

USA \$29.99



# THE HOME SELLERS WORKBOOK

*Created by the Move4FreeTeam*

**MOVE4FREE REALTY.COM**

*“Taking Real Estate to a Whole New Level”*

8551 Rixlew Lane Ste. 140 Manassas, VA 20109 571.292.5377

# Steps in the Home Selling Process

## **Prepare Your Home for the Market.**

- How we live in a home and how we sell it are to different concepts
- Consider Home Staging
- Completely depersonalize your home
- Pack up and move most belongings
- Develop a Marketing Plan

## **Put Your Home on the Market**

- Put up a sign
- Put on a lockbox
- Enter home details in the MLS, Internet and in blast emails
- Send out invitations to First Open House

## **Negotiate All Incoming Offers**

- Review and negotiate all incoming offers and choose the best!

## **Transactional Tasks**

- Prepare for Home Inspection
- Order Home Owners Documents
- Order Termite (If required)
- Repair all Walk through Items

## **SETTLEMENT DAY!**

- Bring Certified Check & Photo Identification.



# 10 Ways to Make Your House More Salable

1. Get rid of clutter. Throw out or file stacks of newspapers and magazines. Pack away most of your small decorative items. Store out-of-season clothing to make closets seem roomier. Clean out the garage.
2. Wash your windows and screens to let more light into the interior.
3. Keep everything extra clean. Wash fingerprints from light switch plates. Mop and wax floors. Clean the stove and refrigerator. A clean house makes a better first impression and convinces buyers that the home has been well cared for.
4. Get rid of smells. Clean carpeting and drapes to eliminate cooking odors, smoke, and pet smells. Open the windows.
5. Put higher wattage bulbs in light sockets to make rooms seem brighter, especially basements and other dark rooms. Replace any burnt-out bulbs.
6. Make minor repairs that can create a bad impression. Small problems, such as sticky doors, torn screens, cracked caulking, or a dripping faucet, may seem trivial, but they'll give buyers the impression that the house isn't well maintained.
7. Tidy your yard. Cut the grass, rake the leaves, trim the bushes, and edge the walks. Put a pot or two of bright flowers near the entryway.
8. Patch holes in your driveway and reapply sealant, if applicable.
9. Clean your gutters.
10. Polish your front doorknob and door numbers.

# 20 Low-Cost Ways to Spruce Up Your Home

**Make your home more appealing for potential buyers with these quick and easy tips.**

1. Trim bushes so they don't block windows and cut down on light.
2. Buy a new doormat.
3. Put a pot of bright flowers (or a small evergreen in winter) on your porch.
4. Put new doorknobs on your doors.
5. Put a fresh coating on your driveway.
6. Edge the grass around walks and trees.
7. Keep your garden tools out of site.
8. Be sure kids put away their toys.
9. Buy a new mailbox.
10. Upgrade the outside lighting.
11. Use warm, incandescent light bulbs for a homey feel.
12. Polish or replace your house numbers.
13. Clean your gutters.
14. Put out potpourri or burn scented candles.
15. Buy new pillows for the sofa.
16. Buy a flowering plant and put it in a window you pass by frequently.
17. Make a centerpiece for your table with fruit or artificial flowers.
18. Replace heavy curtains with sheer ones that let in more light.
19. Buy new towels.
20. Put a seasonal wreath on your door.

# 30 Day Marketing Plan

## Before property is on the market:

1. Place a sign and lockbox on the property.
2. Stage the home to present the property.
3. Place **SPECIAL FEATURE CARDS** throughout property,
4. Prepare a **HOMEBOOK** to help show the property, (Include average utility costs)
5. Produce color **POCKET PROPERTY PROFILES**.

