

# SELLER'S GUIDE

## MAXIMIZING YOUR HOME SALE

• STRATEGIES FOR GETTING TOP DOLLAR IN TODAY'S MARKET

## ROAD TO SELLING

• YOUR STEP BY STEP GUIDE FROM START TO FINISH

## INSIDER'S INSIGHTS

• NAVIGATING TODAY'S MARKET AND WHAT TO EXPECT

**SANDERS**  
REAL ESTATE

# DEFINE YOUR GOALS

Defining your goals when selling your house is crucial for a successful transaction. Knowing your priorities—whether maximizing the sale price, selling quickly, or finding the right buyer—guides your decisions throughout the process. Here are a few questions to help define those goals and guide you in the right direction.

**What is the primary reason you are moving?**

**What is your timeline?**

**Do you plan to purchase another home?**

**Do you need to sell before purchasing a new home?**

**Have you spoken with a lender yet?**

**Are there any financial conditions to make us aware of?  
(foreclosure, bankruptcy, short sale, liens, etc)?**

**Are there any legal considerations?  
(divorce, probate, title issues, etc)?**

**What is more important, price or timing?**



# TYPES OF AGENCY RELATIONSHIPS

## BUYER REPRESENTATION

The buyer's broker represents the buyer exclusively in the purchase of a property. The buyer's broker will attempt to negotiate for the seller to pay the buyer's broker commission.

Protects the interest of the buyer.



## SELLER REPRESENTATION

The seller's broker represents the seller exclusively in the sale of property, and is obligated to share with the seller any information that the buyer provides to them to help make informed decisions.

Protects the interest of the seller.



## DUAL AGENCY

The broker represents both the buyer and the seller in the transaction. The agent has a duty to keep the confidences of each side during negotiations and remain neutral.

Duty to protect both buyer and seller.



# VIP SELLER PROGRAM





# 3 P's TO SELLING A HOME



# THE 4<sup>TH</sup> P PROMOTION

We target both local and national home shoppers that may be interested in your home and are able to reach thousands of home shoppers beyond that of a typical agent.

## DIGITAL REACH

### 70K+ REACH

We reach over 70K people weekly from our extensive marketing strategy

### 50K+ LEADS

We have a database of over 50K home buyer leads



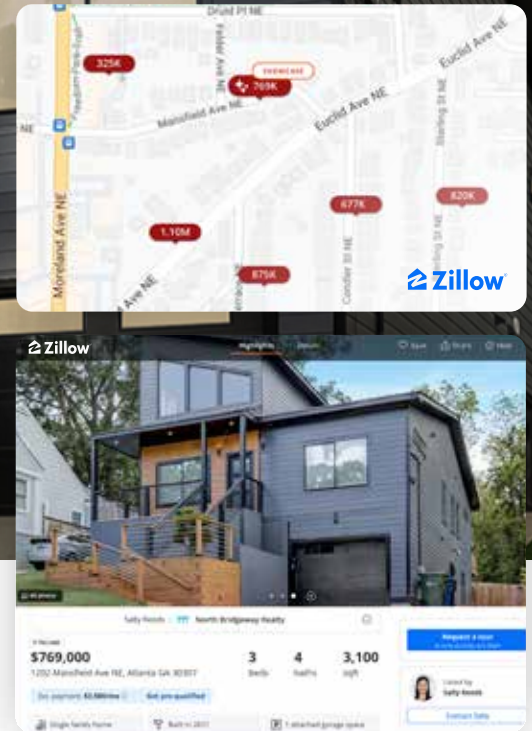
WE UTILIZE HUNDREDS OF LISTING WEBSITES AS  
WELL AS ALL MAJOR SOCIAL MEDIA SITES.





## ★ SHOWCASE

Brought to you by Zillow



## WOW PROSPECTIVE BUYERS WITH A SHOWCASE LISTING

Showcase is an entirely new listing experience, made available to only a few agents.

- Your home will gain prioritized exposure by potential buyers when they search for properties on Zillow with over 226 million average monthly unique users.
- Your listing will receive dedicated, branded “new property alert emails” sent to interested buyers.
- With a limited number of listings per city, Showcase helps your home stand out with best-in-class media like high-resolution photography, interactive floor plans, room-by-room photo organization and virtual tours to impress potential buyers.

