

Sellers Guide

WHERE EVERY HOME IS A VICTORY



POWERED
BY

ASHWORTH
— REAL ESTATE —

HOW DOES REPRESENTATION WORK?



AGENCY RELATIONSHIPS IN REAL ESTATE TRANSACTIONS

1. Page 1

2. **MINNESOTA LAW REQUIRES** that early in any relationship, real estate brokers or salespersons discuss with
3. consumers what type of agency representation or relationship they desire.(1) The available options are listed below.
4. **This is not a contract. This is an agency disclosure form only. If you desire representation you must enter into a**
5. **written contract, according to state law** (a listing contract or a buyer/tenant representation contract). Until such time
6. as you choose to enter into a written contract for representation, you will be treated as a customer and will not receive
7. any representation from the broker or salesperson. The broker or salesperson will be acting as a Facilitator (see
8. paragraph IV on page two (2)), unless the broker or salesperson is representing another party, as described below.
9. **ACKNOWLEDGMENT: I/We acknowledge that I/we have been presented with the below-described options.**
10. **I/We understand that until I/we have signed a representation contract, I/we am/are not represented by the**
11. **broker/salesperson. I/We understand that written consent is required for a dual agency relationship.**
12. **THIS IS A DISCLOSURE ONLY, NOT A CONTRACT FOR REPRESENTATION.**

13. _____
(Signature) (Date) (Signature) (Date)

14. I. **Seller's/Landlord's Broker:** A broker who lists a property, or a salesperson who is licensed to the listing broker,
15. represents the Seller/Landlord and acts on behalf of the Seller/Landlord. A Seller's/Landlord's broker owes to the
16. Seller/Landlord the fiduciary duties described on page two (2).(2) The broker must also disclose to the Buyer
17. material facts as defined in MN Statute 82.68, Subd. 3, of which the broker is aware that could adversely and
18. significantly affect the Buyer's use or enjoyment of the property. (MN Statute 82.68, Subd. 3 does not apply to
19. rental/lease transactions.) If a broker or salesperson working with a Buyer/Tenant as a customer is representing
20. the Seller/Landlord, he or she must act in the Seller's/Landlord's best interest and must tell the Seller/Landlord any
21. information disclosed to him or her, except confidential information acquired in a facilitator relationship (see
22. paragraph IV on page two (2)). In that case, the Buyer/Tenant will not be represented and will not receive advice
23. and counsel from the broker or salesperson.

24. II. **Buyer's/Tenant's Broker:** A Buyer/Tenant may enter into an agreement for the broker or salesperson to represent
25. and act on behalf of the Buyer/Tenant. The broker may represent the Buyer/Tenant only, and not the Seller/Landlord,
26. even if he or she is being paid in whole or in part by the Seller/Landlord. A Buyer's/Tenant's broker owes to the
27. Buyer/Tenant the fiduciary duties described on page two (2).(2) The broker must disclose to the Buyer material facts
28. as defined in MN Statute 82.68, Subd. 3, of which the broker is aware that could adversely and significantly affect
29. the Buyer's use or enjoyment of the property. (MN Statute 82.68, Subd. 3 does not apply to rental/lease transactions.)
30. If a broker or salesperson working with a Seller/Landlord as a customer is representing the Buyer/Tenant, he or
31. she must act in the Buyer's/Tenant's best interest and must tell the Buyer/Tenant any information disclosed to him
32. or her, except confidential information acquired in a facilitator relationship (see paragraph IV on page two (2)). In
33. that case, the Seller/Landlord will not be represented and will not receive advice and counsel from the broker or
34. salesperson.

35. III. **Dual Agency - Broker Representing both Seller/Landlord and Buyer/Tenant:** Dual agency occurs when one
36. broker or salesperson represents both parties to a transaction, or when two salespersons licensed to the same
37. broker each represent a party to the transaction. Dual agency requires the informed consent of all parties, and
38. means that the broker and salesperson owe the same duties to the Seller/Landlord and the Buyer/Tenant. This
39. role limits the level of representation the broker and salesperson can provide, and prohibits them from acting
40. exclusively for either party. In a dual agency, confidential information about price, terms and motivation for pursuing
41. a transaction will be kept confidential unless one party instructs the broker or salesperson in writing to disclose
42. specific information about him or her. Other information will be shared. Dual agents may not advocate for one party
43. to the detriment of the other.(3)

44. Within the limitations described above, dual agents owe to both Seller/Landlord and Buyer/Tenant the fiduciary
45. duties described below.(2) Dual agents must disclose to Buyers material facts as defined in MN Statute 82.68, Subd.
46. 3, of which the broker is aware that could adversely and significantly affect the Buyer's use or enjoyment of the
47. property. (MN Statute 82.68, Subd. 3 does not apply to rental/lease transactions.)

