

STEP-BY-STEP GUIDE TO SELLING YOUR HOME

The selling process may seem complicated and stressful... we are here to relieve you of that stress and make sure you are taken care of you!



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RESEARCH

1. Research tax records to verify accuracy
2. Research zoning
3. Confirm all information regarding your property
4. Research sales activity in the past 6-12 months
5. Determine Average Days on Market for comparable properties
6. Research competitive properties currently on the market
7. Research properties that have been withdrawn or expired
8. Research competitive properties that are under contract
9. Research homes that are within a two mile radius to obtain market trends
10. Research previous sales activity on your property
11. If investment property, obtain information on rental units, obtain copies of leases, verify rent deposits, tenant contact info
12. Obtain current mortgage payoff

PREPARATION

1. Discuss in detail what your needs are during selling
2. Obtain plat or survey
3. Obtain Home Owner Association information, if applicable
4. Obtain security system information, if applicable
5. Obtain terms, price, & transfer policy of security system
6. Obtain transferable Termite Service Plan, if applicable
7. Verify the need for Lead-Based Paint Disclosure
8. Contact current tenants to introduce myself and discuss showing details
9. Obtain recent repairs and upgrade records
10. Discuss showing instructions and/or limitations from you
11. Discuss your time frame for selling
12. Discuss any concerns and/or questions you may have
13. Discuss your property detail
14. Discuss what attracted you to originally purchase the property
15. Discuss your new purchase plans and determine how Hope Realty can assist you in your next purchase (local or relocation)
16. Obtain a set of keys for the lock box
17. Provide staging recommendations
18. Provide landscaping/curb appeal recommendations
19. Provide an overview of current market conditions
20. Provide overview of your area statistics
21. Discuss the preparation plan to make your property more appealing to gain the most possible buyer interest and showings
22. Review and explain all documents (Listing Agreement, etc.)

23. Add you to our client database to keep you up to date on market changes, mortgage rate fluctuations, sales trends, etc
24. Offer pricing strategies
25. Explore methods of pricing "in the market"
26. Discuss benefits of having a Pre-Listing Home Inspection
27. Provide a list of qualified Home Inspectors
28. Prepare an Estimate Seller's Net Sheet
29. Order Home Warranty if wanted
30. Provide you with copies of all signed documents through Brokermint

MARKETING

1. Discuss goals and marketing strategy
2. Present Hope Realty's program to market your home
3. Explore optional creative marketing such as offering incentive of buying down points on the buyer's loan, agent incentives, etc
4. Take full color digital photos of the inside and outside of the property
5. Prepare detailed list of property amenities for online advertising
6. Add your property to our Office Active Listing Profile
7. Explain marketing benefits of obtaining Home Warranty
8. Submit Home Warranty for conveyance at time of sale
9. Review Hope Realty's Full-Service Marketing System
10. Offer REALTOR tour, if applicable
11. Utilize social media to attract buyers (Facebook, Instagram, etc.)
12. Create advertisement
13. Prepare mailing and contact lists
14. Provide new listing details to network of agent's nationwide
15. Mass email "Just Listed" information to entire 6,000+ database
16. Mail out "Just Listed" post cards to neighborhood
17. Place your home on YouTube
18. Provide you with your own "Property Website"
19. Advise Network Referral Program of listing
20. Provide marketing data to buyers coming from referral network
21. Create online printable brochure for buyers
22. Capture feedback for Realtors after each showing
23. Provide all showing feedback received
24. Keep constant communication with regular updates
25. Discuss feedback to determine if changes need to be made
26. Reverse Prospect on a regular basis
27. Market your home on all Real Estate Websites
28. Run ad for any open houses

29. Target prospective buyers based on homes, features, & locations
30. Keep up to date with innovative marketing techniques
31. Luxury home - advertise Washington Post, NYT, etc
32. Offer free reports & other marketing techniques; increase traffic
33. Promote your home to over 6,000 agents
34. Luxury home - install Hope Realty Collection Luxury sign
35. Run Google pay-per-click advertisement
36. Promote listing on Facebook Ads
37. Advertise on international websites
38. Provide Open Houses, if needed

CLOSING

1. Notify you immediately of any offers
2. Obtain utility information for new buyer
3. Take all calls to screen for qualified buyers
4. Receive and review all offers
5. Evaluate offers and prepare net sheet for each offer
6. Counsel you on offers in detail
7. Call buyer's Loan Officer to make sure buyer is well qualified
8. Negotiate highest price and best terms for you
9. Provide a list of qualified Closing Companies/Attorneys
10. Discuss all documents in full detail
11. Deliver copies of contract to closing company
12. Record and deposit buyer's escrow deposit, if applicable
13. Upload all documents into your Dotloop Account
14. Assist buyer with obtaining financing, if applicable
15. Continue to follow up on buyer's financing
16. Order septic system, if applicable
17. Order septic to be pumped, if applicable
18. Order well test inspection, if applicable
19. Order termite inspection
20. Deliver copies of well and septic results to lender
21. Deliver copies of termite results to closing company
22. Upload all inspection results into your Dotloop Account
23. Coordinate home inspection
24. Follow loan processing through the processor/underwriter
25. Review home inspection report
26. Discuss home inspection in detail
27. Negotiate home inspection repairs
28. Assist with getting work done by qualified contractors
29. Schedule appraisal
30. Provide comparable sales to appraiser if needed

31. Follow up on appraisal
32. Assist if appraisal comes in too low
33. Coordinate closing process with buyer's agent and lender
34. Ensure all parties have all docs & info needed in order to close
35. Confirm closing date and time
36. Follow up on title search
37. Coordinate final walkthrough
38. Verify tax, HOA, utility pro-rations
39. Request final closing disclosures
40. Review final closing documents and HUD

NOTES:



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