**Ask your agent today to see what a tour of your home would look like with a Showcase listing,**

### Every Showcase listing features:

- High-Resolution Interior & Exterior Photography (30+ images)
- Virtual Tour to give buyers a sense of touring the home
- Interactive Floor Plans that connect the imagery to the location in the home
- Virtual Twilight to show your home in the best light
- Aerial Photography to capture the home's immediate surroundings
- Amenity Images to highlight shared community areas like a pool
- Social Media Videos featuring a 30-second, mobile-ready reel

# TRADITIONAL MARKETING

Almost 100% of home shoppers search and/or research homes online during their home search. Our marketing strategy focuses on maximizing online exposure, and traditional advertising.



Professional  
Photos



Yard  
Sign



Open  
House



3D Home  
Tours



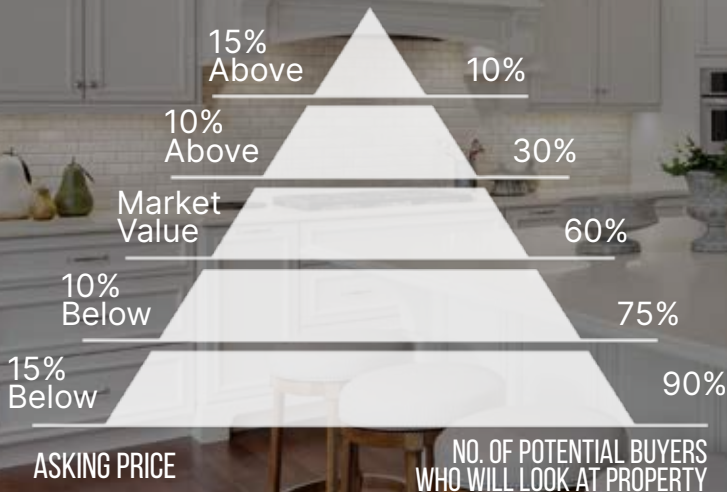
Networking with  
Local Agents



Home  
Showings



# PRICING STRATEGY



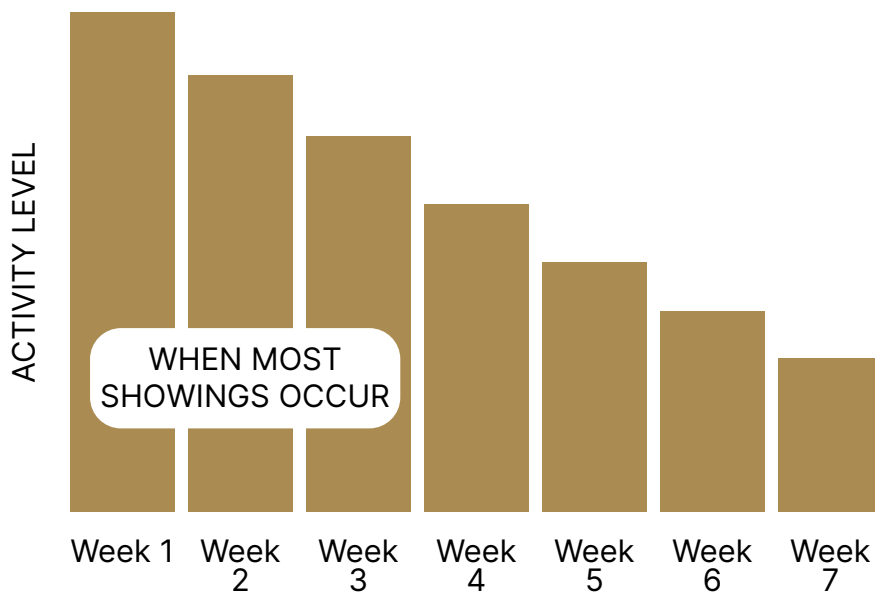
**THE RISK OF PRICING TOO HIGH**  
Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings. On the other hand, pricing your property competitively will generate the most activity from agents and buyers.

## THE PROBLEM WITH MARKET TESTING

**The first 30 days are the most critical!**

A property generates the most interest when it first hits the market. The number of showings is the greatest during this time if the home is priced at the right value. Starting too high and dropping the price later misses the excitement and fails to generate strong activity. Many homes that start high end up selling below market value.

**THE RIGHT PRICE IS IMPORTANT!**



# PRICING



## What affects price?

### ✓ LOCATION

Homes in more desirable neighborhoods, high performing school districts, that are close to shopping and entertainment, or come with additional community amenities come with a higher price.

### ✓ TERMS

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty and more can make a difference.

### ✓ CONDITION

Homes with remodeled bathroom and kitchens, upgraded appliances or updates like fresh paint or high-quality flooring bring in a higher price than homes with standard features and finishes.

### ✓ MARKET

The current market conditions have an impact on pricing - metrics like home inventory, comparable properties sold, and interest rates can impact pricing.