MN:AGCYDICS-1 (8/19)

AGENCY RELATIONSHIPS IN REAL ESTATE TRANSACTIONS

48. Page 2

49. IV. **Facilitator:** A broker or salesperson who performs services for a Buyer/Tenant, a Seller/Landlord or both but
50. does not represent either in a fiduciary capacity as a Buyer's/Tenant's Broker, Seller's/Landlord's Broker or Dual
51. Agent. **THE FACILITATOR BROKER OR SALESPERSON DOES NOT OWE ANY PARTY ANY OF THE FIDUCIARY**
52. **DUTIES LISTED BELOW, EXCEPT CONFIDENTIALITY, UNLESS THOSE DUTIES ARE INCLUDED IN A**
53. **WRITTEN FACILITATOR SERVICES AGREEMENT.** The facilitator broker or salesperson owes the duty of
54. confidentiality to the party but owes no other duty to the party except those duties required by law or contained in
55. a written facilitator services agreement, if any. In the event a facilitator broker or salesperson working with a Buyer/
56. Tenant shows a property listed by the facilitator broker or salesperson, then the facilitator broker or salesperson
57. must act as a Seller's/Landlord's Broker (see paragraph I on page one (1)). In the event a facilitator broker or
58. salesperson, working with a Seller/Landlord, accepts a showing of the property by a Buyer/Tenant being represented
59. by the facilitator broker or salesperson, then the facilitator broker or salesperson must act as a Buyer's/Tenant's
60. Broker (see paragraph II on page one (1)).

61. ⁽¹⁾ This disclosure is required by law in any transaction involving property occupied or intended to be occupied by
62. one to four families as their residence.

63. ⁽²⁾ The fiduciary duties mentioned above are listed below and have the following meanings:

64. Loyalty - broker/salesperson will act only in client(s)' best interest.

65. Obedience - broker/salesperson will carry out all client(s)' lawful instructions.

66. Disclosure - broker/salesperson will disclose to client(s) all material facts of which broker/salesperson has knowledge
67. which might reasonably affect the client(s)' use and enjoyment of the property.

68. Confidentiality - broker/salesperson will keep client(s)' confidences unless required by law to disclose specific
69. information (such as disclosure of material facts to Buyers).

70. Reasonable Care - broker/salesperson will use reasonable care in performing duties as an agent.

71. Accounting - broker/salesperson will account to client(s) for all client(s)' money and property received as agent.

72. ⁽³⁾ If Seller(s)/Landlord(s) elect(s) not to agree to a dual agency relationship, Seller(s)/Landlord(s) may give up the
73. opportunity to sell/lease the property to Buyer(s)/Tenant(s) represented by the broker/salesperson. If Buyer(s)/
74. Tenant(s) elect(s) not to agree to a dual agency relationship, Buyer(s)/Tenant(s) may give up the opportunity to
75. purchase/lease properties listed by the broker.

76. **NOTICE REGARDING PREDATORY OFFENDER INFORMATION:** Information regarding the predatory offender
77. registry and persons registered with the predatory offender registry under MN Statute 243.166 may be
78. obtained by contacting the local law enforcement offices in the community where the property is located,
79. or the Minnesota Department of Corrections at (651) 361-7200, or from the Department of Corrections Web site at
80. www.corr.state.mn.us.

MN:AGCYDISC-2 (8/19)

THE PROCESS

01

CONSULTATION

Meet with your Real Estate Agent! Discuss listing, price, terms, and contracts.

02

PREPARE YOUR HOME

Stage your home to sell, make upgrades or repairs, de-clutter to show.

03

LIST & SHOW

Your agent will place your home on the open market, schedule open houses, private showings, and more.

04

OFFERS & NEGOTIATIONS

Negotiate the offer and send counter offers! Complete disclosures and accept an offer to sell.

05

UNDER CONTRACT

You have accepted an offer from a buyer and both parties have signed agreements.

06

FINAL DETAILS

While under contract, the buyer will work with their mortgage to finalize the loan and get home inspections.



07

CLOSING

Sign papers and pop the bubble!
CONGRATULATIONS,
you have sold your home.



THE FORMULA FOR A **SUCCESSFUL** HOME SALE

CONDITION & PREP

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- ~Completing repairs that need to be done
- ~Decluttering & removing personal items
- ~Making sure the home is clean and smells fresh
- ~Neutralizing spaces and walls

PRICING

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings. A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially. Through a competitive market analysis, I'll help you find the pricing sweet spot for your home.

MARKETING

With our comprehensive website, dominant internet presence, social media expertise, and professional home brochures, we are dedicated to enhancing exposure on your home. We offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for money than the competition.

PROSPECTING

Prospecting daily for potential buyers through targeted networking and reverse prospecting.

