

Home Selling Guide

A Complete Guide to the Home-Selling Process

Welcome! You are about to embark on the exciting journey of marketing and selling your home. Whether it is your first home or your tenth home, retirement home, or investment property, we will make your home-selling experience as simple and easy as possible. We will help you sell your home with the least amount of hassle; and we are devoted to using our expertise and the full resources of our office to achieve these results!

Marketing and selling a home is a very important decision and a big undertaking in your life. In fact, most people only sell a few homes in their lifetime. We are going to make sure that you are well equipped and armed with up-to-date information for your big decision - and guide you through every phase of the home-selling process. This guide gives you helpful information during and after your transaction.

Please keep this packet handy during your home-selling process. There are pages that contain important phone numbers, dates and areas for notes to help you stay organized.

So let's take an exciting journey together! We look forward to meeting your real estate needs every step of the way!

Bob and Kathey Webster



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About Your Real Estate Partners

In any real estate transaction it's important to know who you're working with, their ethics/values and what unique skills they bring to the deal.

In the next section you'll find out about [*The Webster Team*](#) and our personal customer service commitment to you. You'll meet all the members of our team, along with their contact information should you need to speak with them. You'll also learn about Keller Williams and why having the nationwide support of a major brokerage company is important to your transaction.

About Your Real Estate Partners

About *The Webster Team*

Philosophy

The *Webster Team* lives by a simple philosophy. In everything we do we are Professional. Knowledgeable. Caring. Selling a house should be as simple and un-stressful as possible. Although a lot of this depends on the market, demand and other agents, our organized systems allow us to make this a smooth transaction!

Professional I am subject to a strict code of conduct.

Your information is personal and confidential. I deal in trust, I abide by ethic and moral obligations and I am a specialist in the real estate market. As your fiduciary, we put your interests ahead of our own benefit. In the absence of value, the only things left to negotiate with is money.

Knowledgeable This is based on education and experience.

Knowledge is a skill that's acquired through regular training, hard work and experience. From that, I can then educate my clients so they make wise and informed business decisions. We have been a consistent top performing team with over \$25,000,000 in homes sold! We have worked in every price range consisting of resale properties, foreclosures, new construction, condominiums, patio/villas in all parts of the Kansas City Metropolitan area in both Kansas and Missouri.

Caring Caring means being there for people when they need you most.

Buying or selling a home can be a huge undertaking with a lot of physical work, emotional stress and financial risk. Talk about a time of need! We are honored that so many people have asked for our help during this time and you can trust that we will be there to help you as well!

Home Selling Guide

About Your Real Estate Partners

Meet the Team



Bob Webster – Bob leads the team and consults with all seller clients. He works with buyers, as well, and specializes in clients that are moving up, downsizing, elderly clients and divorce situations.



Kathey Webster – Along with putting up with Bob, Kathey is the stager who works with all our sellers to “put their best foot forward” and have their homes ready to show.



Lorena Patterson - Lorena is with our in-house title company Chicago Title. They have the expertise to make sure closings go as smooth as possible and there are no blemishes on the title of your new home.



Michele Parrish – Michele has been in the business for many years. We work closely together and are current on each others’ clients. There may be times I will ask Michele to step in and assist when necessary to provide you with excellent service.

About Keller Williams Realty Partners

Often, we judge the caliber of people by the company they keep – this is why we would like to share a little bit about Keller Williams® Realty and my office within the Keller Williams system.

Keller Williams® Realty was founded in Austin, Texas in 1983 with the specific premise that buyers and sellers deserve the best service for their real estate needs. That founding premise has been a major factor in the continued growth of Keller Williams® across North America – to the point that we anticipate becoming the Number One Real Estate Company in our country. We have expanded into the Canadian market and look to the future of growing into other countries.

Because each Keller Williams® Market Center has grown within its respective community, Keller Williams® real estate agents have intimate knowledge of each community's character, current market condition, and growth potential. As most Keller Williams® Associates live in the communities and neighborhoods they serve, they are eager and capable of tackling unique challenges that families encounter when selecting new homes.

We are a profit sharing company where associates are in partnership relationships with the owners; this means that everyone at Keller Williams® Realty wants to sell your home because everyone benefits.

The Keller Williams culture is based upon a belief system that is summed up by this acronym: WI4C2TS:

Win-Win	or no deal
Integrity	do the right thing
Commitment	in all things
Communication	seek first to understand
Creativity	ideas before results
Customers	always come first
Teamwork	together everyone achieves more
Trust	begins with honesty
Success	results through people

Our Customer Service Commitment to You

As your Realtors® we promise that we will:

1. Provide you with incredible customer service during the entire buying process.
 2. Organize and schedule your home marketing process.
 3. Discuss the benefits and drawbacks of any/all offers you receive on your house.
 4. Provide you with on-going updates on the competition in your neighborhood
 5. Help you to compare the competition and make necessary changes to “give you an edge”.
 6. Advise you on the terms and issues of the offer and fill out the purchase offer contract.
 7. Present your offer and negotiate on your behalf.
 8. Coordinate and supervise the preparation of all closing documents and guide you through the closing process.
 9. Help you resolve any closing issues.
 10. Coordinate move-in details (utilities, etc) and assist with any post-closing issues.
 11. Return your phone calls.
 12. Listen.
-

About Your Real Estate Partners

What Sets Me Apart?

Consultant

Experience shows that a skilled consultant will ask intelligent questions to discover what is really important to you.

Negotiator

I treat your money like it is my own.