## What doesn't affect price?

### ✗ COST

The amount you paid for your home is not a factor that potential buyers or appraisers consider.

### ✗ NET PROCEEDS

How much you need to net from the sale will not be considered by potential buyers.

### ✗ IMPROVEMENTS

Some improvements may be the homeowners' personal style and may not be of value to potential buyers. Additionally general maintenance does not significantly impact value.





# SHOWING TIME

Here are a few things to keep in mind to generate the best first impression.

- Be Flexible
- Keep Your Home Tidy and Clean
- Comfortable Temperature
- Secure Pets and Valuables
- Good Lighting
- Communicate With Your Realtor



**Tip:** Have a box ready to toss last-minute items you don't want lying around the house during a showing. Take it with you when you leave.

## SCHEDULING HOME TOURS

We use a centralized showing service called ShowingTime. This full-service showing database makes it the quickest most efficient way to get buyers into your home. Showing requests can be sent straight to your smartphone, giving you the control to approve or decline showings.

## RECEIVING FEEDBACK

It's important to hear feedback on your property, whether it's good or bad. The information that's provided could be helpful in the next showing. Following an open house or buyer showing, we will discuss your home's reception and consider recommendations.

# YOUR ROLE IN THE SALE



- 01 | Be flexible in the scheduling of showings.
- 02 | Be flexible during negotiations.
- 03 | Remove or lock up valuables, jewelry, cash and prescription medications.
- 04 | Remove firearms and sentimental items.
- 05 | Make arrangements to leave your home during showings.
- 06 | Securely pen up pets or take them with you.
- 07 | Do not post anything on social media in regards to the transaction. This can be used as ammunition against you during negotiations.
- 08 | Let us know of any changes in the property's condition that would need to be disclosed.



# PREPARE YOUR HOME

BEGIN THIS PROCESS WITH ONE SIMPLE IDEA:  
"THIS IS NOT MY HOME. THIS IS A HOUSE."

- DECLUTTER
- DEPERSONALIZE
- DEEP CLEAN
- Vacuum air returns and vents
- Clean floor molding
- Clean light fixtures
- Steam clean carpets
- Get rid of offensive odors
- Clean kitchen cabinets inside and out
- Replace all light bulbs where needed
- Remove all personal family photos
- Make repairs where necessary
- Plant flowers to create curb appeal
- Check smoke detectors
- Pressure wash your home/ driveway
- Clean windows inside and out
- Rent a storage unit if needed
- Start packing unused items
- Clean appliances
- Paint walls a neutral color
- Clean and organize closets
- Remove extra furniture
- Patch holes in walls
- Make sure rails are secure
- Make a list of things that you love about your home and your neighborhood
- Check for any stains on the ceiling-check for any possible leaks

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# ROAD TO SELLING

## STEP01

Meet with Your Realtor®

### Seller Presentation:

- Sign Listing Agreement
- Review Comparative Market Analysis



Ex: De-clutter, Paint, Stage, etc.



## STEP02

Prep Home

## STEP04

Secure a Buyer



- Showings
- Virtual Tours
- Open House



- Yard Sign
- Lock Box
- Implement Selling Strategy

## STEP03

Active Listing



## STEP05

Under Contract

- Offers
- Inspections
- Appraisal
- Negotiations



## STEP08

Sell Your Home!



Turn over the keys  
and receive  
payment!

## STEP06

Final Walk Through

Make sure the  
home is in the  
agreed upon  
condition and any  
repairs or updates  
included in the  
negotiations have  
been completed.



Sign final  
paper work  
with a closing  
attorney.



## STEP07

Closing





# NEGOTIABLE COSTS

## WHAT TO EXPECT

### 1 CLOSING COSTS

Many buyers will ask for closing cost contributions from the seller to help offset their upfront costs or buy down their mortgage interest rate.

### 2 REPAIRS

During due diligence, many buyers will ask the seller to cover the cost for certain repairs discovered during the inspection.

### 3 BUYER AGENT COMPENSATION

Many buyers will ask the seller to pay for some or all of the buyer's agent compensation.

### 4 APPRAISAL

If your home appraisal valuation comes in below your contract price, buyers will typically need to renegotiate in order to move forward with your home purchase.

# BUYER AGENT COMPENSATION

## BENEFITS OF COOPERATING WITH A BUYER'S AGENT

### ATTRACTS MORE BUYERS

Offering compensation to a buyer's agent incentivizes agents to show the property to their clients, increasing the pool of potential buyers.

### SELLS PROPERTY FASTER

With more agents motivated to show the property, it is likely to receive more interest and offers more quickly, leading to a faster sale.