MARKETING

We start with **COMING SOON** Marketing, and also specialize in ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING, all of which contribute to the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

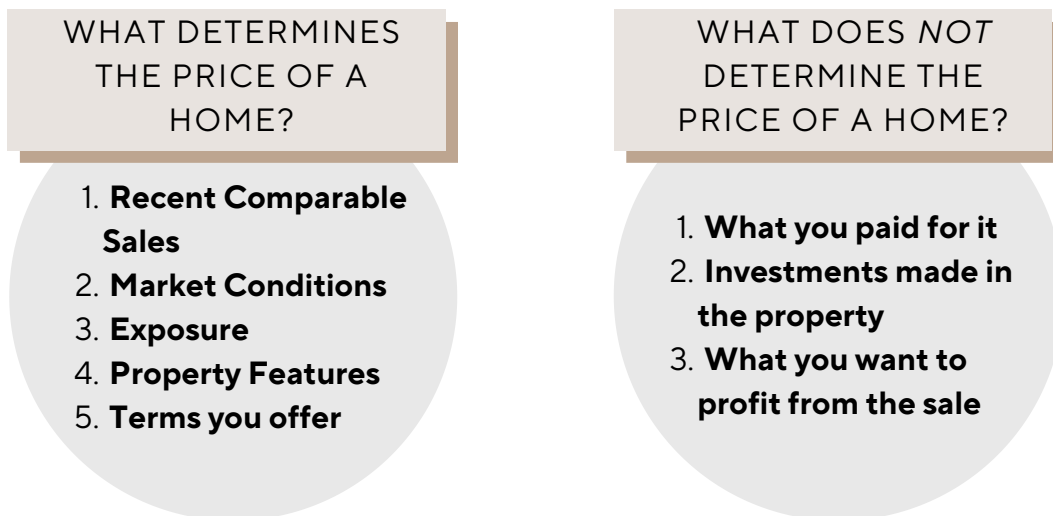
COMMUNICATION

We will actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with buyers agents after viewing the home, and calling weekly to discuss the progress from the previous week.

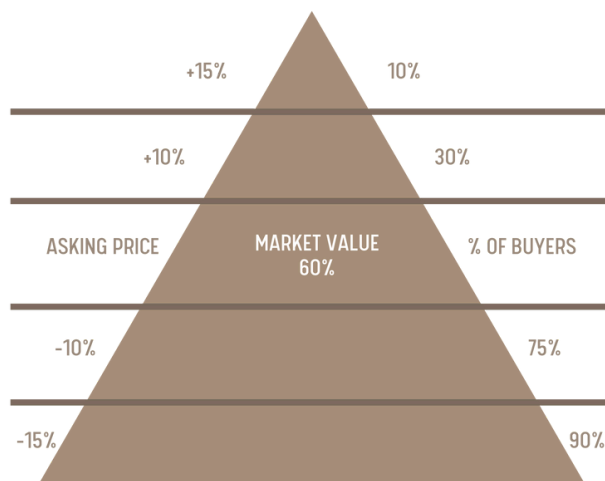
PRICING A HOME COMPETITIVELY

Pricing a home involves more artistry than science. The market ultimately dictates your home's value, and an inaccurate initial pricing strategy can have significant consequences.

Setting your home at fair market value will attract the highest number of potential buyers within the first few weeks. Conversely, overpricing can limit buyer interest, as higher prices reduce affordability for many potential buyers. On the other hand, underpricing your home can draw a large pool of interested buyers and potentially spark a bidding war, which might increase the sale price. However, this strategy also carries risks, such as the possibility of a low appraisal.



It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



The center section represents market value. As you move above market value, you attract a much smaller percentage of prospective buyers, greatly reducing your chances of a sale.

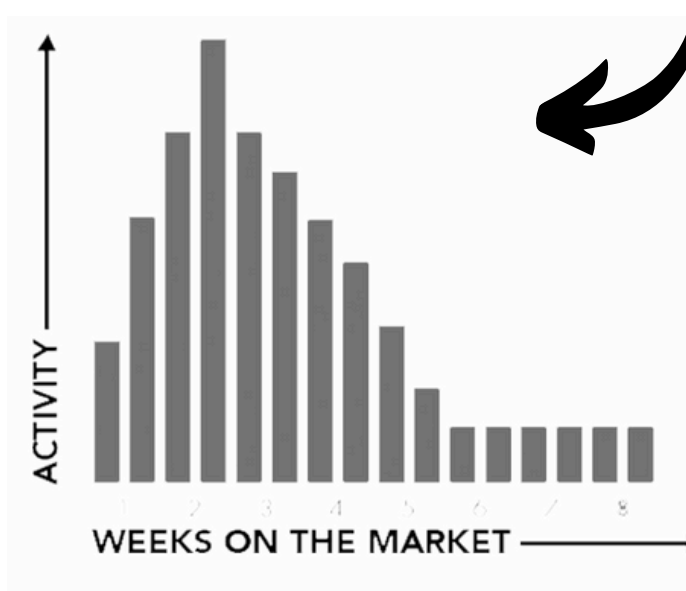
Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

THE PITFALLS OF OVERPRICING

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market.