## After property is on the market:

1. Listed on Multiple **Websites** - Your home will be listed on the Internet and exposed to thousands of site visitors each week. Because we utilize the newest technology, all our listings are complete with photos and tours.
2. **E-mail "Blast" System** - We e-mail "blast" your home to all Agents and our Buyers.
3. List your home in the **MLS** systems exposing your property to every Agent in the Tri-State Area.
4. Promote the property to the best agents.
5. Write and place **classified advertising**.
6. Involve the homeowner to maximize marketing position.
7. Put out the **24 Hour Talking Ads** - Detailed information and an automated property brochure text-back system allows buyers virtual access to your property.
8. **Targeted Mailers** - Mailers are sent directly to neighbors who may know of buyers interested in your property.
9. **Canvass** centers of influence and networks to locate prospects
10. Contact agents who have competing properties and find out who is showing similar homes and let them know about your home.
11. **Monitor listing** and sales activities to maintain competitive position in the marketplace
12. We **follow-up** on prospects who have seen your home, so they don't think you're anxious or desperate. If the seller calls a prospective buyer "to find out what he thinks," the buyer may get the wrong impression, resulting in a lower offer or demands for repairs or enhancements to the property. But it's natural for a third party, like the listing agent, to follow up with a prospect. It is the agent's responsibility to find out what kind of reaction the buyer had to the property. This will help encourage a contract and can lead to learning about adjustments that can be made to make the home more marketable.
13. Schedule **Open Houses**
14. Prepare for **TV ad**

# ***Putting the Internet to Work***

National Association of Realtors has reported that 85% of Home Buyers are searching online for a new home!

Your Home Will be listed on EVERY ONE OF THESE SITES!

[Www.Move4FreeRealty.com](http://Www.Move4FreeRealty.com)  
[Www.Homesdatabase.com](http://Www.Homesdatabase.com)  
[Www.mris.com](http://Www.mris.com)  
[Www.Novahomes.com](http://Www.Novahomes.com)  
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[Www.longandfoster.com](http://Www.longandfoster.com)  
[Www.homegains.com](http://Www.homegains.com)  
[www.Lennar.com](http://www.Lennar.com)  
[www.NewHomeSource.com](http://www.NewHomeSource.com)  
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[www.inest.com](http://www.inest.com)  
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[Www.move.com](http://Www.move.com)  
[Www.ziprealty.com](http://Www.ziprealty.com)  
[Www.searchinprincewilliam.com](http://Www.searchinprincewilliam.com)  
[Www.newhomedirectory.com](http://Www.newhomedirectory.com)  
[Www.varealestate.com](http://Www.varealestate.com)  
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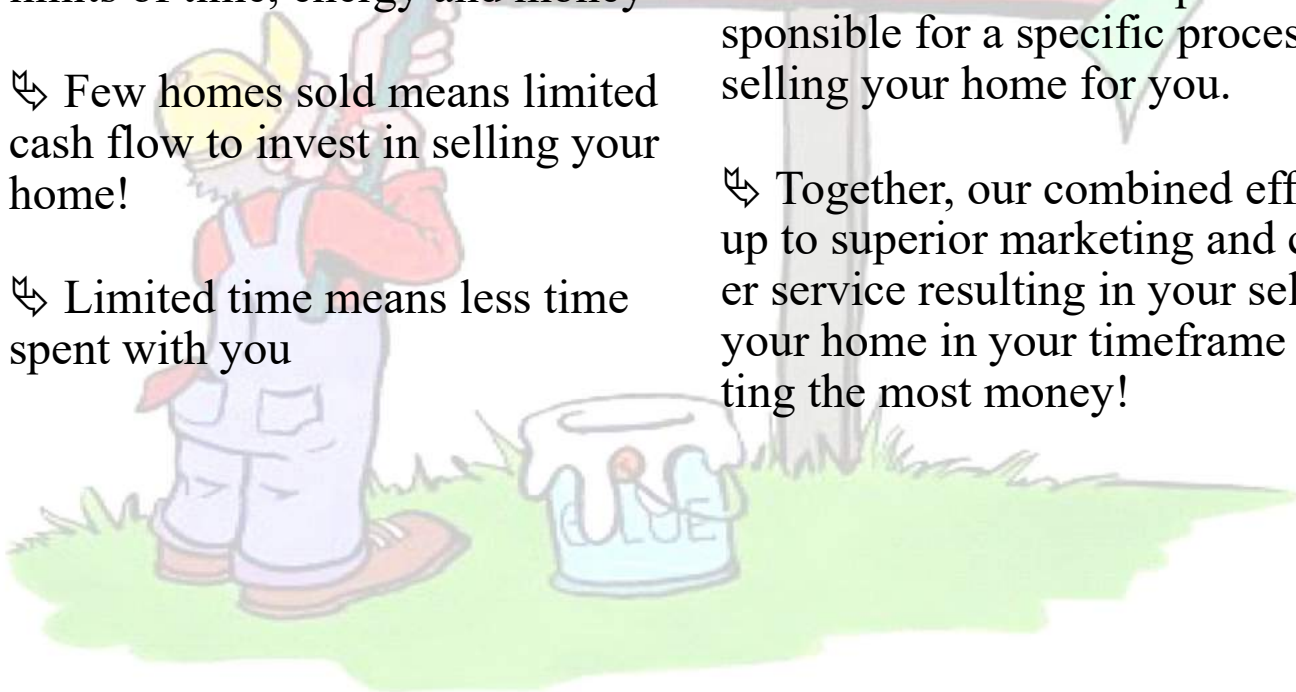
# ***Compare***

