

Home SELLER'S GUIDE

HELPING YOU ACHIEVE YOUR REAL ESTATE GOALS



Wakisha C. Charley
YOUR LOCAL REAL ESTATE AGENT

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Let's connect!



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hello there!

Are you thinking about selling your home?

I've lived in Massachusetts for 40+ years. I expertly navigate the local market and help clients make informed decisions with my knowledge and dedication to excellent customer service, always going above and beyond for a positive client experience. From setting the right price to marketing your property to potential buyers, I have the knowledge and skills to get your home sold for the best price.

I start by providing a detailed market analysis to give you a better understanding of your home's value. Then, I create a customized marketing plan that highlights the unique features of your property to attract the right buyers.

I will also handle all showings and open houses, as well as negotiating offers and handling all the paperwork.

With my strong network of industry professionals, I can also assist with home staging (as needed), home inspections, and other necessary services to make the selling process as smooth as possible.

Don't let the process of selling your home stress you out. Call me today to schedule a consultation and let's get started!

Wakisha Charley

OUR COMPANY

If you're looking to sell your property, Luxx Haven Consulting is here to help. We specialize in helping sellers achieve their real estate goals. We use a personalized approach to understand your unique needs and preferences, and provide tailored solutions to help you get the best possible outcome.

With our deep knowledge of the real estate market and our commitment to providing exceptional service, we are confident that we can help you achieve your real estate goals.

Contact us today to learn more about how we can help you sell your property for the best possible price.



**EXPERT
TEAM**



**STRONG
NEGOTIATION**



**ACCURATE
VALUATIONS**



**INNOVATIVE
MARKETING**

BENEFITS OF WORKING WITH AN EXPERIENCED AGENT

An Agent Can Expedite Home Sales With Large Networks

Even if you have a large personal or professional network; you don't have relationships with clients or other agents, to bring more potential buyers. This may cause your home to be sold below its value.

Agents May Not Show a "For Sale By Owner" (FSBO) Home

Because they don't want to take risks of closing without professional representation, and FSBO sellers are often seen as difficult sellers whom professional realtors have rejected.

Agents Avoid Emotional Sales

An agent helps you avoid costly mistakes, like rejecting a low offer out of frustration or giving in too quickly. With experience, they can gauge eagerness or desperation without revealing it.

An Agent Can Protect You From Legal Risks

A home sale involves extensive legal paperwork, and improper disclosure can lead to liability for fraud, negligence, or breach of contract. Buyers may sue if you fail to disclose hazards or nuisances.

An Agent Can Weed Out Unqualified Buyers

It takes a lot of effort to show your home and make it look perfect every time. Realtors ask qualifying questions to determine the qualification and seriousness of a buyer.

Agents Have Superior Negotiating Skills

You don't have specialized experience negotiating a home sale but the buyer's agent does. This means less money in your pocket. They know all the warning signs of a nervous or disingenuous buyer.

You'll Get Greater Exposure For Your Home

Only agents are allowed to market homes in the MLS (multiple listing service). It means that your house information will be available to all of the agents in the MLS system, giving you the most exposure to buyers.



ULTIMATE MARKETING



SOCIAL MEDIA

We use social media platforms like Facebook, and Instagram to promote our listings, engage followers and share real estate tips and advice.



MLS LISTING DESCRIPTION

We create flyers and brochures with listings' details and photos, distribute them at events, local businesses, and real estate offices, or mail them to potential buyers.



EMAIL MARKETING

We email potential buyers with our listings, real estate tips, and relevant information, with quality photos and detailed descriptions.



PRINTOUTS

We create flyers and brochures with listings' details and photos, distribute them at events, local businesses, and real estate offices, or mail them to potential buyers.



PROFESSIONAL PHOTOGRAPHY

We use professional photography to showcase our listings in the best light, setting them apart from the competition with high-quality photos.



OPEN HOUSE

We host open houses to give potential buyers the opportunity to tour a property. Open houses are an effective way to showcase and generate interest.



360° VIRTUAL TOURS

We use virtual tours to give buyers a comprehensive view of the property even if they can't visit in person and explore the property at their own pace.



LARGE NETWORK

We have a large network of contacts in real estate, enabling us to connect our clients with resources for successful buying or selling.



ACTIVE PHONE WORK

We are always available by phone to assist our clients and maintain strong relationships through good communication for smooth transactions.