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. Starting too high and dropping the price later misses the excitement and fails to generate strong activity.

Overpricing your house in the belief that you can reduce the price back later is a strategy that can backfire badly. For instance, if prices are lowered, buyers may wonder if there's something wrong with the property that kept other buyers away.

So to keep from selling your property at below market value and from wasting valuable time, don't fall into the overpricing trap.

PRE-LISTING POINT OF SALE **INSPECTION**

WHAT IS IT?

Certain municipalities mandate a Point of Sale (POS) or Truth in Housing Inspection before listing a property for sale. Each city that requires this inspection has specific guidelines and associated costs, which must be followed carefully to prevent any delays in the selling process.

While a buyer's independent inspection may highlight aesthetic or functional quirks, the POS Inspection is focused primarily on safety concerns. The report will outline items that must be repaired or replaced, items that should be addressed, and any recommended improvements. Upon receiving the report, the seller is required to complete all mandatory repairs before closing. Additionally, the seller must provide potential buyers with a copy of the POS Inspection Report.

ADDITIONALLY....

Some cities are requiring an inflow/infiltration inspection to check for excess flow of clear water into the city's sewer system.

COMMON INTEREST COMMUNITY RESALE DISCLOSURES

Common Interest Communities (CICs) have grown increasingly popular in recent years. CICs are properties where owners share common areas or have collective responsibility for maintaining certain elements within the community. While condominiums and townhomes are typical examples, some single-family homes are also governed by CIC regulations. If your property is part of a CIC, you are required to obtain a Resale Disclosure Certificate from your management company. The seller is responsible for covering any fees associated with obtaining the necessary documents to meet CIC disclosure requirements, and these fees can vary by community.

STAGING SOLUTIONS

Home staging is a strategic marketing tool that allows potential buyers to envision themselves living in the property, ultimately fostering a stronger emotional connection. Effective staging goes beyond simple updates, such as placing a new welcome mat or adding decorative pillows. When executed properly, staging can significantly enhance the appeal of a home, leading to a quicker sale and potentially achieving a higher selling price.

We have excellent relationships with home stagers who are available to provide furnishings for existing homes in order to help buyers see the potential of each individual home.

PREPARING YOUR HOME

DOODS VENTURES REFRESH PROGRAM

Enjoy a hands off approach to making updates to your home prior to selling. We will coordinate contracts, tackle the designing, shopping, coordinating deliveries, installation, cleaning, and yard maintenance. Ask your agent for more details!

CLEAN, DECLUTTER & DE-PERSONALIZE

- Consider hiring a cleaning service to do the prep-work for you
- Host a garage sale to de-clutter or sell the items you don't need
- Flooring: Shampoo, vacuum, and clean carpets and rugs
- Bathroom(s): Wash and/or replace shower curtains, treat mildew or mold in the shower or tub and clear the countertop of all personal toiletries
- Kitchen: Clean the countertops and store away small appliances. Remove any artwork, photos, and magnets from the refrigerator. Keep the sink and trash clean
- Dust off furniture, lights, blinds, and other surfaces
- Wash windows and mirrors
- Organize closets and storage spaces, buyers tend to peek inside those areas during an Open House
- Make beds and fold blankets, even consider buying new bedding and throw pillows
- Store magazines, books, toys, games etc.
- Take down all family photos
- Place all valuables, like jewelry and money in a safe and secure place
- Weed, mow, rake, and water your lawn
- Store garden tools, toys, and trash bins neatly on the side of the house or in the garage
- Power wash your driveway to remove oil stains
- Buy a new welcome mat for the front door
- Replace house numbers, light fixtures, and other hardware if needed



REAL ESTATE **PHOTOGRAPHY**

A typical photo shoot will focus on the exterior front and front corner of the home, exterior rear, main living areas, master bedroom and bath, main bath, and one or two other attractive features.