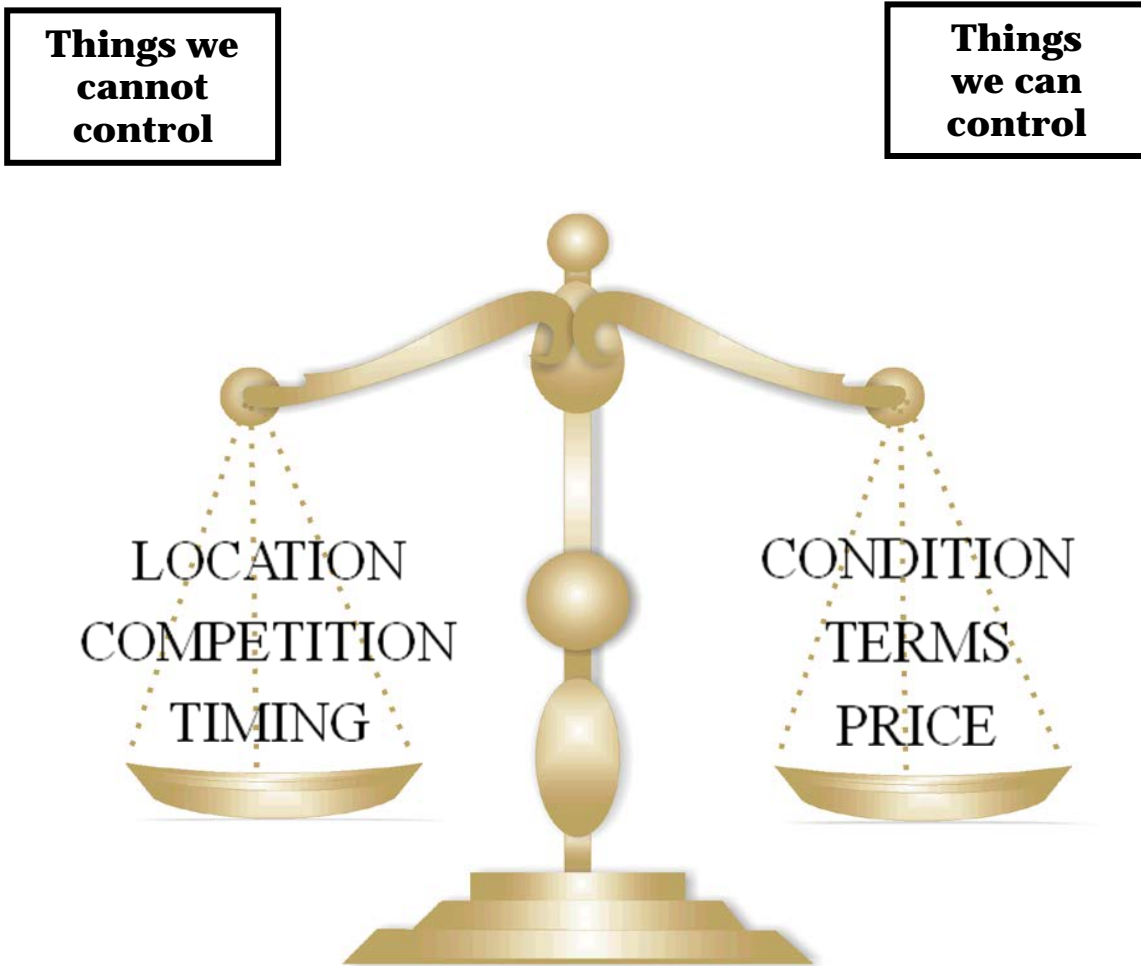
Coordinator of Transactional Details

Once the transaction has begun, there are hundreds of details and documents to manage to reach our goal of selling your home.

The Home Selling Process

What We Control

The proper balance of these factors will increase your opportunity for showings and getting your house sold.

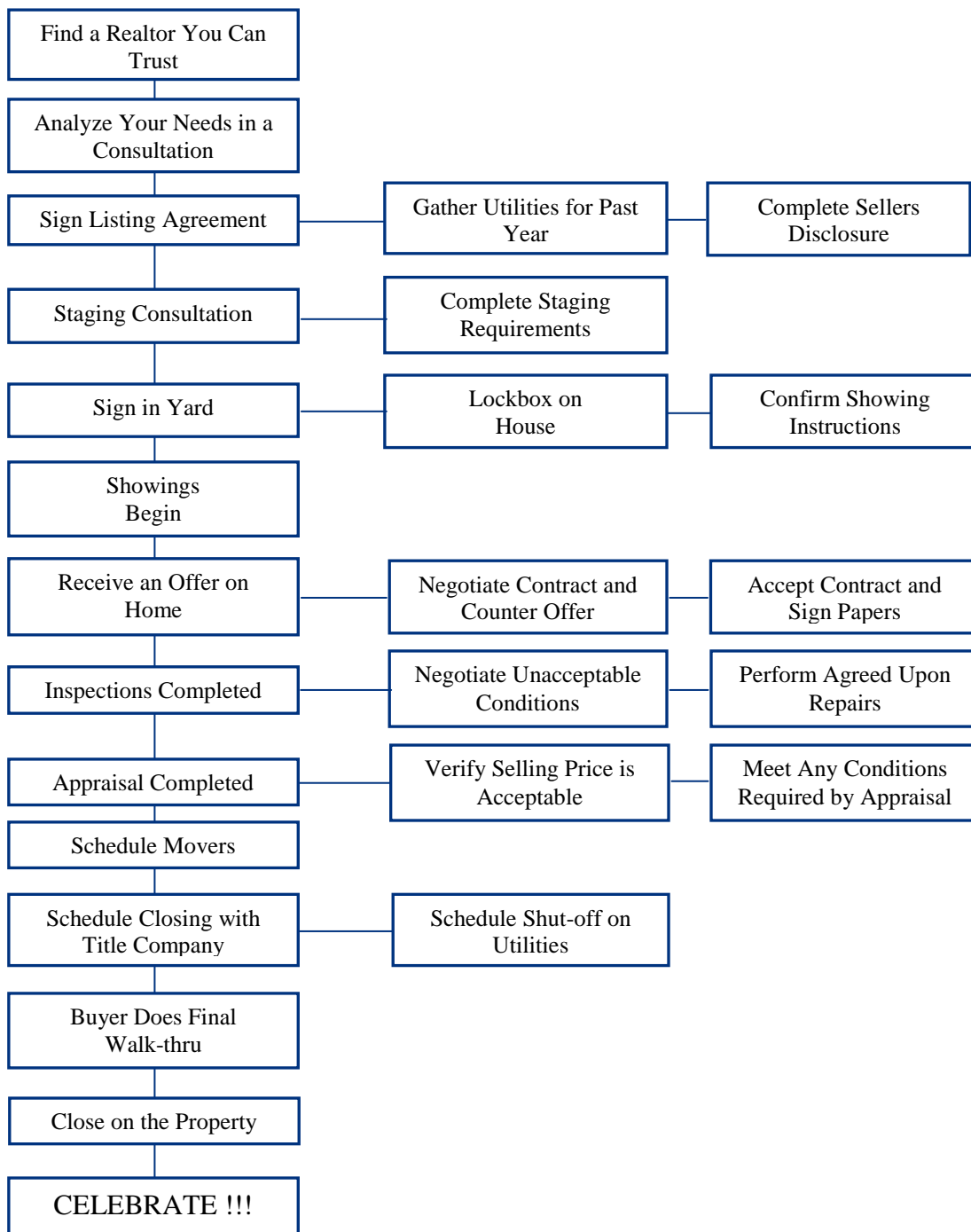


Home Selling Guide

Overview

The Home Selling Process

The diagram below highlights the major activities that will take place as we move from today through the closing on your home. It may seem a bit overwhelming now, but I will walk you through every step along the way.



Overview

Home Selling Checklist

A successful real estate transaction hinges on numerous details involving deadlines that must be met so that you can move out of your house as easily as possible. We will help you in coordinating all of these activities and will track them to ensure proper completion. This is just one of the many services that we provide as your Realtor®.

TO DO:	DATE COMPLETED:
✓ Staging and any work completed:	_____
✓ Contract documents signed:	_____
✓ Set inspection date and time:	_____
✓ Written notice due of all items from the inspection that you wish to be repaired:	_____
✓ Final walk-thru:	_____
✓ Title Commitment due:	_____
✓ Change Utilities out of your name:	_____
✓ Packed and Moved Out:	_____
✓ Closing Date:	_____

Please note: We will do everything possible to arrange these items without disrupting your normal schedule, however during the marketing and home-selling process, your assistance will be required to supply documentation, respond to phone calls requesting information, schedule dates into your calendar, etc.

