

# Action Plan to Sell Your Home

## First Appointment

- I will preview your property, learning about any improvements and recent repairs you have made.
- You will give me any plats, floor plans, or other pertinent information that will help in the pricing of your property. I will copy these and return the originals to you.
- I will obtain the local tax information and verify square footage, both finished and unfinished.
- I may take some photographs.

## Market Research and Proposal

- I will search the MLS and other sources available to me in order to find comparable properties.
- I will prepare a market analysis using some or all of the following methods: comparables, tax assessment, depreciated replacement., agent opinion.
- I will suggest a market competitive price range that your home should sell for and which will net you the most amount of money in a reasonable length of time.
- I will present a 60 day marketing plan.
- We will discuss any improvements you might want to make or maintenance you might want to undertake prior to actively listing the home for sale.
- We will discuss your preferences in terms of showing instructions and the best ways to communicate.
- We will identify the dates for Open Houses (if applicable).
- We will identify the dates to revisit the original price and market activity thus far.

## Listing Appointment

Once you have reached a decision about listing and pricing your home, we will meet to sign the Listing Agreement, and answer any questions about the home selling process and showings. When your home is "ready for a close-up", I will return to shoot high quality digital photos for your color flyer and marketing materials

*Amy Bender Webb*  
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## **Now Your Home is On the Market**

- I will help you stage your home to sell.
- We will remove fragile and/or valuable mementos, jewelry etc from the home or stow them safely out of sight. We will also safely store prescription medicines and personal information and paperwork.
- When showing appointments are made, please open the drapes, turn on the lights, wash and put away your dishes, neaten up all the rooms, take the dog with you, and go out for a drive.
- You will be serving your own best interests if you do not stay home for the showings or verbally discuss the property, including it's condition, the price or your motivation with agents, prospective buyers, or even casual acquaintances....Please politely ask that all questions be addressed to me.
- After the showing, I will follow up with that agent and give you feedback.
- Tell me if we are running out of flyers and I will duplicate more.
- I will give you the dates and types of advertising planned as well as an outline of my total marketing campaign.
- Our industry statistics tell us that if a home is shown 8 to 10 times and we do not have a written offer, the price is too high. We will be discussing this.

## **The Buyer wants to buy your home! What's Next?**

- The Buyer's agent will research comparable sales.
- That agent will educate and advise the Buyer on comparable sales, neighborhood data, the neighborhood association, schools, market conditions, legal requirements relating to the offer etc...
- The Buyers agent will consult with the lender to determine best financing options
- That agent will write the contract to purchase ( an offer ) and have the buyer sign it.

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## **The Buyer Wants Your Home ( Cont )**

- The Buyers agent will deliver the offer to me.
- I will present all verbal and written offers and explain them to you in full. You will respond in writing: this response may be an acceptance, a counter offer, or a rejection.
- I will get all signatures and initials required and present the counter offer to the other agent..and so on!! .

## **From Contract to Closing**

- I will coordinate, as required, with Buyer's Agent, lender, settlement agents, etc.
- If applicable, I will help you obtain the HOA Package. The Buyer has 3 days from receipt of package to read and approve of the information. This is called a 3-day right of rescission.
- You will get a copy of the signed contract. I will distribute other copies of the contract to the lender, your attorney or settlement agent and other parties as needed.
- The Buyer will pick an inspector(s) and contact us to make arrangements for any inspections. Possible inspections could include: general home inspection, radon, lead based paint, building contractor. They will share the results of the inspections with me and I will review them with you.. We will negotiate possible repairs and then make arrangements to have those repairs performed, saving the receipts to show the Buyers.
- The Buyer will apply for financing.
- You will need to get estimates from Movers and schedule packing and moving prior to Closing Day.

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## **From Contract to Closing ( Cont. )**

- You need to call any utilities and close the accounts in your name as of the closing date. Please keep all the utilities on until settlement because the buyer needs lights and water for the final walkthrough!
- You need to terminate your homeowner's insurance ( effective once the transaction is truly closed ) and provide your settlement agent or attorney with any loan payoffs, loan numbers, and lender information relating to any and all mortgages you have on the property.
- I will notify all parties when loan is approved.
- I will verify that the settlement agent has the survey, title work, etc. I will verify time and date of closing.
- 30 days before closing, I will need to order the wood infestation report and the well/septic reports if applicable and have the results sent to your settlement agent.
- If you have fuel oil or propane, the tanks need to be measured 2 days before closing and the results need to be sent to your settlement agent.

## **The Closing**

- The final walkthrough inspection will be scheduled, usually within 48 hours prior to closing, as mutually convenient. You need to be totally moved out of the house. All the personal property in the attic, basement, any sheds, or barns needs to be removed. Give the house a thorough cleaning.
- I need all the keys (house and mailbox if applicable)
- You need to meet with your settlement agent to sign the Deed and give them instructions for depositing all funds after closing.
- The Buyer will use a certified check or cash at closing. Once the Buyer has signed all the papers, given their settlement agent all the funds, and the Deed has been recorded at the Courthouse, they will be given the keys.
- Make sure I have your new address and phone number.

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