EXTERIOR:

- Prune trees and foliage and mow the lawn
- Turn on ALL lights - replace burnt out bulbs
- Cut grass and remove clumps
- In the winter, shovel driveway and ALL sidewalks
- Hide all toys, trashcans, garden tools, and lawn equipment from sight
- If there's a pool, make sure the cover is open during pools season, the water is sparkling clean, and toys are removed
- Remove ALL vehicles from the driveway
- Garage should be as clean and decluttered as possible
- Pets should be absent from home
- All pet messes should be removed from the yard
- If the season allows, power wash your siding and sidewalks
- Add a pot of colorful flowers

INTERIOR:

- Turn on ALL lights - Replace burnt out bulbs
- Put fresh towels on the towel bars in each bathroom
- Remove toilet covers
- Remove rugs
- Clean all windows, glass, and appliances
- Dust everything
- Remove cobwebs
- Open blinds and curtains
- Refrigerator should be free of all magnets, kids drawings, and fingerprints and countertops should be cleared
- Make ALL beds
- Vacuum carpet and mop floors
- Closets should be tidy with clothing nicely hung, shelving tidy, and floors cleared
- Hide ALL trashcans, cleaning supplies, magazines, books, coffee makers, tissue boxes, religious items, political items

PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE, which is why it is crucial to have high quality, attractive photos of your home showcasing the best qualities and features of your home and stand out from the competition. We have our own on-staff professional photographer to capture your home in the very best light.

Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



PROFESSIONAL PHOTOGRAPHY

We work with the most talented real estate photographers in the area, and every one of my listings features a professional photo gallery optimized for both internet and print. High quality images are taken from the most attractive angles in order to capture every highlight of the property. I select 25-30 photos of the property to showcase the features.

AERIAL PHOTOGRAPHY

Some properties warrant using aerial photography which allows us to give buyers a "feel" for a property. It also allows us to capture the true shape, size and layout of a home, while showcasing prospective views and highlighting a property's location. We could do an aerial photograph of the specific property as well as video photography of the community. The still photos would be used in MLS marketing. The video would be used as part of our social media marketing.

VIDEO TOURS

The modern customer wants to see the product in action. **Video marketing is one of the most powerful tools in real estate today.** The use of video to promote and market your community increases engagement on your digital and social channels, as well as educates and reaches your audience with the customer preferred medium.

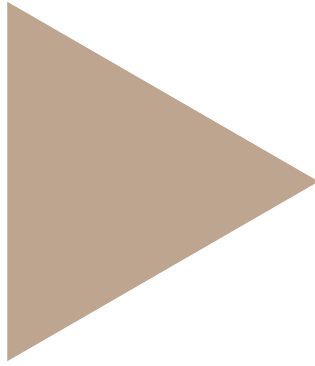
DIY STAGING TIPS



- ✓ Open all of the blinds and remove all curtains.
- ✓ Add new fluffy white towels to all of the bathrooms (large towels and face towels).
- ✓ Remove area rugs (unless discussed).
- ✓ Clean is the best scent - deep clean like you've never cleaned before. Including the stove, fridge, and microwave.
- ✓ Replace dated fixtures and hardware.
- ✓ Clean out and organize all closets - this will help the storage space appear larger.
- ✓ Eliminate clutter throughout the home. Utilize a designated basket to quickly gather any miscellaneous items and take it with you when you leave. Ensure that toiletries are stored out of sight, and keep countertops clear of any unnecessary objects.
- ✓ De-personalize your home. A key goal of staging is to enable prospective buyers to envision the space as their own, while also addressing security concerns. Remove personal photographs and family memorabilia, and store them securely, such as in the back of a closet.
- ✓ Buy a new welcome mat for the front door, and a bright and colorful wreath.
- ✓ White or neutral bedding, with more pillows. Give your bedrooms a facelift. and create a more inviting space. The more pillows throughout your home, the better!

40%

OF BUYERS' AGENTS
SAID THAT HOME
STAGING HAD AN
EFFECT ON MOST
BUYERS' VIEW OF THE
HOME.



83%

OF REAL ESTATE
AGENTS SAID STAGING
MADE IT EASIER FOR A
BUYER TO VISUALIZE
THE PROPERTY AS A
FUTURE HOME.



VIRTUAL STAGING

Virtual staging is an innovative marketing solution that leverages technology to digitally furnish and decorate vacant properties. This technique has proven effective in increasing interest in our vacant listings by creating more visually appealing and welcoming spaces. It also aids potential buyers in visualizing the property's scale and how furniture can be arranged within the space.

**Statistics from the National Association of Realtors® Research Group, 2019*



REVOLUTIONIZED MARKETING

JUST SOME OF WHAT WE DO!

COMING SOON CAMPAIGN

Research and data indicate that properties marketed as "coming soon" prior to being listed on the Multiple Listing Service (MLS) tend to sell more quickly compared to those that do not receive such pre-listing promotion.

SUPERIOR DIGITAL MARKETING

With nearly 44% of buyers initiating their search online and 95% engaging with online resources at some stage of their home search, it is essential to excel in the digital space. By leveraging tools such as Google AdWords, social media marketing, and a meticulously SEO-optimized website, I aim to enhance the visibility of your listing. My goal is to implement innovative digital marketing strategies that ensure your property reaches the right buyers and prompts decisive action.