## **How Most Agents Operate**

- ↳ Undertake to juggle all these tasks by himself or herself
- ↳ Eventually run up against the limits of time, energy and money
- ↳ Few homes sold means limited cash flow to invest in selling your home!
- ↳ Limited time means less time spent with you

## **The Move4Free Home Selling System**

- ↳ You get a whole team of professionals working for you (versus one agent)
- ↳ We never run out of time for you because each of us is separately responsible for a specific process in selling your home for you.
- ↳ Together, our combined efforts add up to superior marketing and customer service resulting in your selling your home in your timeframe and getting the most money!



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# Pocket Card



**17486 Isle Royale Terrace  
Dumfries, VA 22025**

3 Fully Finished Levels  
3 Bedrooms / 3.5 Full Baths  
Eat-in Kitchen/FR Combo  
Neutral Colors Throughout  
Walk-out Basement  
Large Private Deck  
Barely Lived in  
Right off I-95 (rte 234 Manassas)  
Minutes to Shopping  
A Must See!

**\$397,900.00**

**MOVE4FREE REALTY.COM**

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Re/Max Allegiance

Information is believed to be accurate, but should not be relied upon without verification

## Pocket Cards

For our Clients to distribute to their family, friends, co-workers or anyone who they encounter.

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# Open House Time

## 7 Steps to Preparing for an Open House

1. Hire a cleaning service. A spotlessly clean home is essential; dirt will turn off a prospect faster than anything.
2. Mow your lawn, and be sure toys and yard equipment are put away.
3. Serve cookies, coffee, and soft drinks. It creates a welcoming touch. But be sure the kitchen has been cleaned up; use disposable cups so the sink doesn't fill up.
4. Lock up your valuables, jewelry, and money. Although the real estate salesperson will be on site during the open house, it's impossible to watch everyone all the time.
5. Turn on all the lights. Even in the daytime, incandescent lights add sparkle.
6. Send your pets to a neighbor or take them outside. If that's not possible, crate them or confine them to one room (a basement or bath), and let the salesperson know where to find them.
7. Leave. It's awkward for prospective buyers to look in your closets and express their opinions of your home with you there.

## 10 Ways to Make Your Home Irresistible at an Open House

1. Put fresh or silk flowers in principal rooms for a touch of color.
2. Add a new shower curtain, fresh towels, and new guest soaps to every bath.
3. Set out potpourri or fresh baked goods for a homey smell.
4. Set the table with pretty dishes and candles.
5. Buy a fresh doormat with a clever saying.
6. Take one or two major pieces of furniture out of every room to create a sense of spaciousness.
7. Put away kitchen appliances and personal bathroom items to give the illusion of more counter space.
8. Lay a fire in the fireplace. Or put a basket of flowers there if it's not in use.
9. Depersonalize the rooms by putting away family photos, mementos, and distinctive artwork.
10. Turn on the sprinklers for 30 minutes to make the lawn sparkle.

# Setting the Right Price

Is Your Price  
ON TARGET?



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# ***56 Types Of Turbulence***

## **The Lender:**

1. Lender does not properly pre-qualify the borrower.
2. Lender decides last minute they don't like the borrower.
3. Lender decides they don't like the property.
4. Lender wants property repaired prior to closing.
5. The market raises rates, points, or costs.
6. Borrower does not qualify because of a late addition of information.
7. Lender requires at last minute, a second appraisal.
8. The borrower does not like the fine print in the loan documents that are received 3 days before the scheduled closing.
9. Lender loses a form or misplaces the entire file.
10. The lender does not simultaneously ask for all needed information from the buyer, they ask for information in bits and pieces.
11. Lender pulls a "bait & switch" on the buyer.
12. Lender does not have the money, so makes up some excuse for rejecting the buyer or delaying the transaction.