Deciding TO SELL

Selling a home is a significant step, and understanding the various aspects involved can ensure a smoother, more successful process.

Market Conditions:

The current real estate market plays a crucial role in determining the right time to sell. Are home prices rising or stabilizing in your area? Is it a seller's or buyer's market? These are important questions to consider, as they can affect your home's value and the time it takes to sell.

Home Equity:

Assessing your home equity—the difference between your home's market value and your remaining mortgage balance—can give you a clear picture of your financial standing. If you have substantial equity, it could be a good time to sell and capitalize on your investment.

Financial Implications:

Selling a home involves various costs, including agent commissions, closing costs, and potential repairs. It's important to have a clear understanding of these expenses and how they will affect your net proceeds from the sale.

Your Future Plans:

Finally, consider your long-term goals. Are you planning to downsize, move to a new city, or upgrade to a larger home? Understanding your future needs and how selling your current home fits into that plan is crucial in making the right decision.





Selling PROCESS



MEET WITH YOUR AGENT

Hire an agent familiar with the area and local property market to effectively market your home



ESTABLISH A PRICE

Review final sales prices against the original list prices with the aid of a CMA



PREPARE YOUR HOME

A pre-inspection can prevent potential buyers from backing out by identifying and addressing major issues



DETERMINE A MARKETING PLAN

Create a custom marketing plan and price home effectively to generate competing offers



LIST YOUR HOME

Your agent will advertise on various platforms and reach potential buyers via email and calls



SCHEDULE SHOWINGS

Open houses attract a larger pool of potential buyers and provide a sense of the home



OFFERS AND NEGOTIATIONS

Initial offers usually lower than list price as buyers expect negotiation, wait for offers if not in a rush



UNDER CONTRACT

That means you accepted the offer. Contingencies must be cleared before closing



COOPERATE WITH HOME INSPECTION

Buyer will schedule a home inspection. After the results you will negotiate repairs or other issues



CLOSE THE SALE

Buyer will schedule a closing date to sign all paperwork and hand over keys

IMPORTANT INFO

QUESTIONS TO ASK YOURSELF BEFORE SELLING YOUR HOME

Why are you selling – and why now?

What are your long-term goals?

What is your timetable for making the big move?

What significant improvements have you made to the property?

What do you consider the most desirable features of the home?

Are there any aspects of the property that could negatively impact its value?

If you were a buyer, what features might you consider changing?

How much do you estimate repairs or maintenance would cost?

PRICING FACTORS



COMPARABLE SALES

Looking at recent sales of similar homes in the same neighborhood, with similar square footage, features, and condition will give you a good idea of the current market value of the home.



HOME FEATURES

The home's features, such as the number of bedrooms, bathrooms, square footage, garage, backyard and age of the home, will also affect the home's value and price.



MARKET CONDITIONS

The overall state of the real estate market in the area will also play a role in determining the price of the home. During a strong seller's market, homes may sell for above their list price.



LOCATION

Proximity to amenities, schools, transportation, and neighborhood safety all influence property value. Beyond the physical attributes of a home, its surroundings play a pivotal role.



TIMELINE

Understand that the longer your property stays on the market, the more negotiating power buyers may have. From preparing your home for listing to the closing day, each phase requires careful consideration.

Remember, pricing is both an art and a science. It's essential to strike a balance that attracts buyers while maximizing your property's value. You should consult with a real estate professional for personalized advice tailored to your specific situation.

Selling COSTS



Real Estate Agent Commission

This fee is usually a percentage of the final sale price and is split between the buyer's and seller's agents. While this may seem significant, the expertise, marketing, and negotiation skills provided by an agent can help you achieve a higher sale price.

Repairs and Improvements

Before listing, you may need to invest in repairs or improvements to make your home more attractive to buyers. This could range from minor fixes to major renovations. Addressing these issues upfront can prevent buyers from requesting credits or price reductions later.

Mortgage Payoff

If you still have a mortgage on your property, the remaining balance will need to be paid off at closing. Be sure to account for any prepayment penalties your lender may charge.

HOA Fees

If your property is part of a homeowner's association (HOA), you may be responsible for paying any outstanding dues or transfer fees associated with the sale.

Closing Costs

Closing costs can include various fees such as title insurance, escrow fees, and attorney fees. These costs are often shared between the buyer and seller and can range from 1% to 3% of the sale price.