PROPERTY FLYERS

Informative and visually appealing property flyers will be prominently displayed within your home. These flyers are designed to highlight key features and unique aspects of your property, helping potential buyers recall essential details after viewing multiple listings.

EYE CATCHING YARD SIGNS

"Coming soon," "For Sale," and "Just Sold" signs are common fixtures in neighborhoods, serving a clear purpose: to generate excitement and interest around a listing. Although online advertising is crucial today, many buyers still search for their next home through traditional methods, such as driving through their preferred neighborhoods. Professionally designed signage and property flyers will market your home continuously, attracting attention from qualified buyers specifically seeking properties in your area.

OPEN HOUSE STRATEGY

Regardless of whether an open house directly leads to a buyer, it serves a strategic purpose by gathering interested parties within a specific geographic area. Hosting an open house or leveraging leads from nearby open houses allows us to attract and engage a targeted, highly qualified group of local buyers.

TARGETED NETWORKING

In real estate, success is not solely determined by knowledge but also by connections. As an active participant in both the real estate industry and our local community, I will strategically market your listing to leading agents and buyer specialists in the area.

This approach will generate enthusiasm and ensure optimal exposure for your property.

MARKETING

THAT DRIVES RESULTS

SOCIAL MEDIA

REACH THE INFLUENTIAL | FIND "HIDDEN BUYERS"
CREATE EXCITEMENT

Social media, primarily Facebook, Instagram and LinkedIn, is an essential tool to reach buyers, agents and the community to increase awareness. Using paid targeted ads, as well as organic reach, we can effectively and cost efficiently reach a large audience. A key in social media is the use of video. Facebook, for example, changed its algorithms to favor video in feeds.

TARGETED NETWORKING

We have a strong and long-lasting relationship with the local real estate community. From emailing flyers, local office visits and presentations at office meetings to realtor specific targeted Facebook marketing, *our goal is to stay top of mind*. We are constantly updating your listing in the MLS, as that causes the listing to appear on the "Hot Sheet" that most agents monitor daily- this is a feature in our Multiple Listing Service.

