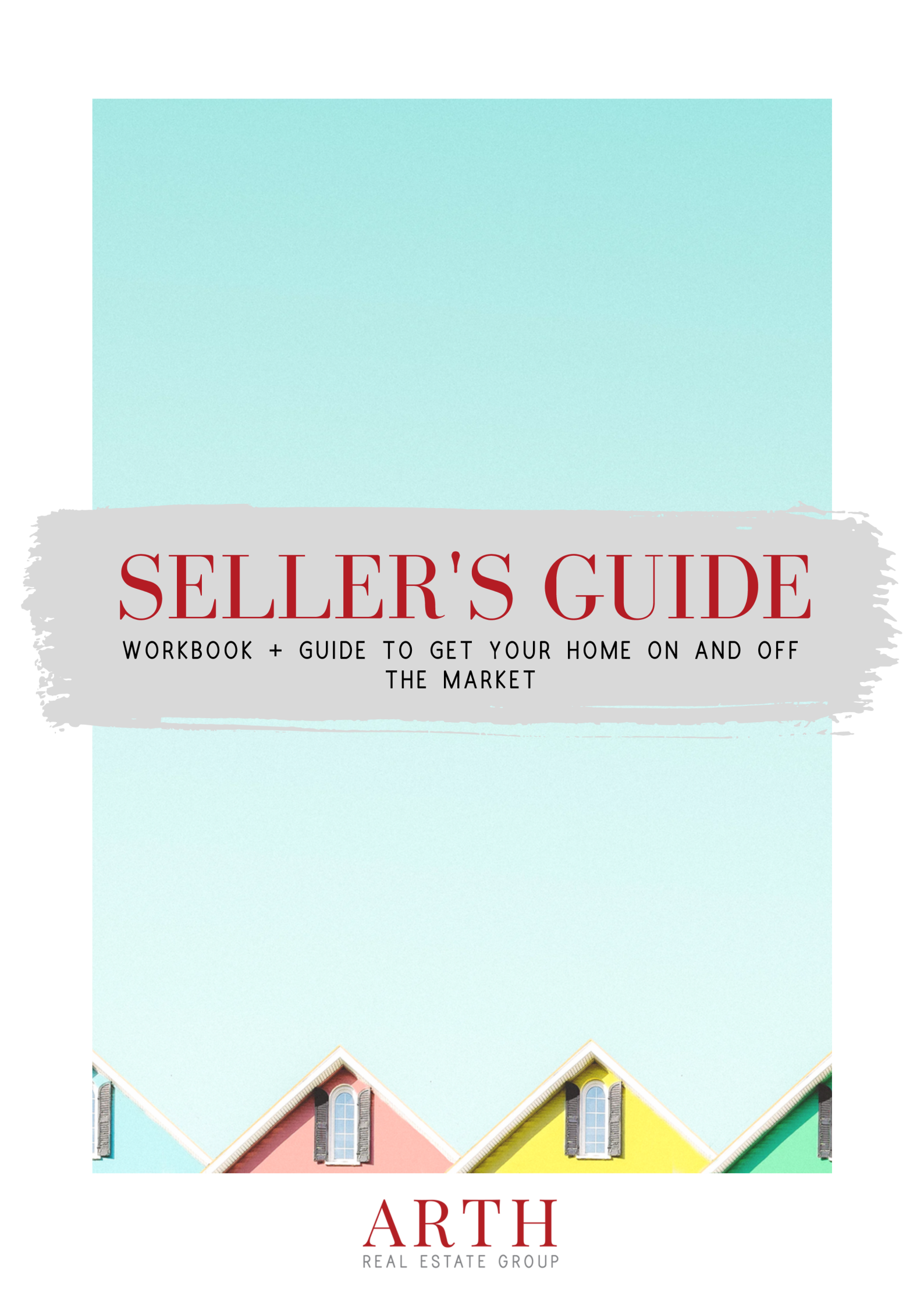




SELLER'S GUIDE

WORKBOOK + GUIDE TO GET YOUR HOME ON AND OFF
THE MARKET

ARTH
REAL ESTATE GROUP

WHAT'S INSIDE



3. INTRODUCTION

4. HOW TO DECIDE IF YOU LOVE IT OR LIST IT

8. LISTING-READY ADVICE

12. MASTER TO-DO LIST

13. STAGINGS

14. SHOWINGS

15. ACCEPTING OFFERS



WHEN SELLING, YOU GET WHAT YOU PAY FOR.