## **The Buyer:**

13. Did not tell the truth on the loan application.
14. Did not tell the truth to their agent.
15. Submits incorrect tax returns to lender.
16. Lacks motivation.
17. Source of down payment changes.
18. Family members or friends do not like the house buyer chose.
19. Is too picky regarding condition of house.
20. Finds another property that is a better deal.
21. They are "nibblers" (always negotiating) and angers seller/lender/agents.
22. The buyers bring an attorney into the picture.
23. They do not execute the paperwork in a timely manner.
24. They do not bring their money to escrow via a cashiers check.
25. Job change, illness, divorce, or other financial setback.
26. Comes up short on money they stated they always had.

## **The Inspection/Termite Company:**

27. Too picky with conditions and "scares" the buyer.
28. Infuriates seller.
29. Makes mistakes.



# 56 Types Of Turbulence

## The Escrow/Title Company:

31. Fails to notify agents of unsigned or unreturned documents so that the agents can cure the problems.
32. Fails to obtain information from beneficiaries, lien holders, title companies, insurance companies, or lenders in a timely manner.
33. Lets principals leave town without getting all necessary signatures.
34. Incorrect at interpreting or assuming aspects of the transaction and then passing these items on to all parties such as lenders, buyers, and sellers.
35. Loses paperwork.
36. Incorrectly prepares paperwork.
37. Does not pass on valuable information fast enough.
38. Does not coordinate well so that many items can be done simultaneously.
39. Does not bend the rules on small problems.
40. Does not find liens or any title problems until last minute.

## The Seller:

41. Loses motivation (i.e. job transfer did not go through, etc.)
42. Illness, divorce, etc.
43. Has hidden or unknown defects that are subsequently discovered.
44. Home inspection reveals average amount of small defects that the seller is unwilling to repair.
45. Removes property from the premises that the buyer believed was included.
46. Is unable to clear up problems or liens.
47. Last minute solvable liens are discovered.
48. Seller did not own 100% of property as previously disclosed.
49. Seller thought getting partner's signatures were "no problem" but they were!
50. Seller leaves town without giving anyone Power of Attorney.
51. The notary didn't make a clear stamp when notarizing the seller's signature.
52. Seller delays the projected move-out date.

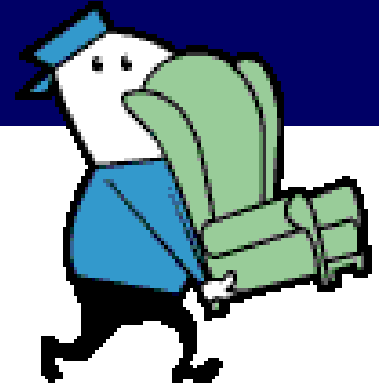
## The Appraiser:

53. The appraiser is not local and misunderstands the market.
54. No comparable sales available.
55. Appraiser delays (too busy, etc.)
56. Makes important mistakes on appraisal or brings in value is too low.



## Move-Out Day

- Strip the beds but leave them intact. The Movers will dismantle them.
- Make sure you're at home when the Movers arrive, so you can sign an inventory.
- Walk around with the Crew Chief while he does the inventory.
- Make sure everything is ready for the move and ALL VALUABLES are gone.
- Make sure the driver has the correct delivery address and all contact number.
- Confirm the expected delivery time with the driver.
- Before you leave, do a final walk through of every room. Check all closets and cabinets.
- All items in the attic must be removed. Movers will not go up in the attic.



## Move-In Day

The Crew Chief or the MOVE4FREE Coordinator will contact you prior to the expected arrival time. This allows time to locate you and arrange for unloading. If for some reason you cannot be reached, MOVE4FREE will contact a family member.

Be sure to be present when the movers arrive. Plan to stay around while they unload in case they have any questions.

Check to make sure the utilities have been connected, and follow up on any delays.