This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

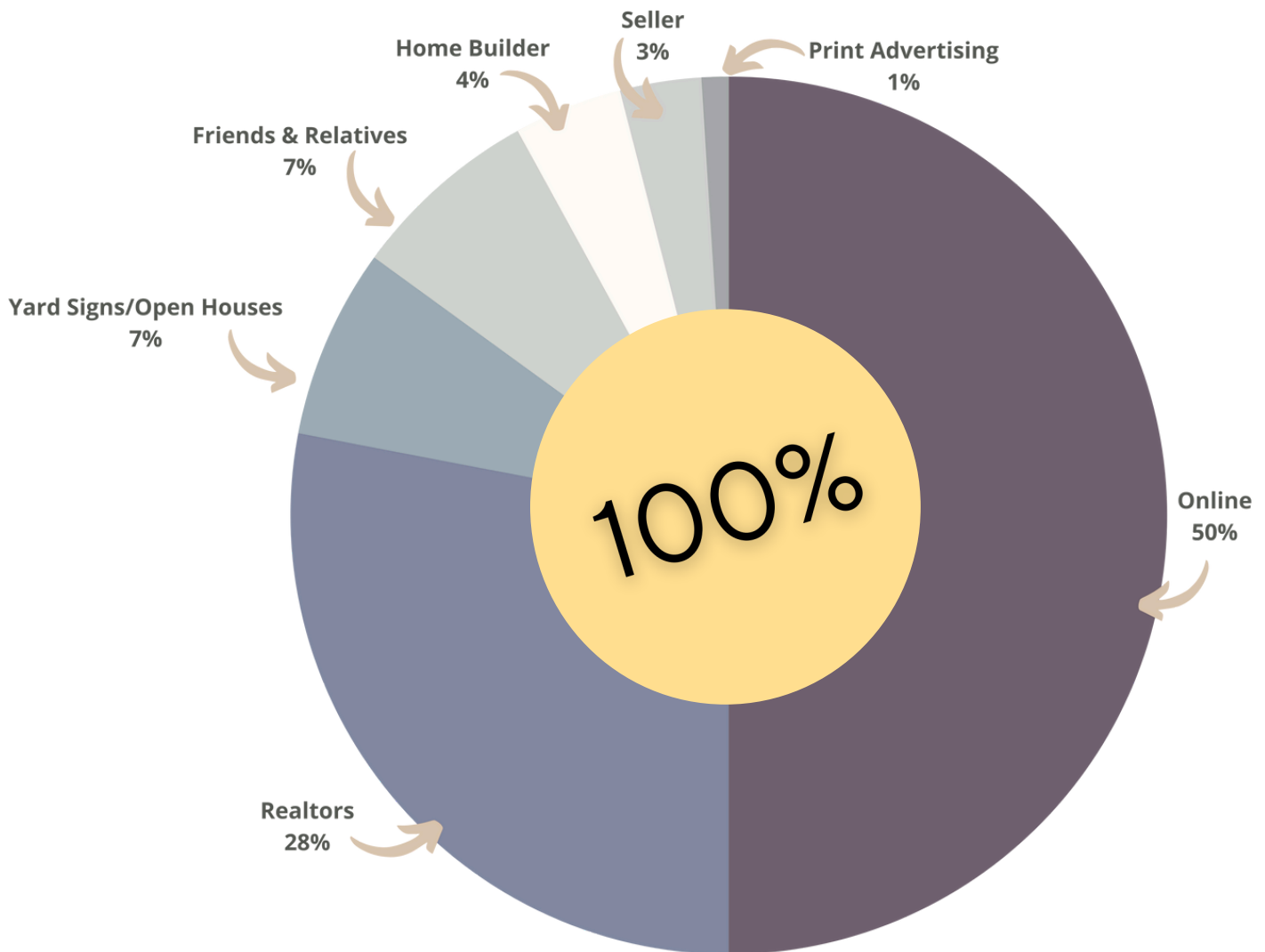
REVERSE PROSPECTING

DID YOU KNOW?

MOST AGENTS DON'T PROACTIVELY LOOK FOR
HOMES FOR THEIR CLIENTS.

We use a feature in our MLS where agents set up a home search for their clients. When a home matches any of their client's criteria, the listing is emailed to the agent & client. We are always pulling updated lists of agents who have clients that match a particular community and staying in touch through emails, texts, calls and Facebook messages.

WHERE DO BUYERS FIND THEIR HOME?



It's no surprise that most home buyers begin their search online!

Which is why it's crucial to have your property listed on the MLS (Multiple Listing Service). The MLS syndicates to hundreds of websites, ensuring your home reaches a wide audience. In addition, we leverage social media to promote your listing and provide shareable links for your personal network. The more exposure your property receives, the better the chance of securing an offer that meets your goals.

MAXIMUM EXPOSURE

MULTIPLE LISTING SERVICE

MLS™

realtor.com®

facebook®



Instagram

GET FEATURED

We will feature your home on the top home search sites, on social media and syndicate it to over 700+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

SHOWING TIPS

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

We encourage you to be as flexible and accommodating as possible with buyers' schedules to minimize the risk of missed opportunities and maximize the potential for a successful sale.

INFORMED

Ensure that all household members are informed of scheduled showings so that they can maintain cleanliness and prepare their personal spaces accordingly.

DAILY CLEANING

Maintain cleanliness by promptly addressing daily messes and wiping down kitchen and bathroom counters before leaving for the day.

ODORS

To ensure a pleasant environment for potential buyers, avoid preparing strong-smelling foods and keep meal preparation neutral and simple. Additionally, please remove all air fresheners; a clean, neutral scent is most effective.

FURRY FRIENDS

Maintain cleanliness in pet areas by promptly addressing any messes and regularly washing pet bedding. Additionally, ensure that pet food and litter are concealed. This will help create an environment where potential buyers can more easily envision themselves living in the space.

NATURAL LIGHT

Open blinds and curtains to maximize natural light, and ensure that all lights are turned on before leaving for a showing to create a bright and welcoming atmosphere.

TRASH

Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS

Please ensure that all valuables and prescription medications are securely stored out of sight in a safe location.

VACATE

Prospective buyers tend to feel more at ease touring a home when the owner is not present. We kindly ask that you vacate the property during showings, and, if possible, take your pets with you to create a more welcoming environment for potential buyers.



NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

YOU AS THE SELLER CAN:

Accept the Offer

Counter the Offer

A counter-offer is when you offer different terms to the buyer.

Decline the Offer

If the offer isn't close enough to meet your expectations and there is no need to further negotiate.

THE BUYER CAN THEN:

Accept the counter-offer.

Decline the counter-offer.

Counter the the offer.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

HOME INSPECTIONS

POSSIBLE OUTCOMES

- Repair Negotiations: The buyer may request that the seller complete specific repairs before closing. This often leads to negotiations to determine which repairs will be addressed and how they will be handled.
- Price Adjustment: The buyer might request a price reduction to compensate for the cost of repairs that they will need to undertake after purchasing the home.
- Repair Credit: Instead of making repairs before closing, the seller may agree to provide a credit to the buyer at closing to cover the cost of repairs.
- Seller Concessions: The seller may agree to a combination of repairs and price adjustments or credits to address the buyer's concerns and keep the sale on track.
- Termination of Contract: If the issues are significant and cannot be resolved through negotiation, the buyer may choose to terminate the contract and retain their earnest money, especially if the inspection contingency allows for it.
- As-Is Sale: The seller may choose to sell the property as-is, with no repairs or adjustments, which might lead the buyer to accept the property in its current condition or walk away from the deal.