Transfer Taxes

Some regions impose a transfer tax when ownership of a property changes. The rate varies by location, and the seller typically pays this tax at closing.

Depending on the competitiveness of your local market, investing in extra services may help your home stand out, though they aren't always necessary.

Home Warranty

To reassure buyers of an older home, sellers can offer a home warranty to cover potential repair costs if a major system fails shortly after the sale.

Staging and Photography

Enhancing your home's appeal with professional staging and photography can lead to a faster sale and higher offers.

Pricing STRATEGY



Learn About Market Conditions

Are prices rising or falling? In a seller's market, low inventory and high prices prevail, while in a buyer's market, supply exceeds demand.

Check Out Comparable Properties

Review similar properties listed in your area over the last six months and compare prices. Also, check unsold comparables for possible overpricing. A CMA report can be helpful.

Check Out Sold Comps

Compare the original list prices to the final sales prices. In a seller's market, homes often sell above list price, while in a buyer's market, they typically sell at or below list price.

Square-Foot Cost Comparisons

After you receive an offer, the buyer's lender will order an appraisal. Comparable homes are those that are 1,800 to 2,200 square feet if your home is 2,000 square feet.

Explore the Expected Appreciation

What are the future prospects for your neighborhood? For example, a major mall being built, or a large new company moving to the area can be a good sign.



PRICING IS ALL ABOUT SUPPLY AND DEMAND

It's the most basic principle in economics. It dictates the equilibrium price of a property. Low supply inventory drives prices up and causes bidding wars.

The Most Important Thing Is Pricing Your Home Correctly

You shouldn't overprice your home because demand and interest wane after 21 days or so. Of course, you can lower the price later, but that can be too late.



Perceptions of desirability have value. That's why identical homes across the street from each other can vary by as much as \$100k in some neighborhoods.

Staging YOUR HOME



Deep Clean

A clean home shows buyers it's been well cared for. Aim for spotless floors, ceilings, and appliances. Thoroughly clean your kitchen and make your bathrooms shine, paying attention to every detail. The goal is to make everything look as fresh and new.

Declutter

Decluttering is one of the easiest and most impactful ways to enhance your home's appeal. Removing extra items or unnecessary furniture can completely transform the look and feel of your space.

Depersonalize

A few potted plants can make your home feel fresh and inviting. Space them out so they don't overwhelm any area, and remove any dead or dying plants.

Upgrade Your Curb Appeal

Curb appeal doesn't require large projects or renovations. Although it's easy to spend large sums of money on outdoor improvements, improving your home's curb appeal can also be as simple as pulling some weeds and adding some potted plants.

Adjust the Room's Layout

The layout that works for your family might not be ideal for buyers. Consider rearranging furniture for a more polished look.

For instance, while it's common to push beds or sofas against a wall, this can make a room feel unbalanced. By placing the bed in the center, adding a rug, side tables, and some greenery, the room feels more finished, welcoming, and appealing.

Focus On Fresh

To keep your home smelling fresh, eliminate odors from pets, kids, or cooking. Try baking cookies, burning vanilla candles, or using lemon in the disposal. Avoid air fresheners that may trigger allergies. If you smoke indoors, switch to smoking outside and deodorize your home. Don't forget to take out the trash.

Add or Accentuate Lighting

Open all curtains and blinds for natural light during photos and showings. Replace dark curtains with sheer, light-colored ones to brighten the space. In dimly lit rooms, update light fixtures or add lamps to enhance brightness and appeal to buyers.

Open house & SHOWINGS



Create a Welcoming Atmosphere

Create a welcoming atmosphere with natural lighting and strategically placed lamps. Use subtle scents like freshly baked cookies or citrus to enhance the space—studies show that pleasant aromas can positively influence buyers. Highlight unique features of your home, such as outdoor living spaces.

Make Simple Home Staging

On the day of your open house, try these simple staging techniques: place fresh flowers in the foyer, lightly water the lawn for a fresh look, and set a welcoming dining table to create a cozy atmosphere.

Let Your Agent Take Control

As the seller, make sure you pick a listing agent whom you trust with your home. During an open house, you have to be willing to relinquish control to your agent, and trust him or her to show off your property in the best light.

The Goal of an Open House

is to attract interest from potential buyers. It provides them the opportunity to explore the home and its surroundings at their own pace, rather than a brief one-on-one appointment with a broker.