My first task for you in selling your home is to hire a seller's agent. Go ahead and check the notion you will sell by owner at the door.

As a seller's agent with more than 15 years of experience in the Wilmington market, I can tell you there are hundreds of little things we do to move a home the average homeowner may miss. We leverage the power of online marketing, have our team take professional photos, and make SEO and online searches work for us. You really do get what you pay for, and the pay-off at the end makes it all worth it!

In my seller's guide, I want to share my years of experience with you so you can define your expectations and plan a true timeline. I want your home to sell in two weeks or less.

Here, I will share how to get your home ready for showings, select the best offer and come to the table prepared with information.

Let's get started!

LOVE IT OR LIST IT?

Before we go full-throttle into prepping your home to sell, getting pre-approved for a second home, and such, let's pause to ask -- love it, or list it?

The next few pages are for getting messy, digging into what you *really* want and need. There is no such thing as the perfect home, so let me help you decide if you want to love your home forever or list it today.

THINKING OF SELLING? THE DO'S & DON'TS

THE DO'S

- ✓ **You want to upsize or downsize**
Changing family sizes, lifestyles and needs are great reasons to sell your home and buy a new one.
- ✓ **Going up a few price brackets**
If you have enough equity in your current home to be able to buy something a few price brackets up, I think that is a great reason to sell.
- ✓ **Better schools**
I often help families move from one school district to a more desirable one, or even get closer to other family and friends. This is another great reason to sell your home.

THE DON'TS

- ✗ **You will sell your home if you find a new one you love**
You should never become a seller contingent on being a buyer. The housing market waits for no one.
- ✗ **You think the perfect home is out there waiting for you.**
The perfect home does not exist. Homeownership is always tough. It comes with responsibilities, appliances that need to be repaired and unexpected challenges.

WHY ARE YOU SELLING YOUR HOME?

If selling a home with a spouse or partner, be sure to answer these questions separately. Then, come together to discuss your answers.

USE THE SPACE BELOW TO WRITE OUT WHAT YOU LOVE IN YOUR CURRENT HOME. WHAT'S WORKING?

NOTES:

NOW WRITE OUT WHAT YOU DO *NOT* LOVE ABOUT YOUR CURRENT HOME. WHAT'S NOT WORKING?

ARE YOU WILLING TO PUT IN THE TIME, WORK, AND MONEY TO BE ABLE TO GET YOUR HOME READY FOR MARKET? IF SO, HOW MUCH?

GET LISTING READY

If all your soul-searching has led you
to sell, then here we go!

Here is a breakdown of everything
needed to get your home ready for the
market + a checklist to keep you on
track.



CALL YOUR AGENT

Get in touch with your agent to discuss a plan. We will want to map out a timeline of all your home projects, a deadline of when to list, and when you need to be out of the home for showings.

PAINT THE TOWN RED

I recommend just about every room, especially main living areas, get a fresh coat of paint. Paint all trim and baseboards, paint your exterior if looking dated. Consider painting your ceilings.

TIP:

Go to each room and take photos from every angle. Now, view all the photos from a desktop and ask yourself, "How would a buyer perceive this space?" These pictures should give you a heads up on the biggest areas to declutter and make improvements before listing.

DEEP CLEAN

Finish up all home projects and enlist a professional to help you deep clean. Apart from the typical chores you do around the house, have carpets shampooed and conditioned, vents and filters cleaned out. Have a professional run an air neutralizer.

OUTDOOR TIDY

Edge and define beds, trim shrubs and gather yard debris. Freshen pots with flowers and greenery, and make sure porches are tidy with new rugs. Pressure wash home exterior, driveway, and sidewalk. Add fresh mulch and pine straw.

DECLUTTER AND PACK UP

Go beyond usual decluttering and clear all home surfaces. Only furniture should be on the floor. I recommend packing up as much stuff as possible and placing it in storage during the showing and selling process.

TIP:

DID YOU KNOW A BRIGHT, FRESH COAT OF PAINT ON A FRONT DOOR CAN ADD A POP OF COLOR AND A GREAT FIRST IMPRESSION?

UNDERSTAND EQUITY

Know what features in your home equate to higher market value, versus appraisal value. If you spend thousands on a small feature like a kitchen sink, it may not increase the entire home price by much. Hardwood flooring, bathroom and kitchen remodels, and outdoor living spaces provide the biggest payoff.