COMMON ISSUES

- Roofing Problems: Missing or damaged shingles, leaks, or insufficient ventilation.
- Electrical Issues: Outdated wiring, insufficient electrical panels, or faulty outlets.
- Plumbing Problems: Leaks, poor water pressure, or outdated pipes.
- HVAC System Issues: Malfunctioning heating or cooling systems, or improper maintenance.
- Foundation Concerns: Cracks or signs of settling that could indicate structural issues.
- Pest Infestations: Evidence of termites, rodents, or other pests.
- Insufficient Insulation: Inadequate insulation in attics or walls, affecting energy efficiency.
- Mold and Water Damage: Signs of mold growth or water damage in walls, ceilings, or basements.
- Windows and Doors: Drafts, improper sealing, or issues with operation.
- Safety Hazards: Missing handrails, improper installation of smoke detectors, or other safety concerns.

WHAT IS INCLUDED

- | | |
|--------------------------------|---|
| • Roof & Components | • Electrical |
| • Exterior & Siding | • Attic & Insulation |
| • Basement | • Doors, Windows & Lighting |
| • Foundation | • Appliances (limited) |
| • Crawlspace | • Attached Garages |
| • Structure | • Garage Doors |
| • Heating & Cooling | • Grading, Drainage & All Stairs |
| • Plumbing | |



FINAL STEPS



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



knock.
Home Swap™

HOW IT WORKS



1

GET YOUR NEW HOME LOAN

Get Pre-Qualified

Find out if you're eligible for the Home Swap in just 3 minutes through us. We will need to submit photos of every room in your house to the Knock team.

Begin Pre-Approval

Next, get pre-approved for a Home Swap mortgage. Knock will check your credit and verify your debts, assets, income, and supporting documents to determine your purchasing power. You will be assigned to our dedicated Mortgage Loan Advisor.

Get Your New Mortgage

In as little as 48 hours upon receiving your loan application and supporting documentation, your Mortgage Loan Advisor will work to get you pre-approved for a Home Swap mortgage and you'll be set to buy your new home!



2

BUY YOUR NEW HOME FIRST

Find Your Dream Home

Once you find your dream home, you'll work with us to make a competitive, NON-CONTINGENT offer on it!

Start Planning Your Move

Once you've closed, it's time to start planning your move. You can move when it makes the most sense for you, typically within two weeks of closing, but together we will come up with the ideal timeline.

Enjoy Life In Your New Place

Once you're moved in, it's time to get settled in your new place. You'll only pay your new mortgage payment. Knock will cover your old mortgage payments for up to 6 months. We will work together to make sure everything is progressing smoothly.



3

SELL YOUR OLD HOUSE

Prep The Old House For Sale

You'll get an advance of up to \$25,000 and access to our contractor network so you can get your old house ready for selling. You'll manage any home prep with us and work with the Knock Concierge Team throughout.

List With Ease

After your home is in top condition, we will list your house and manage showings with potential buyers. There's no frantic attempts to clean up before a showing because you'll be happily living in your new place. Together we will get your home sold!

Sell For Top Dollar

When your house sells, you'll use the proceeds from the sale to pay Knock back for any costs covered during the process, plus regular closing costs. It's that simple. We'll all work together to get the deal to the finish line!

AGENT RESPONSIBILITIES

Expert Guidance

We will conduct a thorough analysis of comparable properties in your area to determine the optimal listing price for your home, and provide expert recommendations on repairs and cleaning to enhance its appeal to potential buyers. Additionally, we will connect you with trusted professionals, such as attorneys, handymen, and inspectors, to ensure a seamless transaction. Throughout the process, we will guide you in making informed decisions, present and respond to all offers promptly, and negotiate the best possible price and terms, always keeping your specific needs in mind.

Responsiveness

We will consistently act in good faith, adhere to your instructions and address your concerns, respond promptly to calls and emails, and diligently monitor all important dates and deadlines to ensure a smooth process.

Accounting

We will meticulously track all earnest money deposits, ensure timely receipt and delivery of all documents, and thoroughly review the final settlement statements to guarantee accuracy and efficiency throughout the transaction.

Loyalty

Your interests are our top priority. We are committed to placing your needs above all others, safeguarding your personal information with strict confidentiality, and ensuring you are fully informed throughout every step of the process.

Feedback

We will act in good faith at all times, adhere to your instructions and concerns, promptly return calls and emails, and closely monitor all key dates and deadlines to ensure a seamless experience.



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