Make sure your phone is connected. Ideally, you should have the phone company hook it up the day before "Move-In Day".

Confine your pets to an out-of-the-way room to help keep them from running away or becoming agitated by all of the activity.

It's a good idea to review your floor plan so you can tell the movers where to place your furniture and appliances or have the furniture or boxes labeled matching the room. Plan to be available to direct them as they unload.

To prevent possible damage, televisions, stereos, computers, other electronic equipment and major appliances should not be used for 24 hours after delivery, allowing them time to adjust to room temperature.



# Real Estate Terms

**Agent** - An individual who represents a seller, a buyer or both in the purchase or sale of real estate. Since the commission for the sale of a house is almost always paid for by the seller, buyers are able to get assistance and information from Real Estate Agents, usually at no cost to them. It is for this reason that the vast majority of homebuyers employ the services of an Agent for their purchase. In addition, since most houses are listed by Real Estate Agencies, it gives them the maximum number of available properties to consider.

**Amortization** - The schedule of loan payments that establishes the amount of payment to be applied to the principal and the amount to be applied to interest, usually on a monthly basis, for the full term of the loan.

**Annual Percentage Rate (APR)** - The TOTAL interest rate of a mortgage, including the stated loan interest as well as any upfront interest paid in securing the loan. The APR will invariably differ from the mortgage rate quoted due to the inclusion of these items.

**Appraisal** - An estimate of value of a Real Estate property by a professional third party. Virtually all non-owner financed mortgages will require an appraisal and is generally paid for by the buyer.

**Adjustable Rate Mortgage (ARM)** - A mortgage in which the Interest rate is adjustable, meaning that the rate can go up or down according to prevailing financial market conditions. Probably one of the reasons that buying a home is such an emotional experience is because of the fact that not only do you have the actual house buying to deal with, but for most homebuyers you also have the mortgage process to encounter. This can be a smooth and almost uneventful process, or an unnerving one. A great deal depends on the preparation of the buyer as well as the selection of an efficient mortgage company.

**Assessment** - The value of a property as determined by the local tax jurisdiction which is used to determine the amount of your property taxes.

**Buyer's Agent** - A Real Estate Agent that has made an agreement to represent the buyer exclusively, rather than the seller. The Agent, unless specifically disclosed otherwise, represents the *seller* in any transaction for the sale of a home. It is that Agent's fiduciary duty (where their loyalty lies) to protect the seller's position at all times. Buyer's Agency, however, may be an option available to you. Simply put, it allows the Agent with whom you are working to be your representative and to put your interests above all others.

**Comparable Market Analysis (CMA)** - A comparison of the prices of similar houses in the same general geographic area. A CMA is used to help determine the value of a property, either for a seller or a buyer. A Comparable (or Comparative) Market Analysis is developed by an Agent to compare similar properties in the same general neighborhood. It is an essential tool when attempting to determine the market value of a specific home.

# Real Estate Terms

**Closing** - The process that affects the final transfer of the deed from the seller to the buyer, as well as finalize all aspects of the mortgage of the property. After the searching for a home is done, the negotiations have been completed, the house has been inspected, and the mortgage has been applied for and committed to, the focus suddenly turns to the **Closing**, **Settlement**, or **Escrow** as it is known in some localities. For simplicity, in our discussions here we will refer to the process when it all comes together and you finally own the home as **Closing**. An understanding of the elements of and players in the closing, as well as a concise preparation for it, will eliminate many nervous hours as the day approaches.

**Closing Costs** - Funds needed at the time of closing (separate from and in addition to the down payment). Loan origination fees, discount points, Attorney fees, recording fees and pre-paid are some items that may be included. They often will total from 3% to 5% of the price of the home, payable in cash (cashiers check).

**Contingencies** - These are conditions-or "safety valves" written into Real Estate offers and contracts to prevent a buyer from being forced to buy a house that is unsatisfactory either structurally or financially. Examples of contingencies are "This contract is subject to the buyer obtaining a satisfactory whole house inspection." or "Subject to the buyer being able to obtain a mortgage."

**Condominium** - Housing where the owner owns only the unit in which they live-from the interior walls inward, generally-as well as a portion of the common area.