Should You Stage an Open House?

According to the National Association of Realtors (NAR), 58% of buyers' agents believe staging is beneficial when selling a home. Staging involves making a home appealing to a broad audience, and simple steps like fresh paint, decluttering, and thorough cleaning can make a big difference. Brokers often use stagers to set up newly built homes effectively.



Ensure that your valuables are secured or removed from the property during the open house. Consider the safety and privacy of your belongings when visit open houses.

The art of NEGOTIATION



When selling your home, your aim is to achieve the highest price possible, while buyers are looking to get the best deal. This is where negotiation plays a crucial role.

Effective negotiating strategies can help you secure the best price for your home. No matter what strategies you employ, it's essential to research and understand your home's value and how the local market influences it.

Work with an Experienced Agent:

Partnering with a real estate agent is one of the best negotiation strategies for sellers. They know the market, aren't emotionally attached to the home, and can secure the best deal for you.

Counter at Your List Price

When a buyer offers less than your asking price, it can be tempting to lower your price. However, countering at your original list price signals confidence in your home's value. If your price is fair, serious buyers may increase their offer.

Reject the Offer

A strategic move is to reject a buyer's offer without countering, prompting them to submit a new one. This shows confidence in your price and keeps you open to higher offers. The potential for competition may motivate the buyer to increase their bid, especially if your home is newly listed or an open house is approaching.

Create Competition

Hosting an open house can create buyer competition. List your home, schedule an open house shortly after, and hold off on accepting offers until it's over. This strategy encourages higher bids, and if you receive multiple offers, you can ask top bidders for their best. Even if only one offer comes in, the buyer won't know that, giving you an advantage in negotiations.

Offer to Pay Closing Costs

Buyers may request that sellers cover their closing costs, usually about 3% of the purchase price. If this happens, you can agree to cover the costs but increase the purchase price, even if it's above your original listing price.

Don't Take it Personally:

Negotiations can get tense, but try not to take it personally. Buyers have their own motivations and constraints. Stay professional, remain objective, and let your real estate agent handle the negotiations on your behalf.

Home INSPECTION

A home inspection is a professional, third-party evaluation of a house's key aspects, including water damage, pests, roof condition, electrical systems, plumbing, and structural integrity. It ensures the home's safety and typically takes a few hours to complete.

Doing A Pre-Inspection Is An Indication Of Honesty

It sends a clear signal that you're not trying to hide anything and makes a buyer feel confident to submit an offer.

It Gives You Time To Fix

A pre-inspection can enable you to address major issues and protects you from the possibility of buyers pulling out of their offer.

It's A Negotiating Strategy

Doing a pre-inspection keeps you from being blindsided by a major problem in a buyer's inspection. You can also make it known to buyers that consideration for those items has already been factored into the sales price.

Offer A Closing Cost Credit

If you don't want to make home repairs yourself, you can offer a credit at closing for the estimated costs. This also helps you avoid complaints about repairs later.

ITEMS TO CHECK

Exterior

- Windows
- Doors
- Cracked caulk
- Paint
- Siding / trim
- Deck / fences
- Drainage
- Sprinklers
- Roof / gutters
- Outdoor lights
- Garage door
- Swimming pool

Interior

- Doors
- Floors
- Electrical
- Lightbulbs
- Showers
- Toilets
- Plumbing
- Water heater
- Ceiling fans
- Safety detectors
- Stairs
- Appliances

Bartering May Be A Good Idea

For example, if you know the buyer loves the new couch you bought, you could offer to leave it in exchange for making fewer repairs.



Home APPRAISAL



Purpose of a Home Appraisal

A home appraisal is an objective assessment to determine a property's value. Unless you're selling your home for cash, a home appraisal will likely be part of the process.

In a sale, the appraisal ensures the sale price matches fair market value, protecting the buyer from overpaying and the lender from over-lending.

What if Your Home Appraisal is Too Low?

If the appraisal matches or is close to the agreed-upon price, the sale can proceed as planned. However, if the appraisal is lower, it could delay the sale because the bank may offer less money than the buyer anticipated. If this happens, you have a few options:

- Renegotiate the deal
- Fill the buyer's gap
- Cancel the sale

WHAT DOES A HOME APPRAISER EVALUATE?