Consider you will not be able to keep a revolving line of equity when you sell. You have to pay that off and it reduces the amount of equity you have in your home.

CONCIOUSLY UNCOUPLE

You have decided to sell your home, which can be a bittersweet process for so many. As you freshen and clean the different rooms, there is sure to be a memory tied to each place. But it's time to begin the goodbye process.

I mention this because I too often see sellers offended at lowering asking prices. Sometimes sellers are hurt when new buyers want to change things or use them in different ways.

Take the time to do what you need to do to emotionally detach from a home.



TO DO LIST

Getting started:

- ☐ **CONTACT SELLER'S AGENT**
- ☐ **GET PRE-APPROVED**
- ☐ **CREATE TIMELINE WITH SELLERS AGENT TO LIST**

Paint:

- ☐ **PAINT ROOMS NEUTRAL TONES**
- ☐ **PAINT ALL TRIM/MOLDING**
- ☐ **PAINT DOORS**
- ☐ **PAINT CEILINGS**

Declutter list:

- ☐ **EDIT/ CLEAR OUT ITEMS**
 - Fridge/Freezer
 - Books/Media
 - Clothing
 - Kitchen items
 - Holiday decorations
 - Toys
 - Office paperwork
- ☐ **PACK STUFF FOR STORAGE**
- ☐ **CLEAR ALL SURFACES (I.E. COUNTERTOPS)**
- ☐ **CLEAN OUT FRIDGE/ FREEZER**

Deep clean list:

- ☐ **CARPETS CLEANED**
- ☐ **VENTS, AIR DUCTS**
- ☐ **WINDOWS CLEANED**
- ☐ **RUN AIR NEUTRALIZER**

Outdoors:

- ☐ **EDGE, MULCH BEDS**
- ☐ **CLEAR LIMBS, DEBRIS**
- ☐ **POT PLANTS, ADD FLOWERS**
- ☐ **PRESSURE WASH SIDING/ WALKWAYS/DRIVEWAYS**

A CASE FOR STAGING



Want to know the perks of staging a home with furnishings and decor? That's easy — homes with staging sell faster. Stale homes that aren't moving suddenly get offers.

At Arth Real Estate Group we've seen this scenario play out plenty of times before. Sometimes buyers just need help visualizing a space before they can pull the trigger on making an offer.

THE BOTTOM LINE:

Your agent will provide staging services. Your home should not look like your home. Your personal style may not be shared by all. Staging can move homes that otherwise would not sell, thanks to clever tactics to enhance visual appeal.

SHOWINGS

There are a few things you need to know about showings, but if you have gotten this far, most of the hard work is done.

Here are my recommendations for minimizing stress during showings

- The easiest way to show your home is to pack up your personal items and head out on a vacation for at least two weeks. This way we can pack a high number of showings and even an open house in while no one is present.
- If this is not possible, be sure to be gone during the day and make it look like no one lives there.
- Try to never decline a showing. I have a strict policy -- decline three showings and I cannot be your seller's agent.

TIP:

CREATE A CONTRACT WITH CHILDREN IN YOUR HOME THAT STATES IF THEIR TOYS ARE PUT AWAY AND THEIR ROOMS CLEANED BEFORE EACH SHOWING, THEY GET SOMETHING SPECIAL. I SUGGEST TOYS OR ICE CREAM.

WELCOME TO BRIBERY!

OFFERS

From what offers to accept to getting ahead of an inspection, here are the things to know before closing.

The best offers are not always the highest ones...

- I always tell clients, the best offers come in many different packages. Someone may offer above the asking price but offer no due diligence period. The problem with that? The deal falls through and they walk away while you are left with the pieces.
- I tend to favor lower offers with greater due diligence periods. This guarantees someone has skin in the game.
- After an offer rolls in, we are not out of the woods yet. Next, come inspections and appraisals. These are the two final hurdles before closing.
- Luckily, as your seller's agent, I always arrange a pre-inspection. I highly recommend this so you know what's coming — no surprises!
- To be bulletproof with appraisals, I recommend putting a non-contingency plan for appraisals. Buyers these days should be bringing extra money to the table upfront — not less!

IF YOU MADE IT THIS FAR, CONGRATULATIONS! IT'S TIME TO CELEBRATE AND DOWNLOAD A COPY OF MY BUYER'S BOOTCAMP -- YOU WILL NEED IT TO BUY YOUR NEXT HOME!



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