**Debt to Income Ratio** - The ratio of a borrowers total of debt as a percentage of their total gross income.

**Deed** - The document that, when recorded with your local government, determines ownership of a property. Transferred from seller to buyer at closing.

**Dual Agent** - A dual agent is a real estate agent who has signed a buyer agency agreement with a buyer who wishes to purchase a listing held by the agent or the agent's firm. In states where dual agency is allowed, it must usually be agreed to by all parties in writing.

**Earnest Money** - Money that is submitted with an offer to purchase which indicates a buyer's seriousness and good faith. In virtually all cases, earnest money will need to be submitted at the time of the offer and remains in escrow until the time of closing, at which time it becomes part of the down payment.

**Equity** - The difference between the value of a property and the total of any outstanding mortgages or loans against it.

**Escrow** - Funds held in reserve both prior to closing (for example the earnest money and deposit) by a third party and after closing by the mortgage company to pay future taxes and homeowners insurance. In some areas, "escrow" also refers to the closing process.

**Fixed Rate Mortgage** - A mortgage loan where the interest rate is established at its origination and continues unchanged through the life of the loan.

**FSBO (For Sale By Owner)** - Real Estate that is sold without the assistance of an Agent. FSBO can refer to both the individual selling the property "They are a FSBO," or the property itself "that house is a FSBO."

# Real Estate Terms

**Foreclosure** - The process through which a lender takes back property from a defaulting owner and re-sells it.

**Homeowner's Association** - An owners group, whether in a condominium, townhouse or single-family subdivision that establishes general guidelines for the operation of the community, as well as its standards.

**Inspection** - A whole house inspection of a home being considered for purchase that looks for defects in the property.

**Interest** - That portion of a mortgage payment that is the "charge" for the using the lender's funds.

**Lien** - A legal claim against a piece of property that can prevent it from being sold unless the lien is satisfied (paid off). Liens can be filed by unpaid contractors or other debtors in a legal process so that they will be paid when a property is sold.

**Listing** - A property for sale by a Real Estate Brokerage and Agent.

**Listing Agent** - The person who has obtained a listing of real property to act as an agent for the compensation to sell the property or find or obtain a buyer.

**Loan Origination Fee** - A charge imposed by the lender, payable at closing, for processing the loan.

**Lock-in** - An agreement by the lender at the time of mortgage application or shortly thereafter, to write the mortgage at a specific interest rate, whether rates rise or fall up to the date of closing. Obviously a good move if rates are rising, not so good if they are falling. Lock-ins have specific expiration dates, such as 30, 60 or 90 days in the future.

**LTV (Loan to Value)** - The ratio of the amount of the mortgage as a percentage of the value of the property.

**MLS (Multiple Listing Service)** - A listing (almost always computerized) of all the properties for sale by Real Estate Brokerages in a given geographical area.

**PMI (Private Mortgage Insurance)** - Required on virtually all conventional loans with less than 20% downpayment. Although the payments for PMI are included in your mortgage payment, it protects the lender should you default on the loan. On FHA loans, you will pay a MIP (Mortgage Insurance Premium), which accomplishes the same purpose.

**Points** - 1 point is equal to 1% of the loan value, paid at closing. Points can be loan origination fees or "discount points" which reduce the interest rate of the loan (you are actually paying a finance charge up front). When a lender, for example, quotes a rate of 8 1/2% with 1 + 1 points, 1 point is for the origination fee and 1 point is for the discount fee.

**Prequalification** - The first stage of a mortgage application where the lender will run a basic credit report and determine your debt to income ratio in order to see how much mortgage you qualify for.

**Pre-pays** - Paid for (in cash) at closing for such items as homeowners insurance for one year and real estate taxes for several months.

**Principal** - The amount borrowed for a mortgage loan. Your monthly mortgage payment will be applied to both the interest and the principal (be assured, though, that the lions share will go to the interest portion in the first years of the loan).

# Real Estate Terms

**Property Tax** - An annual or semi-annual tax paid to one or more governmental jurisdictions based on the amount of the property assessment. Generally paid as part of the mortgage payment.

**Recording** - The act of entering deed and/or mortgage information into public record with your local government jurisdiction.