Property Condition:

The appraiser checks the overall state of your home, including the structure, roof, and major systems (plumbing, electrical, HVAC). They also consider the quality of interior finishes and any recent upgrades or renovations.

Location:

Location factors include the neighborhood's safety, proximity to schools and amenities, and the lot's characteristics, such as size, view, and setting.

Comparable Sales (Comps):

The appraiser reviews recent sales of similar homes nearby, focusing on size, age, condition, and sale dates to determine market value.

Market Trends:

Local real estate market conditions, such as supply and demand, and broader economic indicators like interest rates, are also considered.

Unique Features:

Special features like custom designs, energy-efficient upgrades, and amenities like a pool or finished basement can add value.

Final WALKTHROUGH

Doing A Pre-Inspection Is An Indication Of Honesty

The final walkthrough isn't an official inspection, but it's the buyers' last chance to ensure everything aligns with the contract. It usually happens on or just before closing day. As a seller, you're required to leave the home in "broom clean" condition—swept, vacuumed, and free of debris or items not agreed upon by the buyers.

If these standards aren't met, buyers will raise concerns before closing, requiring you to resolve the issues. Problems during the walkthrough could lead to delays or impact your final sale price.



Don't Leave Things Until the Last Minute

Moving can be stressful, so avoid adding last-minute worries by preparing for the buyer's final check a few days in advance. Even with a professional moving company, delays like missed appointments or truck issues can occur, so giving yourself extra time can help minimize stress.



How can a you avoid issues during the final walkthrough?

- Leave all attached items unless agreed otherwise.
- Don't leave anything the buyers haven't accepted.
- Double-check the shed for any forgotten items.
- Arrange garbage and yard debris pickup
- Finish agreed repairs and have receipts ready.
- Wait to cancel utilities until after closing.
- Gather keys and warranties for the handoff.

Closing THE SALE

How Long to Close the Sale?

The closing timeline depends on the buyer's financing. With an all-cash buyer, closing can happen in 10 to 14 days, while financed purchases may take 30 to 45 days. Once the lender clears, you can schedule the final document signing.



CLOSING COSTS

Transfer Tax:

This is the fee you'll pay when the home's title is transferred to the buyer at closing.

Owner's Title Insurance:

You'll see two title insurance fees at closing: one for the owner and one for the lender, the latter typically paid by the buyer.

Escrow and Closing Fees:

Escrow providers charge to manage closing, usually splitting the fee 50-50

Prorated Property Taxes:

You'll need to settle property taxes up to the closing date, which varies by state.

HOA Fees:

If applicable, ensure your HOA dues are paid through closing.

Credit Toward Closing Costs:

In a buyer's market, you might offer a credit to cover the buyer's closing costs. This will appear as a line item on your closing documents.

Sign the papers and exchange documents

After the inspection and negotiations, you can proceed with completing the sale. This step involves managing a significant amount of paperwork, including the following:

- The property deed
- The purchase agreement
- Any water, sewerage and tax bills
- Final utility readings
- Title Insurance policy
- Any service records or warranties

Common MISTAKES



Not Hiring a Real Estate Agent

Selling your house yourself might save on commission, but you'll miss out on a real estate agent's market expertise, connections, and assistance. For-sale-by-owner properties tend to sell for a lower price overall. An agent is crucial for a successful and less stressful sale.

Setting an Unrealistic Price

To sell your house for top dollar, price it realistically based on its market value. Overpricing may lead to a price reduction later, missing the initial peak in buyer activity.

Getting Emotional

Emotional attachment to your home is natural, but treat the sale as a business transaction. A low offer isn't personal; it's a starting point for negotiation. Renovation plans reflect differing preferences, not criticism. Approaching the sale with a business mindset will help ensure a smoother transaction.

Selling As-Is

Unless selling to an investor, listing your home "as is" may not achieve the highest price. Buyers typically expect move-in ready conditions and a blank slate to envision themselves living in the home.

Skipping Major Repairs

While cosmetic updates like painting are easy, it's crucial to address major issues like foundation cracks or roof replacements. Fixing these now gives you control over the process and costs, rather than offering credits at closing where the buyer may dictate terms.

Reducing Photography Costs

Since online photos are often a buyer's first impression, ensure they're high quality. If professional photography isn't an option, ensure your photos are well-lit, accurately represent room sizes, and avoid unintended reflections.