Market Analysis Explanation

This is an explanation and overview of this market analysis.

This Comparative Market Analysis will help to determine the correct selling price of your home. Ultimately, the correct selling price is the highest possible price the market will bear.

This market analysis is divided into three categories:

1. Comparable homes that are currently for sale
2. Comparable homes that were recently sold
3. Comparable homes that failed to sell

Looking at similar homes that are currently offered for sale, we can assess the alternatives that a serious buyer has from which to choose. We can also be sure that we are not under pricing your home.

Looking at similar homes that were sold in the past few months, we can see a clear picture of how the market has valued homes that are comparable to yours. Banks and other lending institutions also analyze these sales to determine how much they can lend to qualified buyers.

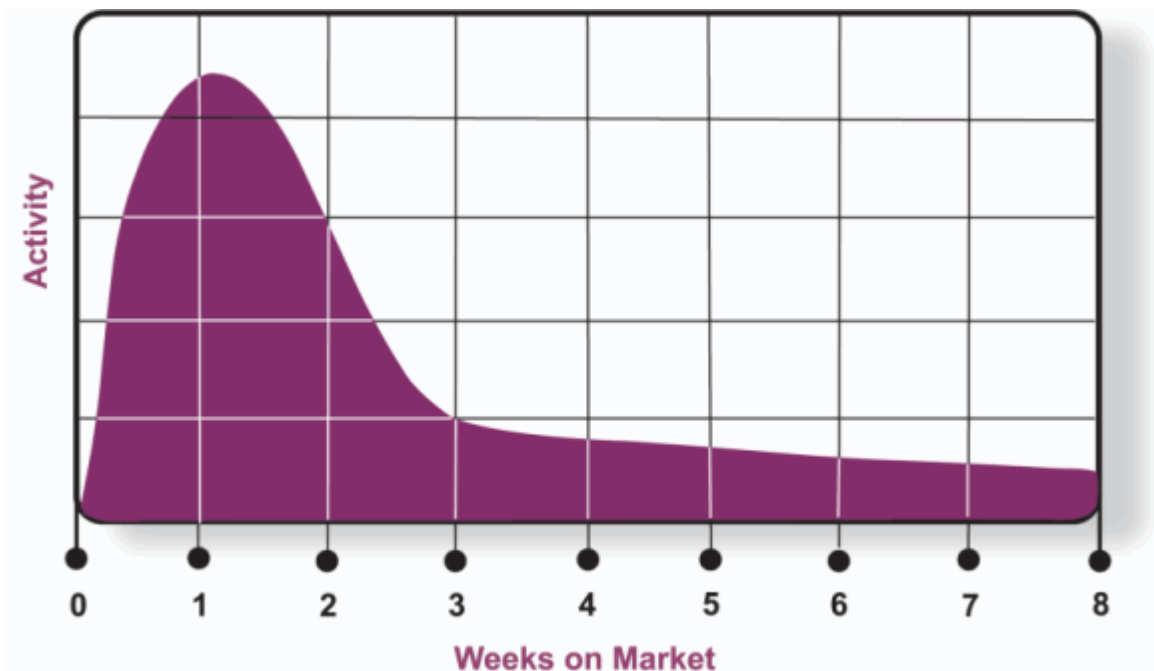
Looking at similar homes that failed to sell, we can avoid pricing at a level that would not attract buyers.

This Comparative Market Analysis has been carefully prepared for you, analyzing homes similar to yours. The aim of this market analysis is to achieve the maximum selling price for your home, while being able to sell your home within a relatively short period of time.

Market Analysis

Activity vs. Timing

This chart highlights the importance of pricing correctly at market value.

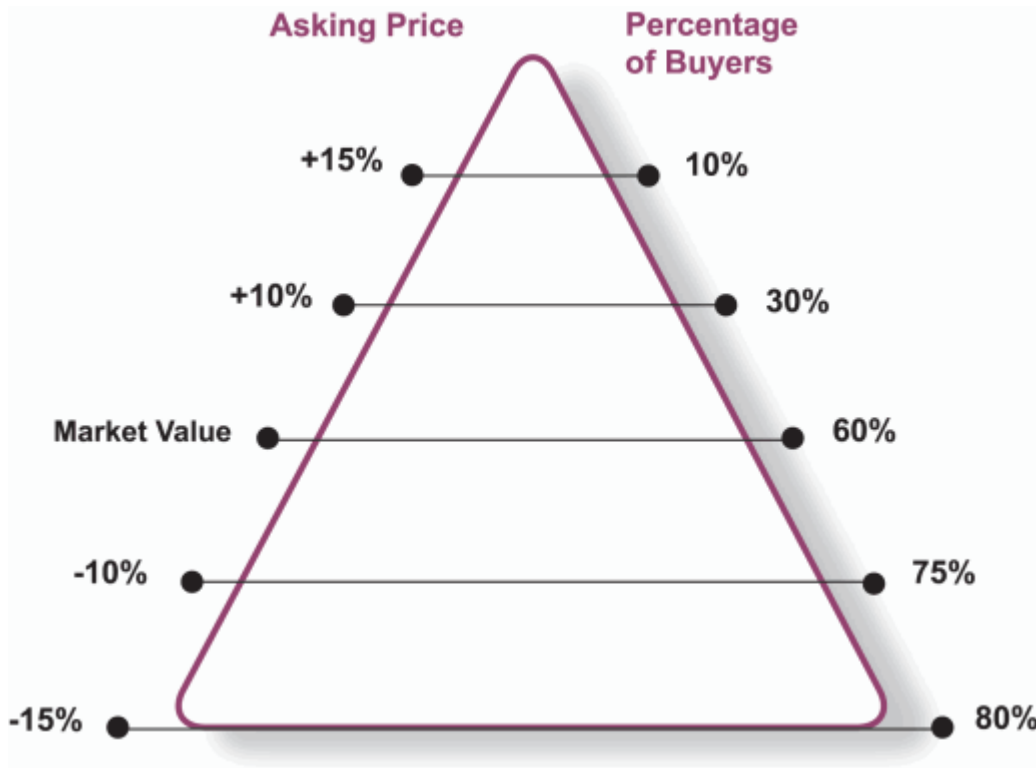


This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve.

Market Analysis

The Importance of Pricing

This chart highlights the importance of pricing correctly at market value.