### HIGHER SELLING PRICE

A well-compensated buyer's agent will be more motivated to negotiate favorable terms, potentially leading to a higher selling price.

### PROFESSIONAL MARKETING

Buyer's agents can provide valuable marketing and exposure through their networks, enhancing the visibility of the property.

### EXPERT GUIDANCE

Buyer's agents offer expertise and guidance to their clients, making them more comfortable and confident in making an offer.

### SMOOTH TRANSACTION PROCESS

Experienced buyer's agents help manage and streamline the transaction process, reducing the risk of deal fall-throughs and ensuring a smoother sale. They also typically vet the buyer prior to showing homes leading to more qualified and capable buyers touring your home.

### MARKET COMPETITIVENESS

In markets where compensating the buyer's agent is standard practice, not offering compensation can make the property less competitive.

### WIDER NETWORK REACH

Buyer's agents have extensive networks and can introduce the property to buyers who may not have discovered it otherwise.

### REDUCED SELLING COSTS

By facilitating a quicker sale, offering compensation can ultimately reduce holding costs, such as mortgage payments, insurance, utilities, and maintenance expenses for the seller.

### COMPLIANCE & LEGAL PROTECTION

A professional buyer's agent helps to ensure that all legal and compliance aspects are handled correctly, reducing the seller's risk of future legal issues.

## WHO PAYS FOR THE BUYER'S AGENT COMPENSATION

Over 95% of buyers have a signed contract with their buyer's agent and will typically request that the seller cover the buyer's agent commission as part of the offer.

If seller is not willing to cover some or all of the buyer's agent commission, some buyers will not be able to move forward with the purchase due to also having to have available funds up front to cover their mortgage reserves, closing costs, and down payment.



# IMPORTANT REMINDERS

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**If you haven't lived in your home for at least 2 out of the last 5 years, you may be subject to capital gains taxes.**

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**Sellers are responsible for the closing letter fee that is charged by the HOA (if applicable). Also, if a seller does not disclose all transfer fees, initiation fees, and other fees charged by the HOA the seller will be charged for these at closing.**

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**Please disclose to your agent ALL information about the home (ranging from if you are in forbearance or behind on payments, if you owe the HOA any money, if you are in a flood zone, etc).**

---

**Please make sure that your driver's license is not expired.**

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**Please leave all utilities on through the closing date (even if you are not living in the home). If you rent your home back, post closing, you must leave them on until you move out.**

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**Please leave your home clean and free of debris upon move out. Please be sure to patch any holes that are larger than a dime and test the paint before touching up to ensure it matches.**

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**Please forward all mail prior to closing. Not just with USPS, but check auto-shipments (Amazon, Bark Box/Chewy, Stitch Fix, and any other subscription services).**

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**Please gather all amenity cards, garage door openers, warranties and spare keys to give to the buyer at closing.**

# WHAT WILL MY AGENT DO TO HELP ME



## WHAT MY AGENT IS NOT

Appraiser  
Inspector  
Attorney  
Accountant





# WHAT IS A LISTING AGREEMENT?

## WHAT IS IT?

An Exclusive Listing Agreement signifies that for a designated period of time, you as the seller have engaged the services of a specific real estate brokerage firm to work exclusively on your behalf to sell your home. The agreement confirms our commitment to serve and protect your interests.

## DO I NEED ONE?

A Listing Agreement must be signed before we can list your home, offer counsel, or negotiate on your behalf.

# PROVEN RESULTS

## WHY SANDERS REAL ESTATE?

**Sanders** Real Estate agents sell homes 30% faster than other agents and for .8% over list price on average compared to other agents, who sell homes .5% below list price on average.

DAYS ON MARKET

LIST PRICE TO  
SALE PRICE

OTHERS

**15 days**

**99.5%**

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**11 days**

**100.8%**

\*BASED ON 2023 MLS DATA

# IN GOOD HANDS

**Sanders** Real Estate provides boutique-style personalized service to manage every detail - from specialized market knowledge and pricing, to marketing, negotiating, and closing your home sale.

Our team-based approach enables us to provide the highest level of service to our clients, earning us a perfect **5 Star Rating** on Zillow. As the **#2 Team in Georgia**, our commitment to excellence helps our team serve thousands of happy homeowners per year.

**SANDERS**  
REAL ESTATE

IN THE MEDIA

THE WALL STREET JOURNAL

**WSJ**



“**#2** IN GEORGIA”

- Real Trends the Thousand +  
Wall Street Journal

“**349** OUT OF 5000”

-2020 INC. 5000

NATIONALLY RANKED

**#3**

TEAM IN AMERICA

**SANDERS**  
REAL ESTATE





# 25% OFF

Heritage Closing Firm is currently offering a **25% discount** on the Settlement Fee to Sanders Real Estate Clients.