Hiding Major Problems

Any issues will be revealed during the buyer's inspection. You can either fix them in advance, price the property below market value, or list it at the normal price and offer the buyer a credit for repairs.

Selling to Unqualified Buyers

It's reasonable to expect a buyer to provide a pre-approval letter or proof of funds. Be cautious of contracts contingent on the buyer selling their own property, as this could delay your closing.

real estate

REPRESENTATION

Real estate transactions, whether buying or selling a property, are often complex and involve significant financial and legal considerations. Working with a professional is crucial to ensuring a smooth, efficient, and successful process.

SELLER AGENCY

A seller's agent is a real estate professional who represents the seller in a transaction. Also known as the listing agent, they list the home for sale and work to achieve the best price and terms on behalf of their client.

Compensation: Typically negotiated between the seller and the listing agent.

BUYER AGENCY

A buyer's agent represents the interests of the home buyer in a real estate transaction, assisting them in finding their new home and negotiating a fair price.

Compensation: Typically negotiated between the buyer and the buyer's agent, and may be covered by the seller.

DUAL AGENCY

Dual agency happens when a single real estate agent represents both the buyer and the seller in the same transaction.

Compensation: Typically split between buyer and seller.

DESIGNATED AGENCY

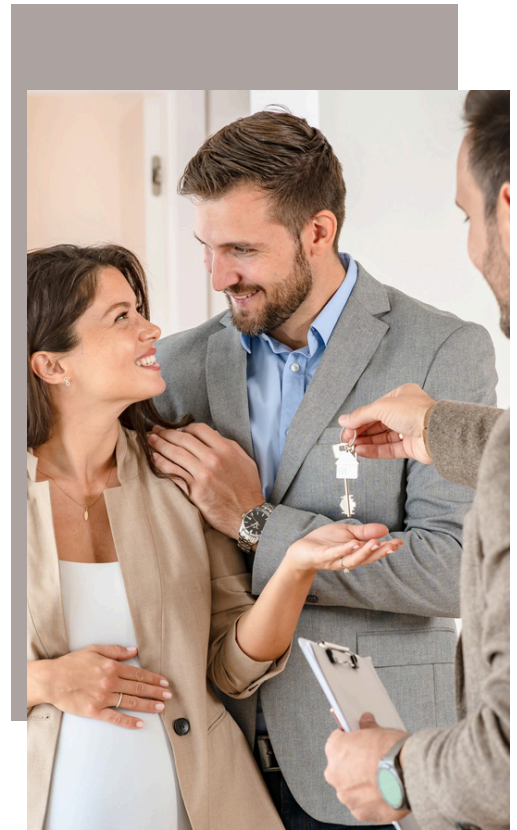
Designated agency involves two agents, each representing a different party in the transaction. Unlike dual agency, where one agent represents both parties, designated agency has two agents from the same brokerage working separately for each party.

Compensation: Typically split between buyer and seller with a clear designation of who represents each party.



buyer's agent COMPENSATION SCENARIOS

Paying the buyer's agent commission as a home seller can significantly broaden your pool of potential buyers. By covering this cost, you make your property more attractive to agents and buyers alike, which can lead to a faster sale at a better price. It also streamlines the transaction process, as buyers are more likely to consider homes where their agent's fee is already factored into the deal.



SELLER OFFERS FULL COMPENSATION

In most cases, a seller pays commission costs on a sale rather than a buyer. That means the buyer does not need to pay additional fees beyond closing costs.

SELLER OFFERS PARTIAL COMPENSATION

Sometimes the seller offers a lower compensation than standard. In this case;

- Buyer's agent may negotiate with the seller's agent
 - Buyer may increase offer price to cover the commission gap
 - Buyer may accept to pay the difference to their agent at closing
-

SELLER OFFERS NO COMPENSATION

In uncommon cases, seller does not offer commission to buyer's agent. In this case;

- Buyer's agent may negotiate with the seller's agent
- Buyer may increase offer price to cover the commission gap
- Buyer may accept to pay the difference to their agent at closing

benefits of paying BUYER'S AGENT COMMISSION

ATTRACT MORE BUYERS

Including a buyer's agent commission in your sale price can attract more buyers, especially those with limited upfront funds. This allows them to finance the commission through their mortgage or lower their initial costs. However, omitting buyer's agent compensation may limit your market exposure.

