



SELLER'S GUIDE

EXPERT INSIGHTS ON THE HOME SELLING PROCESS

To sell your home quickly and get the most money, you need three things –
THE RIGHT PRICING, THE RIGHT STAGING AND THE RIGHT REALTOR.

This document touches upon just as few of the components of this exciting process that sellers will face.

WHAT IS THE RIGHT PRICING?

Pricing is part supply & demand, and part art & science. This is where The Lisas experience comes in. The Lisas will compose a market analysis for your home. We'll pull listings of comparable homes currently for sale and recently sold. We'll look at properties in or near your neighborhood and school district that have recently sold; take note of property conditions such as renovations/updates and the age of mechanicals, appliances, windows and roofs; consider square footage; and examine the state of the market as well.

KEEP READING

It's important to look at your competition and ask yourself why a buyer would prefer your home over another on the market.



Lisa Fata

Lisa Ramont



Sincerely yours in buying and selling,

THE LISAS

REALTORS & ASSOCIATE BROKERS



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WHAT'S THE RIGHT STAGING?

Research has found that staging a home gives prospective buyers a more positive first impression, can reduce a listing's time on the market by one third to half, and can fetch as much as **6 to 20 percent more** than an empty home or one that's not staged. The Lisas offer complimentary staging to all our clients. We'll work with you to tailor a plan specifically for your home.

Most home buyers find properties online that they want to visit. This is why photos of your home are so important. And by doing small things like removing clutter, packing up objects and rearranging furniture, you can present your home in the best light. We're eager to help!

WHAT ELSE SHOULD YOU KNOW?

The Lisas work with tried and true photographers and are on site to make sure this important component of the process is done right. It's best to always have your house show-ready. We know it's not easy but it can lead to a faster sale. (We can request 24 hours' notice for appointments.) We utilize a great app called **Showingtime** that lets you accept appointment requests and review feedback as soon as it comes in.

We pride ourselves on our top-notch marketing skills. We make sure your home is represented at its best online and across social media, can design and produce compelling mailings for your neighbors and community, and even have the ability to market your home internationally if necessary. Once you get an offer, we'll negotiate the best price and terms, listening carefully to you. Our rapport with other brokers is stellar, which can really make a difference in the negotiation process.

Next is the buyer's home inspection. It's best to prepare by making sure everything is in working order and any safety issues – electrical problems or wobbly railings, for example – have been addressed. The Lisas go back to the negotiating table for any repairs that a buyer requests and you think are reasonable.

All lenders order an appraisal during the mortgage loan process to assess the home's market value. Appraisers use three recent comparable sold properties to support the home's purchase price. We communicate continuously with your buyer's broker and lender as well as the title company to ensure that we close on or before the date specified in the purchase agreement. This is usually 45 days after you've accepted an offer. (In the event of a cash sale, it can be as early as 10 to 14 days). If you need occupancy after close, we're also able to negotiate those terms in the original purchase agreement.

WHO ARE THE RIGHT REALTORS?

The Lisas' efforts have resulted in over \$21 million of combined sales volume in 2019 alone. We have the knowledge of the market and the experience needed to help achieve your goal of selling your home.