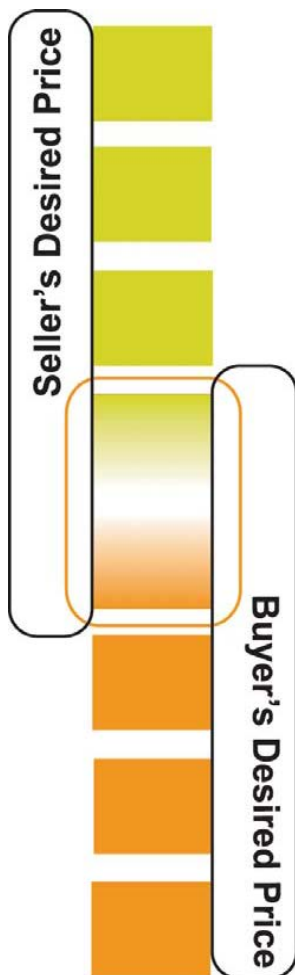


This graph illustrates the importance of pricing correctly. The centerline represents market value. As you move above this market value, you attract much smaller percentage of prospective buyers, greatly reducing your chances of a sale. Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

Market Analysis

Setting the Price

This chart highlights the importance of pricing correctly at market value.



When setting a price for your property, the listing level must strike a balance between the seller's need to achieve the best-possible return and the buyer's need to get good value. With many years of experience, a professional Real Estate Agent can help you set a price that will accomplish both objectives.

Establishing market value

The market value of your property is determined in exactly the same way as any other commodity – what a buyer is willing to pay for it in today's market. Despite the price you paid originally, or the value of any improvements you may have made, the value is determined by market forces.

Look at the competition

Buyers look at about a dozen properties on average before making an offer on a property. As a result, they have a good overview of the market and will compare your property against the competition. If it's not in line with similar properties that are available, buyers won't consider it good value for money.

Home Selling Guide

The Home Marketing Process

Prepare The Property

One of the most important things you can do to get your house sold in the shortest amount of time and most amount of money is to prepare the property to look like a model home. You're not just selling a house, you're selling a dream to potential buyers who want the perfect home for them and their family.

The Webster Team has an expert stager that consults on each listing. She will give detailed recommendations to be completed prior to your house going on the market. They may be as simple as a deep cleaning and re-arranging some furniture to painting, planting and making repairs. Any repairs that can be done ahead of time, could save you money at the time of inspections.

Your home has only one opportunity to make a first impression – make it a good one!

Here's a few tips for staging:

Outdoor

- Improve the curb appeal with an attractive front door and porch with seasonal flowers. Remember, this is the one place a buyer is standing in one place for any length of time waiting for their agent to get in the front door.
- Keep the yard mowed and bushes trimmed. Water and fertilize when needed.
- Repair sagging gutters.
- Polish fixtures and replace doorbell if damaged.
- Make sure your house number is visible from the street.
- Fresh mulch around trees and plantings is visually impressive.
- Pressure wash exterior if needed.

Indoor

- Kitchens and bathrooms must be spotless. If these areas are cluttered or dirty, buyers make the assumption that the whole house is dirty and unkept.
 - Keep sinks clean of crumbs in the kitchen and toothpaste or hair in baths. Run a fresh lemon through the garbage disposal to remove odors in sink.
 - Repair leaky faucets and running stools.
 - Polish wood floors, shampoo carpets.
 - Dust furniture including around spindles on stairs. Watch for cobwebs in corners!
 - Wash windows and glass doors.
 - Pack away family pictures. Get ready to move!
 - Don't cover up the fireplace with plants, pictures or TVs.
 - Make beds, clear nightstands and dresser tops.
 - Dirty clothes go in a hamper with a lid or into the washer every day.
-



Prepare the Property (continued)

- Empty trash from bathrooms every morning.
 - No color water cleaners in toilets. Be sure lids are closed on toilets.
 - Remove or lock up any guns, knives or other weapons you may have in the house.
 - Take prescription medicine with you or hide out the range of vision.
 - Keep trash cans outside if allowed. If they're in the garage, be sure to close the bags tightly so odors don't invade the garage space.
-

Home Selling Guide

The Home Marketing Process

Showing the Property

Allowing easy access to the property is essential. Houses sell faster when a seller requires little or no notice to see the house. This can be hard with pets and/or children, but make it as easy as possible for the buyers to come on short notice. You will typically get more showings if you are accommodating to the buyers/agents.

If, for some reason, you are home when the buyers arrive, be cordial, wave and then leave for a bit (even if it's just for a quick walk around the neighborhood). Do not interrupt the agent because they are going to be doing their best to sell your house to their buyer. When owners are present, buyers feel uncomfortable and will rush through.

We want buyers to experience your home and have the time to picture themselves and their belongings in your house. We want them to become emotionally attached to the house.

Here's a few tips:

- Open all curtains/blinds to let in as much natural light as possible.
 - Turn on all lights/lamps.
 - Have music playing softly in the background. If you don't have a CD find a station that plays soft music. Create a welcoming mood.
 - Put pets in kennels or take them with you for showings.
 - If fragrances are used, make them "homey" scents such as cinnamon or vanilla.
 - Clean litter boxes every morning.
 - Have information about the house straight and organized.
-

Home Warranties

When you sell a house, you can purchase warranties that will protect you against most ordinary flaws and breakdowns for six months (this may vary with warranty companies) while your property are on the market. This is great protection for the unexpected things that may come up during the listing period.

This is also a good marketing tool to attract buyers. It offers them some security to ease their mind of the same unknowns of a house they're purchasing. Even with a warranty, buyers will most likely have the home inspected.

A home warranty program will give you peace of mind, knowing that the major covered components in your house will most likely be repaired if necessary. Ask me for more details about home warranty packages.

Recommended Home Warranty Companies

Following is a list of recommended Home Warranty Companies. These are vendors we have worked with in the past and that have been recommended to us by satisfied customers. These recommendations are made on an informational basis only and are offered as a convenience to you. We accept no responsibility.

HOME WARRANTY PROTECTION COMPANIES:

HMS Home Warranty	800-247-3680
Old Republic Home Protection	800-445-6999
A.B. May	913-383-2222

Receiving An Offer

Once a buyer has decided that yours is the home they wish to purchase, they will determine what offer to make on the house. The buyer writes a contract with his or her agent and sends it over to us and we will review the details of the contract with you. At this point you have three options; accept the offer as written, re-negotiate the terms of the offer or reject the offer in full.

Keep in mind that there's more to an offer than just the price. Although that is important, a buyer may ask for an extended closing date, for you to cover some of their closing costs, longer inspection periods, low earnest monies, etc. All of the details are important to the negotiations and we will discuss each of these aspects with you.

Once we have come to terms with a buyer, both parties will sign a counter offer stating that they agree to the terms of the contract. Once all parties have signed the counter offer, that date constitutes the *effective date* of the contract. The buyers' earnest check is deposited with the title company and the inspection period begins.

The step-by-step contract procedure for most single-family home purchases is standard. The purchase agreement used is a standard document approved by our local real estate board. The purchase agreement or contract constitutes an offer to buy and, once accepted by the seller, becomes a valid, legal contract. We will do our best to explain the contract to the best of our abilities but if you have questions about the legalities of the contract, you would be well-served to contact a real estate attorney.

Home Selling Guide

Inspection Period

Home Inspection

The inspection will include the following:

- Appliances
- Plumbing
- Electrical
- Air conditioning and heating
- Ventilation
- Roof and Attic
- Foundation
- General Structure

The inspection is not designed to criticize every minor problem or defect in the home. It is intended to report on major damage or serious problems that require repair. Should serious problems be indicated, the inspector will recommend that a structural engineer or other professional inspect it as well.

