

YOUR COMPREHENSIVE

SELLER'S GUIDE

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HELLO

Hello!

Thank you for the opportunity to help you achieve your real estate goals! Real estate has always been a passion of mine. For me, it’s a privilege to have the opportunity to help you make your housing dreams come true. I pledge to every client to give them my very best attention, effort, and to champion you to the highest level possible. Let's go make magic happen together! - Emily

MEET THE TEAM

LORY ERICKSON

REAL ESTATE AGENT- MENTOR

- 20+ Years of Real Estate experience. Lory works currently as a coach and mentor for Emily at KW South Valley Keller Williams



CASSANDRA WEATHERFORD

TRANSACTION COORDINATOR

- Cassandra is an expert in Real Estate and serves as a transaction coordinator for Emily. She will help keep everyone organized and on track.



TERI SCHEITHAUER

REAL ESTATE AGENT- TEAM LEAD

- 20+ Years of Real Estate experience. Teri works currently as a coach and mentor for Emily at KW South Valley Keller Williams



HOME SELLER'S ROADMAP

1

FIND AGENT

Match with an agent that you feel comfortable with

2

PRICING

Find a competitive price for your home with your REALTOR®

3

STAGING

Clean and decorate! Get your home ready for viewings

4

MARKETING

Your REALTOR® will list your home on multiple sites

5

LISTING

Your home is on the market!

6

SHOWINGS

Keep your calendar open to accommodate potential buyers

7

OFFERS

Time to review and negotiate offers

8

UNDER CONTRACT

A legal contract is created between you and the buyer

9

FINAL DETAILS

Time to move out and finalize paperwork

10

CLOSING

Congratulations! You've sold your house

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HOME...
IS WHERE
YOUR STORY
BEGINS



TEN STEPS TO SELLING A HOME

01 FIND A GREAT AGENT

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS & NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING

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PREPARING TO SELL



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FINDING A GREAT AGENT

01

INDUSTRY KNOWLEDGE

Our agents have access to a wide variety of resources that are not readily available to the public. They can help you determine the best price and time to sell.

SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

Our agents must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

Our agents are dedicated to helping you answer any questions that arise from this process. We treat you the way we would like to be treated!

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

As your agent I will always champion you to the highest level and strive to provide the best possible experience with clear communication and expectations. — Emily



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KELLERWILLIAMS.

ESTABLISH A PRICE

02

LISTING A PRICE

Setting a reasonable listing price is one of the most important aspects of the entire home selling process.

If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.



WHAT DETERMINES THE PRICE?



You have two options in order to price your home for sale:

You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood.

You can get your real estate agent to perform an analysis on other homes for sale in the area.

PREPARE YOUR HOME

03



Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.

- You can hire or rent professional props and decorators to help stage your home.

- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

PREPARING CHECKLIST



INSIDE THE HOME

- Repaint the home in a neutral color (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entryways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors

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FIND A BUYER

MARKETING

04

I will hire a professional photographer to photograph your home. This will make sure that the photos of your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.



MARKETING TIPS

I will list your home on several different websites including Utah Real Estate (MLS), Zillow, Realtor.com, etc.

I will add details in the description that will help lure the right buyers for your specific type of property. A detailed description is a buyer's best friend.

As the seller, if you can plan to have a flexible schedule for showings, this will help get your property seen as much as possible.

LISTING

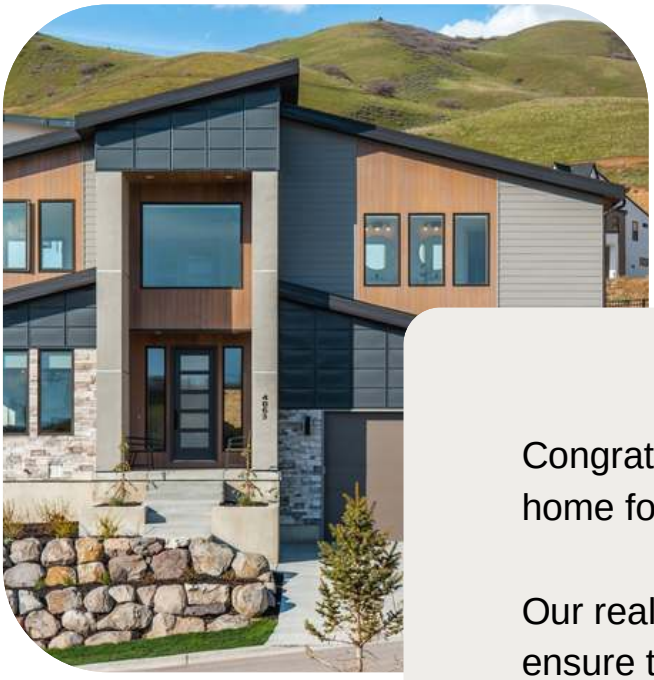
05

Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.

If you have concerns about how your home looks, I have professional stagers on my team that can help give guidance and suggestions.





Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passersby know of your intentions to sell.

SHOWINGS

06

For the first few weeks/weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children and yourself during viewing times, to help make the viewing experience as pleasant and distraction-free as possible.



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- [ ] Make the beds and fluff pillows
- [ ] Throw away any garbage
- [ ] Empty out garbage cans and take out the trash
- [ ] Clean the countertops and put away dishes
- [ ] Declutter the home, remove any toys
- [ ] Turn on all indoor and outdoor lights



IF YOU HAVE MORE THAN AN HOUR

- [ ] Complete the above list (15 minute list)
- [ ] Vacuum, sweep and mop the floors
- [ ] Wipe all major appliances, glass, and mirrors
- [ ] Fold or hang up visible clothing nicely
- [ ] Dust any visible or reachable areas



FINAL STEPS

OFFERS

07





& NEGOTIATIONS

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, I will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.

UNDER CONTRACT

08

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer





FINAL DETAILS

09



Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over. During these challenges I will work hard to help come up with solutions and resolutions.

At this time you can start packing and moving into your new place!



CLOSING

10

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You've sold your home!



CUSTOMER TESTIMONIALS



Emily made our home-buying process so smooth. She kept us well informed and educated along the way and we felt cared for through each step. We're so happy with our home purchase and with Emily's help!

Anne — Home Buyer

Emily was great to work with! She's so personable and friendly. She loves what she does and it shows. She did a great job and I would highly recommend her!

Nicky — Home Buyer





Emily did a great job communicating and handling our problems. This was an investment home purchase. Things went very smoothly. Our experience was very professional and enjoyable at the same time.

Danny — Home Buyer

EMILY SOULIER

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RESOURCES

LANDSCAPING & OUTDOOR

Salt Lake Yard Work 385-259-4835

Salt City Landscape 801-981-9662

Liberty Landscape 801-550-6278

Kodiak Landscape 435-565-0124

ELECTRICAL & PLUMBING

Sean's Plumbing 435-850-6314

Connect 801-649-3880

Scouts 801-999-0622

SOS Plumbing, Heat and Cooling 555.123.1234

HOME INSPECTOR

House Hawk 801-335-5177

JPRO Inspects 801-770-0753

Diamond Perfection .. 555.123.1234

A Precise Home 801-550-5224

PROFESSIONAL MOVERS

Best of Utah 801-658-3625

Helping Hands Movers 801-809-7800

Two Men and a Truck 385-399-6312

King Tote 801-613-7030