**WE ARE  
EFFICIENT  
WE ARE  
SEAMLESS  
WE ARE  
SECURE**

**WE ARE**



*"Heritage Closing Firm is a trusted real estate attorney and closing office dedicated to delivering seamless, secure, and efficient closing experiences. Rooted in integrity and backed by legal expertise, we guide homebuyers, sellers, realtors, and lenders through every step of the closing process with precision and care."*

**CLOSING WITH CONFIDENCE, *ROOTED IN TRUST.***

*Paul Yacu*  
OWNER & ATTORNEY

(678) 218-6580 [Close@HeritageClosingFirm.com](mailto:Close@HeritageClosingFirm.com)



LAURA | REALTOR

*"Paul and his team are the absolute best. They are always available to help and they go the extra mile to ensure everything is handled correctly. They get my clients to the finish line with peace of mind, every time. I couldn't ask for a better real estate attorney!"*



BETSY | REALTOR

*"Paul is the most knowledgeable, thorough, available, trustworthy, and reliable closing attorney I've worked with. He's just plain smart and catches issues before they become problems, saving my clients' transactions from delays and complications. Paul understands timing is critical in real estate and keeps all parties informed throughout the process."*



GRISELDA | REALTOR

*"I have been working with them for the last 10 years, and they have always been superb in their delivery and reliability. They consistently go the extra mile for me and my clients, making them my number one choice for real estate closings in Atlanta, Georgia."*





# WE SHOP 160+ LENDERS

Mortgage brokers have access to more! Our partnerships with lenders allow us to offer a variety of loan products. We shop multiple lenders to find the best rate and product for your needs.

## Loan Products Include:

- Conforming
- FHA
- VA
- USDA
- Jumbo
- Second
- HELOC
- First Time Home Buyers
- DSCR
- High Balance
- Piggy Back
- 40-Year Terms
- No FICO Score
- DPA
- Investor
- Bank Statement
- Hard Money
- Renovation
- Foreign National
- ITIN
- Gift of Equity
- Reverse
- 203k
- Commercial
- Land/Lot
- Interest Only
- Fix n Flip

\*All loans subject to qualifying factors. Not all applicants will qualify.

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# Buy the home you want with a brand you trust

Whether you're ready to get pre-approved for a home loan or you're looking to understand what you can afford, Zillow Home Loans is here to help with competitive financing options and a seamless, coordinated experience.



## Variety of loan types

Competitive rates, low down payment options, and no hidden fees



## Top-rated loan officers<sup>1</sup>

Expert guidance to help you unlock your financing chapter, obligation-free



## No-cost appraisal<sup>2</sup>

By working with us and a Zillow Premier Agent partner, your appraisal fee is covered



## Digital financing experience

See what you may qualify for in as little as five minutes<sup>3</sup>



## Get pre-approved with no credit impact

Gain confidence in understanding your affordability



## Quick turnaround times

Close with confidence with our 99% close on time rate<sup>4</sup>

## Your path to ownership starts here

1

Proof of income for two years (W-2 and/or 1099) and recent pay stubs

2

Two months of bank statements



# SELLER'S COVERAGE: Everything You Need to Know



## WHY have it?

Seller's coverage provides budget protection from costly repairs or replacements when covered items break down during the listing period and beyond. Plus, it gives buyers the confidence to submit their best offers, and reduces post-close liability for agents and sellers.



## WHAT is it?

Seller's coverage is not a standalone product. Instead, it's a component of a prospective buyer's home warranty plan.



## WHEN to order and update a contract?

**Step 1:** Once a property becomes active, the listing agent orders seller's coverage by phone or online, using the seller's contact information. The contract is active for up to 180 days.

**Step 2:** When the seller accepts an offer, the seller's agent updates the home warranty contract with any coverage changes, upgrades, and options the buyer wants, along with the buyer's contact information, closing company information, and closing date.



## HOW does it work?

If a covered item breaks down during the listing period, the seller simply places a service request by phone or online.

Once an offer is accepted, the contract invoice is sent to the closing company, and payment can be included in the closing costs.

The buyer's coverage starts on closing day, and remains active for 12 or 24 months, depending on the buyer's plan.



**Call me to learn how your clients  
can benefit from this valuable  
home warranty coverage!**

**Taylor Rogowski**

NORTH ATLANTA AREA MANAGER

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