Your house cannot “pass or fail” an inspection and the inspector will not say whether he/she thinks the home is worth the money that was offered. The inspector’s job is to make the potential buyer aware of repairs that are recommended or necessary.

Once inspections are completed, the buyer will submit a document requesting repairs to be completed, credit for repairs, reduction in the price of the house, or additional monies applied to closing costs. The other option a buyer has is to cancel the contract based on the results of the inspection. We will negotiate the requests made within the timeframe already agreed upon in the original or counter offer.

We encourage you to not be present at the inspection. This is the buyers opportunity to be educated about the investment they are about to make in purchasing your home. You will receive a copy of the inspection report at which time you can ask for any clarification you feel is needed.

Preparing for Closing

Now that your offer has been accepted there are several items that need to be completed prior to closing. Here we'll verify financing, review preliminary title work and complete all inspections.

The next several pages outline the major activities that take place. As always I will be available to walk you through the process.

What Is a Real Estate Closing

A "closing" is where you and I meet with some or all of the following individuals: the Buyer, the Buyers' agent, a representative from the lending institution and a representative from the title company, in order to transfer the property title out of your name(s). The purchase agreement or contract you signed describes the property, states the purchase price and terms, sets forth the method of payment, and usually names the date and place where the closing or actual transfer of the property title and keys will occur.

At closing, you will be required to pay all fees and closing costs in the form of "guaranteed funds" such as a Cashier's Check. If you had equity in your property, these expenses will be deducted from those proceeds. Your agent or escrow officer will notify you of the exact amount at closing.

Role of the Title Company

A Title Company may handle the following items. NOTE: In different parts of the country, attorneys, lenders, escrow companies and other persons who are independent of title companies perform some or all of these functions.

Earnest Money – An agreement to convey starts the process once it is received at the Title Company. Once you submit the loan application, it is usually subject to a credit check, an appraisal, and sometimes, a survey of the property.

Tax Check – What taxes are owed on the property? The Title Company contacts the various assessor-collectors.

Title Search – Copies of documents are gathered from various public records: deeds, deeds of trust, various assessments and matters of probate, heirship, divorce, and bankruptcy are addressed.

Examination – Verification of the legal owner and debts owed.

Document Preparation – Appropriate forms are prepared for conveyance and settlement.

Settlement – An Escrow Officer oversees the closing of the transaction: you sign the deed, the buyer signs a new mortgage, the old loan is paid off and the new loan is established. Seller, agents, attorneys, surveyors, Title Company, and other service providers for the parties are paid. Title insurance policies will then be issued to the buyer and their lender.



Home Selling Guide

Preparing for Closing

Utility/School Contact Information

It's important to make arrangements for cancelling home utilities such as the electricity, water, cable, etc. Advise them of your desired date for final reading and give them your new address for final billing. Request deposit return if appropriate, and arrange for immediate service at your new address.

For your convenience we have included a list of common utility providers for the Kansas City area in the References section.

BOARD OF PUBLIC UTILITIES

Kansas City, Kansas

913-573-9190

www.bpu.com

ATMOS GAS ENERGY

Kansas areas

888-442-1313

www.atmosenergy.com

KANSAS GAS ENERGY

Kansas areas

800-794-4780

www.kgas.com

CITY OF OLATHE WATER

Olathe, Kansas

913-971-9311

www.olatheks.org

CITY OF GARDNER WATER

Gardner, Kansas

913-856-7535

www.gardnerkansas.com

WATER DISTRICT #1

Johnson County, Kansas

913-895-1800

www.waterone.com



WEBSTER TEAM
Proud Real Estate Agents Of
KELLER WILLIAMS
REALTY
PARTNERS, INC.
Member/Equal Opportunity

Home Selling Guide

WATER DISTRICT #6

Northwest Johnson County
913-829-1001

CITY OF GARDNER ELECTRICITY

Gardner, Kansas
913-856-7535
www.gardnerkansas.com

KANSAS CITY POWER AND LIGHT

Jackson, Johnson and Wyandotte County
816-471-5275
www.kcpl.com

WESTAR ENERGY

Olathe (west of I-35)
800-794-6101
www.wr.com

SHAWNEE MISSION SCHOOLS

913-993-6200
www.smsd.org

BLUE VALLEY SCHOOLS

913-239-4000
www.bluevalleyk12.org

OLATHE SCHOOLS

913-780-7000
www.olathe.k12.ks.us

LEE'S SUMMIT SCHOOLS

816-986-1000
www.leesummit.k12.mo.us

BLUE SPRINGS SCHOOLS

816-224-1300
www.bluesprings-schools.net

Moving

CONGRATULATIONS! You have closed on your property and now you are ready to move! The next few pages contain tips and checklists so that your move is as organized and effortless as possible.

Think about your move as a series of small projects that you can begin while your home is under contract. Your move will progress as your contract and closing progress. That way, when the day comes to physically move your belongings, most of the details will be taken care of.

Moving Checklist

What to do before you move...

Two months before moving

Sort through your belongings to reduce the number of things to move.

Have a garage sale or donate items you no longer need.

Decide whether to move yourself or hire professionals. Make reservations with a moving company or truck rental company. Tip: Call three companies for estimates to compare.

Gather packing supplies: boxes, packing material, tape, felt markers, and scissors.

If you're moving a long distance, make travel arrangements with the airline, hotel, and rental car agency. If you're driving to your new home, get maps and plan your travel route.

Save all moving receipts. Some moving expenses are tax deductible. Check the current tax code for requirements.

Place your legal, medical, financial, and insurance records in a safe and accessible place.

Purchase insurance coverage for valuables to be moved.

One month before moving

Start packing items that aren't regularly used such as off-season clothes and decorations and items in storage areas (garage, attic, and closets).

Make travel arrangements for your pets.

If you're driving, have your car tuned up.

Get medical records from your doctors, dentist, optometrist, and veterinarian.

Send items (rugs, drapes, clothing, quilts, bedding) to the cleaners.

Back up important computer files.

Moving Checklist (continued)

What to do before you move...

☑ Two weeks before moving

Contact your utility companies and notify them of your move.

Sign up for services at your new address.

Contact your long distance phone company and notify them of your move.

Call friends and family and recruit help for the moving day.

Confirm your travel reservations.

Arrange to close or transfer your bank account, if appropriate. Pick up items in your safety deposit box.

☑ One week before moving

Pick up items from the cleaners, repair shops, or friends.

Pack a survival kit of clothes, medicines, special foods, etc. to carry you through the day while you unpack.

Finish packing all boxes except what you'll need in the final week.

Inform the post office of your upcoming move.

Send change-of-address cards with your new address and phone number to:

Friends and family

Banks, insurance companies, credit card companies, and other financial institutions

Magazines and newspapers

Doctors, lawyers, accountants, agents, and other service providers

State and federal tax authorities and any other government agencies as needed

Workplace, schools, and alma maters

Moving Checklist (continued)

What to do before you move...

