepared for arrival**

Have a plan of where furniture and boxes will go. This will help the movers and keep you organized while unpacking.

### **06 Change of address**

Be sure to have your mail forwarded and have your address updated with other professional service providers such as your bank, medical offices, school and home services.

### **07 Final Walkthrough**

Take a final look to make sure you haven't left anything. Double check closets and storage spaces.

WHAT TO EXPECT

# *hiring me as your realtor*

When you hire me as your realtor, expect a ***dedicated partner*** who brings creativity, patience, and meticulous attention to detail to every transaction. I thrive on finding ***innovative solutions*** to meet your real estate goals, ensuring that no detail is overlooked throughout the process. As a ***strong negotiator***, I advocate fiercely on your behalf, striving to secure the best possible outcomes. I am committed to providing you with personalized service, clear ***communication***, and ***expert guidance*** every step of the way. Together, we'll navigate the complexities of the market and achieve success in finding your ideal place to call home.



# NOTES

**Feel free to use these pages during our listing consultation and throughout the listing process to take notes or jot down any questions/concerns that you have.**

# Are you ready to START?

I hope this guide has helped you with discovering what it looks like to list your home and every step in the process.

The next steps will be to book a listing consultation with me, so I can learn a bit more about what you're looking for in a listing agent and what your timeline is.

Let's get you moved!

*Kathryn*



GET IN CONTACT



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