**Selling Agent** - This term includes (1) a listing agent who acts alone to sell a listing that he or she obtained; or (2) an agent who acts in cooperation with a listing agent and who sells or finds a buyer for the property; or (3) an agent who has located a property for a buyer for which no listing exists and presents an offer to purchase to the seller.

Generally speaking, the selling agent is the person who works with the buyer.

**Title Insurance** - Protects your title: your ownership rights, from claims against it. Paid at closing, title insurance may be the responsibility of the buyer, the seller, or both, depending on what is traditional in your locality.

**Warranty** - Covers either most of the house in a new home, or selected items (for example the heating and air conditioning system or the water heater) in a used home. Warranties can vary widely and are optional in used homes (paid for by either the buyer or the seller).

**Zoning** - Laws that govern specifically how a zoned area can be used. For example, an area may be zoned for single family residential, condominiums, commercial or retail, or a mix of two or more uses.

## REAL ESTATE FUNNIES!

YOUR HOUSE AS SEEN BY.....



Yourself...



Your Buyers...



Your Lender....



Your Appraiser....

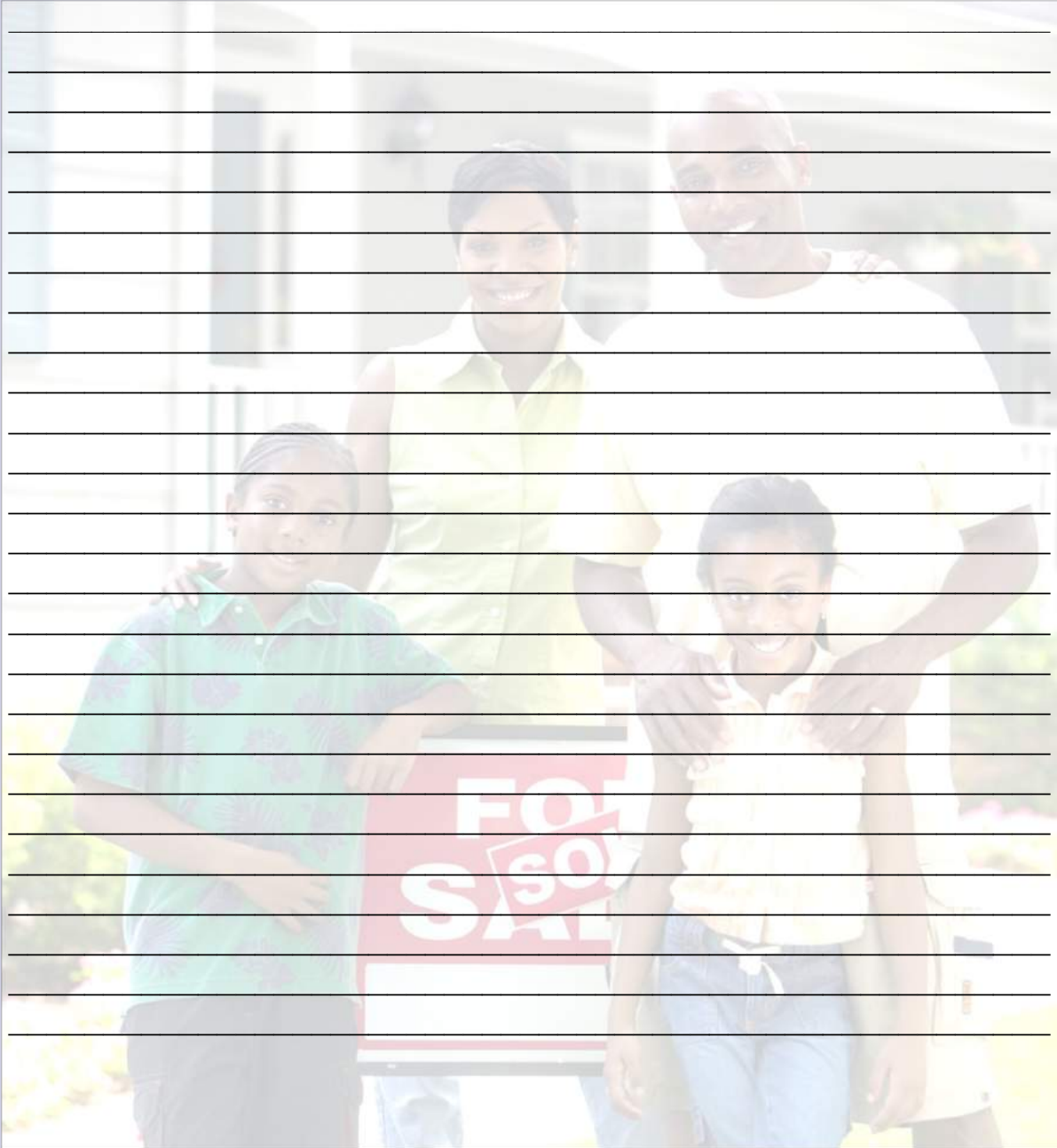


Your Tax Assessor....

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*"All information in this report is deemed reliable, but not guaranteed."*

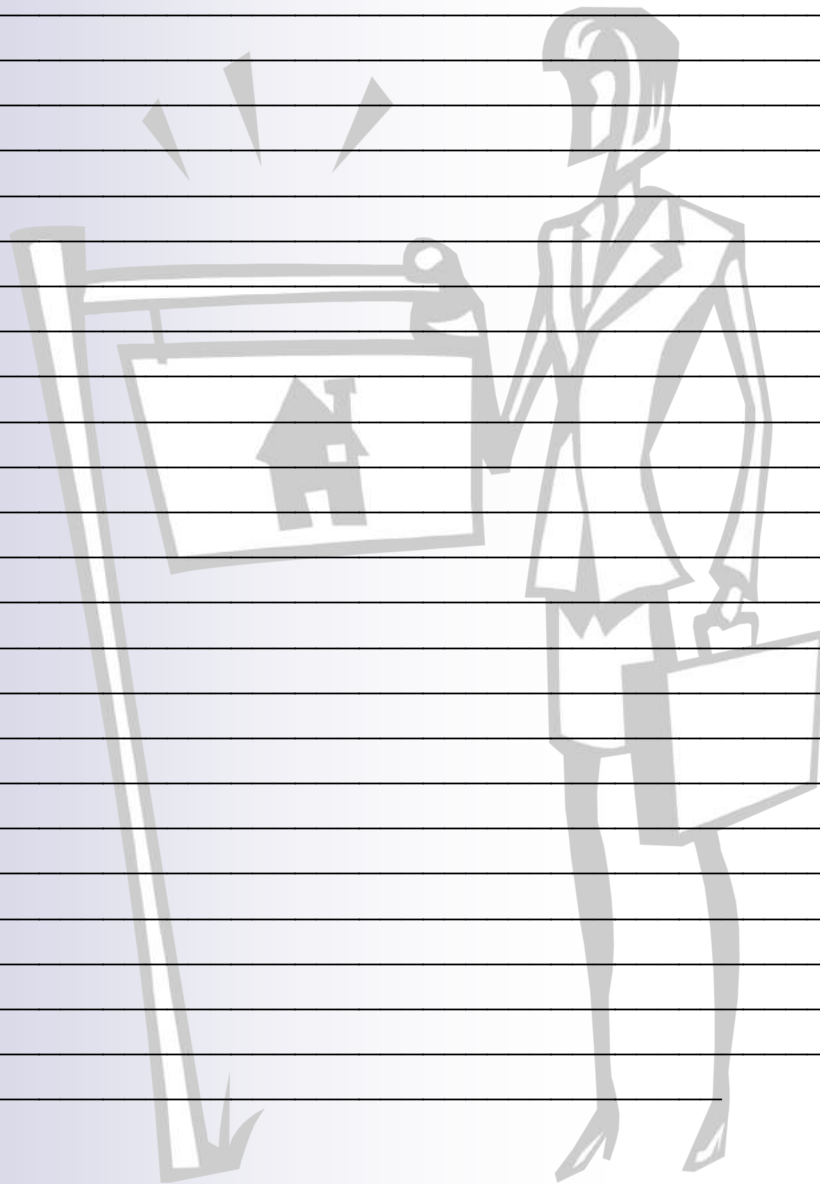
# NOTES



**If you think it's expensive to use a Professional...  
wait until you hire an Amateur!!!**

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# NOTES



**The largest investment most people have is their home; doesn't it make sense to let a professional manage the sale?**

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