HIGHER SELLING PRICES

Properties that include a buyer's agent commission often attract more serious buyers, who may be willing to pay a higher price for a well-represented home. Conversely, excluding the commission might deter buyers, as they may filter out properties without a competitive commission offer.

FASTER SALE

Properties offering a commission to buyer's agents often sell faster. In a competitive market, including this commission increases appeal, attracting more interest and leading to quicker sales with more showings and offers.

SMOOTHER TRANSACTION PROCESS

Paying the buyer's agent's commission promotes cooperation among real estate professionals, resulting in smoother transactions. Buyers get valuable support, and sellers attract more engaged buyers, leading to easier negotiations and fewer obstacles.

SIMPLIFIED NEGOTIATION PROCESS

With commission costs out of the equation, negotiations can concentrate solely on the property's price, making the discussion more straightforward.

ENHANCED SELLER REPUTATION

Sellers who cover commission costs are often seen as more motivated and cooperative, which can attract serious and qualified buyers.

As a home seller
**THINGS TO KNOW ABOUT
REPRESENTATION**



As the seller, you have the option to offer compensation, but your agent cannot include this in a Multiple Listing Service (MLS) listing. You might consider offering compensation as a strategy to market your home or make your listing more appealing to buyers.



Your agent is required to fully inform you and obtain your approval for any payment or offer of payment that a listing broker plans to make to a broker representing buyers.



This disclosure must be provided to you in writing before any payment is made or agreed upon with a broker representing buyers, and it must clearly specify the amount or rate of the payment.



As the seller, you can offer buyer concessions on an MLS, such as covering buyer closing costs.

REAL ESTATE TERMS

As-is

A property listed "as is" generally means the seller won't make repairs and is typically priced below market value.

Backup offer

A backup offer acknowledges an existing offer and secures a contract with the seller if the initial offer fails. Legally, only one backup offer is permitted.

Conventional sale

A conventional sale happens when the property is owned outright or the mortgage balance is less than its market value. These transactions are generally smoother than foreclosures, probate sales, or short sales.

Due diligence

This period, between offer acceptance and closing, allows the buyer to conduct due diligence, including inspections, appraisal, title search, and property survey.

Equity

Equity is the difference between your property's market value and your remaining mortgage balance.

Escrow holder

The escrow holder is a neutral third party who manages and protects money, documents, and valuables until agreed-upon conditions are met.

MLS

The Multiple Listing Service (MLS) is a database where real estate listings are stored. Each state, region, or city may have its own MLS with specific rules and disclosure requirements for listings.

Preliminary report

Preliminary report highlights title issues the seller must address for a clear title, including ownership history, liens, and easements, based on county property records.

Preliminary report

A preliminary report highlights title issues the seller must address for a clear title, detailing ownership history, liens, and easements from county property records.

Short sale

In a short sale, the property is sold for less than the debt owed. Approval from the seller's lender is required, which can make the process longer than a traditional sale.

BONUS PAGES

SERVICE LEVELS

for home sellers

PACKAGE 1

%2

COMMISSION

BASIC SERVICE PACKAGE

- Home evaluation
- 12-month listing in the MLS
- Schedule home showings
- Connect with vendors
- Facilitate negotiations
- Monitor transaction process
- Review closing documents
- Free yard sign

PACKAGE 3

%4

COMMISSION

EVERYTHING IN PACKAGE 2+

- Aerial photography
- Virtual tours
- Social media ads
- Professional deep cleaning
- Professional staging
- Attend inspections
- Property flyers
- Direct Mail Postcards
- Moving assistance
- Home warranty during the listing period

PACKAGE 2

%3

COMMISSION

EVERYTHING IN PACKAGE 1+

- Professional photography
- Professional videography
- Postcard campaign
- Social media
- Email marketing
- Door hanger campaign
- Weekly activity report
- Weekend open houses

DO YOU NEED A CUSTOM PLAN?

CONTACT ME FOR A TAILORED PLAN & FREE CONSULTATION

WHAT TO EXPECT

PROFESSIONAL GUIDANCE

PRICING STRATEGICALLY

STRONG NEGOTIATION SKILLS

PERSONAL REPUTATION

LARGE NETWORK

GREATER EXPOSURE

COMPREHENSIVE MARKETING

LOYALTY & RESPECT

HONESTY & INTEGRITY

STRONG COMMUNICATION

TIMELY & REACHABLE

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