The day before

- Set aside moving materials, such as tape measure, pocketknife, and rope.
- Pad corners and stairways of house.
- Lay down old sheets in the entry and hallways to protect floor coverings.
- Remove hanging fixtures.
- If you are moving yourself, pick up the rental truck and a dolly to move heavy boxes.
- If you are driving, check oil, tire pressure, and gas in your car.
- If you are flying, make sure you have tickets, charge cards and other essentials.

Moving Day

Carry with you:

- The keys to your new home.
- A map of your new town and directions to your home.
- The telephone number of the moving company.
- Cash or traveler's checks.
- Documentation related to the sale of your home.
- Your insurance policies and agent's phone number.
- Your current address book or personal planner.
- Prescription and non-prescription medicines.
- Enough clothing to get by if the movers are late.
- Any items of great personal value to you that are virtually irreplaceable.
- Back-up copies of important computer files.
- Sheets, towels and personal hygiene items for the first night in your new home.

Moving Checklist (continued)

Arrival Day

Show movers where to place furniture and boxes.

Check inventory to ensure that everything was delivered before signing delivery papers.

Note any damages on the inventory sheet.

Unpack any valuable items, such as silver, art, and jewelry, upon arrival.

Packing Checklist

Tips to make your move a little easier...

Packing Tips

Gather boxes in all sizes from friends, neighbors, and stores.

Collect cushioning material such as bubble wrap, Styrofoam pellets, furniture pads, old blankets, plastic bags, tissue paper, newspapers, and small towels to use as padding inside boxes.

Create a “portable packing kit” with marking pens, a tape measure, packing tape, twine, and scissors. Carry it with you as you pack up items around your home.

Reinforce the bottom of boxes with extra tape for added strength.

Label each box with the name of the room in your home where it should be placed.

Number the boxes and keep a list of which boxes go in which room in your new home.

Label boxes containing fragile items with large red lettering.

Place china in plastic bags and stack plates upright on their sides, not flat.

Pack your TV, stereo, and computer in their original boxes whenever possible.

Keep boxes to 50 pounds or less.

Pack heavy items into their own smaller boxes and place lighter items together into larger boxes. (Don't pack all your books into one box!)

Don't move flammable, combustible, corrosive, or explosive items such as paint, gasoline, and ammunition.

Pack a bag of personal items you'll need during the move (change of clothes, toiletries, medicine, maps, food, and drinks). Keep it in an easy-to-find place when you pack.



Home Selling Guide

Get Ready to Move

Packing Checklist (continued)

Packing list by room...

Kitchen

Cupboards

Closets

Drawers

Box numbers for kitchen:

Dining Room

China cabinet or hutch

Light fixture and lamps

Furniture: table and chairs

Box numbers for dining room:

Living Room

Bookcases and contents

Entertainment center and contents: stereo, TV, CDs, videotapes, and so on

Knick-knacks and artwork

Lamps

Furniture: couch, chairs, and tables

Box numbers for living room:

Family Room

Bookcases and contents

Entertainment center and contents: stereo, TV, CDs, videotapes, and so on

Knickknacks and artwork

Lamps

Furniture: couch, chairs, and tables

Box numbers for family room:

Packing Checklist (continued)

Packing list by room...

Master Bedroom

Closets

Dressers and contents

Furniture: bed, dressers, night stands, and desk

Box numbers for master bedroom:

Bedroom #1

Closets

Dressers and contents

Furniture: bed, dressers, night stands, and desk

Box numbers for bedroom #1:

Bedroom #2

Closets

Dressers and contents

Furniture: bed, dressers, night stands, and desk

Box numbers for bedroom #2: _____

Bedroom #3

Closets

Dressers and contents

Furniture: bed, dressers, night stands, and desk

Box numbers for bedroom #3:



Home Selling Guide

Get Ready to Move

Packing Checklist (continued)

Packing list by room...

Study/Office

Computer equipment: CPU, monitor, and printer

Desk and contents

File cabinets and content

Box numbers for study/office: _____

Bathroom

Cupboards and contents

Linens and towels

Knick-knacks and wall hangings

Box numbers for bathroom: _____

Attic

Trunks

Boxes

Box numbers for attic: _____

Garage

Yard equipment and garden tools

Home maintenance equipment and tools

Box numbers for garage: _____

Basement

Cupboards and shelves

Box numbers for garage: _____

Helping Children Cope with the Move

1. Show the children the new home and their new room prior to moving. If this is not possible, pictures or videos will help them visualize where they are going.
 2. Assure children that you won't forget their friends.
 3. Make a scrapbook of the old home and neighborhood.
 4. Throw a good-bye party. At the party, have their friends sign a t-shirt.
 5. Have your children write good-bye letters and enclose their new address. You may wish to call the other children's parents so that they will encourage return letters.
 6. When packing, give your children their own boxes and let them decorate them.
 7. Start a scrapbook for your new home.
 8. Visit your children's new school, park, church, etc... Take a camera.
 9. Help your children invite new friends over to your new home.
 10. Let your children choose a new favorite restaurant. This will help them feel in control of their new environment.
 11. Encourage your children to send letters about their new home to their friends.
 12. Involve your children in groups, sports, and activities like the ones they used to participate in.
 13. Remember, even if you only lived in a home for a few years, to a young child it is nearly their entire lifetime.
-

Helping Pets Cope with the Move

Moving to a new home is always stressful no matter whether you are a human or an animal and your pet will always sense a change long before it physically occurs. They will sense your change in mood and your re-organization around the house. One of their biggest fears will be that they will not be moving with you, so it is essential that you give them plenty of attention and reassurance before, during and after the move.

When the big day comes, it is best to keep your pet in a room that has already been packed. Keep their belongings with them, for instance bedding, toys, water and food and their litter tray. This will ensure that even though they may be a little stressed, at least they are safely confined so not allowing them to escape or get caught up in the main upheaval.

When it's time to leave, put your pet into a carrier or cage if need be, with a familiar blanket and toy and let them travel with you. If you are sure that your pet will not cope with it all, it might be worth booking them into a kennel or leaving them with a pet-sitter during the move. Otherwise your vet may suggest a sedative in extreme cases.

Once moved, ensure that you follow the same process by keeping them in a room out of harm's way - give them their toys/blanket and let them explore their new surroundings. Try to keep your pets in the room until everything has been moved into the new home. Give them some TLC and introduce them to the home. Ensure that you give plenty of cuddles and play time. If you have a dog, take him for a walk as soon as is practical: all this is so important and will help your pets to accept their new home.

After a few days or so, it will be fine to wash the bedding, once they have become used to new smells and have explored inside sufficiently. Pets also are more comfortable with routines, so try to get into your normal routines in the new home as soon as possible.

Most pets, especially cats, can be very territorial and nervous during a move. They may try to return to their original home, so it is essential that you keep them inside for a couple of weeks after the move and slowly introduce them to the outside. The first time you let them out make sure it's a quiet time. Ideally do so when food has been withheld few hours so that they are hungry. When you want them to come back, use a sound like tapping the bowl, or one that they recognize. Repeat this if necessary and leave them a little longer each time. Slowly over time, they will then start to determine their own territorial boundaries.

With dogs, always check that the outdoor area is secure so they can roam in safety. You may find that accidents may happen, so try not to make a fuss or punish them. Always praise them when they go outside. To help your dog settle better, take them for lots of walks to explore their new surroundings.

Real Estate Glossary

Acceptance: the date when both parties, seller and buyer, have agreed to and completed signing and/or initialing the contract.

Adjustable Rate Mortgage: a mortgage that permits the lender to adjust the mortgage's interest rate periodically on the basis of changes in a specified index. Interest rates may move up or down, as market conditions change.

Amortized Loan: a loan that is paid in equal installments during its term.

Appraisal: an estimate of real estate value, usually issued to standards of FHA, VA and FHMA. Recent comparable sales in the neighborhood is the most important factor in determining value

Appreciation: an increase in the value of a property due to changes in market conditions or other causes. The opposite of depreciation.

Assumable Mortgage: purchaser takes ownership to real estate encumbered by an existing mortgage and assumes responsibility as the guarantor for the unpaid balance of the mortgage.

Bill of Sale: document used to transfer title (ownership) of PERSONAL property.

Cloud on Title: any condition that affects the clear title to real property.

Consideration: anything of value to induce another to enter into a contract, i.e., money, services, a promise.

Deed: a written instrument, which when properly executed and delivered, conveys title to real property.

Discount Points: a loan fee charged by a lender of FHA, VA or conventional loans to increase the yield on the investment. One point = 1% of the loan amount.

Easement: the right to use the land of another.

Encumbrance: anything that burdens (limits) the title to property, such as a lien, easement, or restriction of any kind.

Equity: the value of real estate over and above the liens against it. It is obtained by subtracting the total liens from the value.

Escrow Payment: that portion of a mortgagor's monthly payment held in trust by the lender to pay for taxes, hazard insurance and other items as they become due.

Real Estate Glossary (continued)

Fannie Mae: nickname for *Federal National Mortgage Corporation* (FNMA), a tax-paying corporation created by congress to support the secondary mortgages insured by FHA or guaranteed by VA, as well as conventional loans.

Federal Housing Administration (FHA): an agency of the *U.S. Department of Housing and Urban Development* (HUD). Its main activity is the insuring of residential mortgage loans made by private lenders. The FHA sets standards for construction and underwriting but does not lend money or plan or construct housing.

FHA Insured Mortgage: a mortgage under which the *Federal Housing Administration* insures loans made, according to its regulations.

Fixed Rate Mortgage: a loan that fixes the interest rate at a prescribed rate for the duration of the loan.

Foreclosure: procedure whereby property pledged as security for a debt is sold to pay the debt in the event of default.

Freddie Mac: nickname for *Federal Home Loan Mortgage Corporation* (FHLMC), a federally controlled and operated corporation to support the secondary mortgage market. It purchases and sells residential conventional home mortgages.

Graduated Payment Mortgage: any loan where the borrower pays a portion of the interest due each month during the first few years of the loan. The payment increases gradually during the first few years to the amount necessary to fully amortize the loan during its life.

Lease Purchase Agreement: buyer makes a deposit for future purchases of a property with the right to lease property in the interim.

Lease with Option: a contract, which gives one the right to lease property at a certain sum with the option to purchase at a future date.

Loan to Value Ratio (LTV): the ratio of the mortgage loan principal (amount borrowed) to the property's appraised value (selling price). Example – on a \$100,000 home, with a mortgage loan principal of \$80,000 the loan to value ratio is 80%.

Mortgage: a legal document that pledges a property to the lender as security for payment of a debt.

Real Estate Glossary (continued)

Mortgage Insurance Premium (MIP): the amount paid by a mortgagor for mortgage insurance. This insurance protects the investor from possible loss in the event of a borrower's default on a loan.

Note: a written promise to pay a certain amount of money.

Origination Fee: a fee paid to a lender for services provided when granting a loan, usually a percentage of the face amount of the loan.

Private Mortgage Insurance (PMI): see *Mortgage Insurance Premium*.

Second Mortgage / Second Deed of Trust / Junior Mortgage / Junior Lien: an additional loan imposed on a property with a first mortgage. Generally, a higher interest rate and shorter term than a "first" mortgage.

Settlement Statement (HUD-1): a financial statement rendered to the buyer and seller at the time of transfer of ownership, giving an account of all funds received or expended.

Severalty Ownership: ownership by one person only. Sole ownership.

Tenancy In Common: ownership by two or more persons who hold an undivided interest without right of survivorship. (In event of the death of one owner, his/her share will pass to his/her heirs.

Title Insurance: an insurance policy that protects the insured (buyer or lender) against loss arising from defects in the title.



MARKETING ACTION PLAN

Sign at house
Pointer signs to house (If Allowed)
Flyers outside of house
Brochures in house with information to write a contract
Open houses
Broker tour
Questionnaire about house during broker tour
Email flyers sent out to other Realtors
Listing on MLS
Listing on Craigslist
Showcase listing on Realtor.com
Listing on other websites
Listing posted nationwide on KWLS
Descriptive tags throughout house showing key areas
Just listed postcards sent out to neighbors

Let's get started

Our goal is to make the home selling process efficient, effective and as hassle-free as possible. In order to do that, we want to gather some information that will help us in areas of communication, expectations and details about your property.

As you can imagine, we are on the phone following through on the many details of our clients' transactions. Respectfully, we do not answer calls during appointments or when we are with our clients. If you get voicemail, please leave a detailed message and contact number. We will return the call by the end of day.

First, you'll find a Seller's Disclosure to complete. This is an 8 page document where you provide pertinent information about your house. It's important to answer these questions honestly, factually and with no assumptions. If you don't know the answer to a question, don't guess or assume – just write in "don't know".

Another document to prepare would be one year of all your utilities broken down by month. We've provided a spreadsheet to complete. Buyers frequently ask for utility amounts in their consideration to make an offer on a property. This is important information that the logical buyer will request. We want to be pro-active and have that ready and available for them to review.

We'd also like a list of all upgrades/repairs, mechanical or decorative that have been completed in the last 2-3 years. Be brief with the explanation along with the year it was done. If you know the amount spent on the work, include that as well.

To help us market your home and complete the descriptive tags throughout your house, we would like to know the top 10 special features that you like best about your house. This information will also be displayed and/or available for prospective buyers. It will help draw attention to those features and start the process to emotionally connect them to your home.

Another avenue for finding the right buyer for your home is through our Word of Mouth letter.

The final item, and possibly one of the most important, is to write a letter to prospective buyers explaining why you love your home, neighborhood, schools, location, holidays, etc. This will "tug at the heartstrings" of the emotional buyer. It can create an emotional tie between them and your house. It helps them picture their family living in the home and making memories just like you did with your family when you moved in. A sample letter is attached.

To finalize all the details we've enclosed a sheet to help us understand your communication expectations, information about your pet(s) and a checklist of things we need from you in order to have your home listed and ready for showings.

Utilities

	Gas Service	Electricity	Water	Sewer
Name of company				
Phone Number				
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Upgrades and Updates

List upgrades/updates completed in past 2-3 years:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
-

Special Features

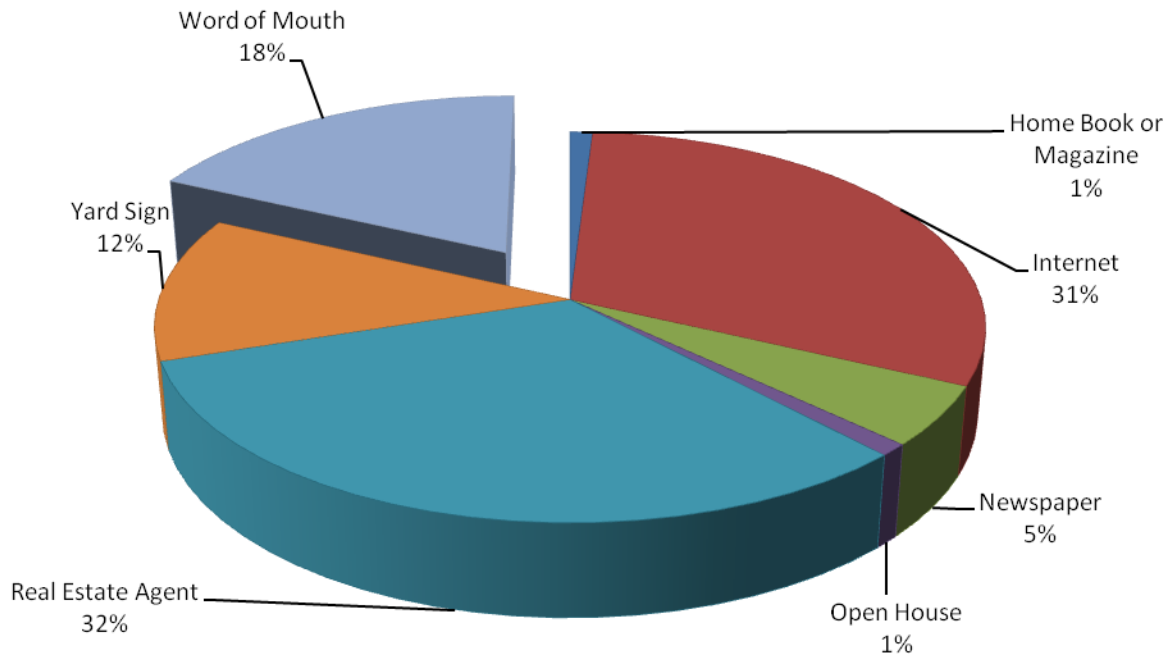
List the top 10 features you love about your house:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
-

Home Selling Guide

The Home Marketing Process

Buyer Source Graph



Home Selling Guide

The Home Marketing Process

WORD OF MOUTH LETTER

Dear (Friend),

(Sellers) have recently employed me to market their home at (address). I have enclosed a property flyer of their lovely home.

You might be wondering why I would be sending you this information. One of the key components of many marketing plans is to identify distinct groups of buyers. Once identified, advertising, direct mail and other forms of promotion can be focused on the group, catching their attention and triggering a phone call for more information. Because each home attracts a different buyer group, I devise a unique plan for every home marketed. Then take action to promote a successful sale.

Enclosed is a pie chart that displays where buyers come from. You'll see that 18% of those buyers will come from word of mouth. That is why I'm writing you today. You never know when it might be the 18% that causes the (Seller's) home to be sold. If you know anyone who might be interested in purchasing this home, please refer my name to them or have them text () to () to receive a flyer on their phone.

If I can be of any service, please call 913-406-9731.

Sincerely,

Memory Jogger

In order for us to provide you with excellent service, we want to send letters with a flyer of your home to 20 of your friends, family, co-workers or others who may be interested in your home. You never know who's around them that may be looking to make a move. Below we've made a Memory Jogger list to help you think of individuals that we can send your home announcement to. Pull the next sheet out and complete the list of people and their contact information we can use to market your house.

Hairstylist
Nail Technician
Author
Novelist
Songwriter
Therapist
Personal Trainer
Musician
Sports Announcer
Lawn Caregiver
Auto Mechanic

Aerobics Instructor
Homes Assn President
Columnist
Preschool Teacher
Barber
Caddie
Auctioneer
Publisher
Bartender
Coach
Housekeeper

Dietician
Referee
Magician
Radio Announcer
Nurse
Football Player
Entertainer
Reporter
Therapist
Photographer
Receptionist

Home Selling Guide



WEBSTER TEAM
Proud Real Estate Agents Of
KELLER WILLIAMS
REALTY PARTNERS, INC.
Independent Owned & Operated

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

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Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Home Selling Guide



WEBSTER TEAM
Proud Real Estate Agents Of
KELLER WILLIAMS
REALTY PARTNERS, INC.
Independent Owned & Operated

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
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Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Name _____
Address _____

Phone _____
Email _____

Sample Letter to Prospective Buyers

“Dear Buyers,
Thank you for looking at our home. We have enjoyed living here for the past _____ years. I remember when we first walked into this house, what we liked most about it was _____ . We really enjoyed watching our children/grandchildren grow up here (or the pet frolicking in the backyard). The neighborhood has a great family environment. Our most memorable moment was when _____. We have worked hard to make this house our home and look forward to another family creating memories of their own.”

Other things to share in your letter could be:

- A special holiday moment
 - A special birthday party
 - Family gatherings
 - Entertaining with friends
 - Block party with neighbors
 - Why you love the floorplan or specific room of the house
 - How you enjoyed the deck, backyard, outdoor areas, etc.
-

Checklist of Things Needed Before House Goes on the Market

- ✓ Security alarm details.
- ✓ Garage door pad code.
- ✓ Two sets of front door keys (be sure to check them).
- ✓ Copy of Homes Association Guidelines (if applicable).
- ✓ Sellers Disclosure.
- ✓ Mortgage lender information (name, account number, contact number)

Checklist of Helpful Information

- ✓ Copy of plat map, survey or other drawings of property
 - ✓ School information (elementary, middle and high school names)
 - ✓ Neighborhood information (amenities, dues amount, President of HOA)
 - ✓ House plans if available
-

Communication Expectations

I typically use email as my main source of communication. My email address is Bob@WebsterTeam.com you will probably also receive emails from BobW@kw.com

What is/are the best email address(es) for you:

Some people can only receive texts during the day or email. What is the best way to contact you during the day:

____ email ____ text ____ phone _____

What hours do you typically work:

Days _____

Hours _____

Other than getting your home sold, what are the most important thing you want from a real estate consultant?

Pet Alert

Pet(s) name(s) and description(s)

Special Instructions

During showings I plan to have my pets stay at:

In case of emergency call
