

**FROM LISTED  
TO**

**Sold**

**A HOME SELLER'S GUIDE**

**PRESENTED BY:**

*Sandra Heart*

**ROCKSTAR REALTOR®**





# hello,

## I AM SANDRA HEART

### YOUR LOCAL ROCKSTAR REALTOR®

I'm one of the few Realtors who answers my phone. My phone is on seven days a week, 8 am to 7 pm. I love negotiation and walking my clients through the process whether they are buying or selling. Daily, I pull rabbits out of hats. I'm often asked, "How did you do that?!" It's magic. Prior to being a Realtor, I worked in banking, customer service, and education. I feel blessed to work with amazing clients who become friends and a strong part of my referral network.

Fun fact: I am also a musician and enjoying singing with my acoustic rock, pop, and soul band, Wishflower. Check out my band page at [www.Wishflowerband.com](http://www.Wishflowerband.com)

When not working or playing music, I love road trips, old bookstores, gardening, and collecting heart shaped rocks, shells, and other treasures on the beach.

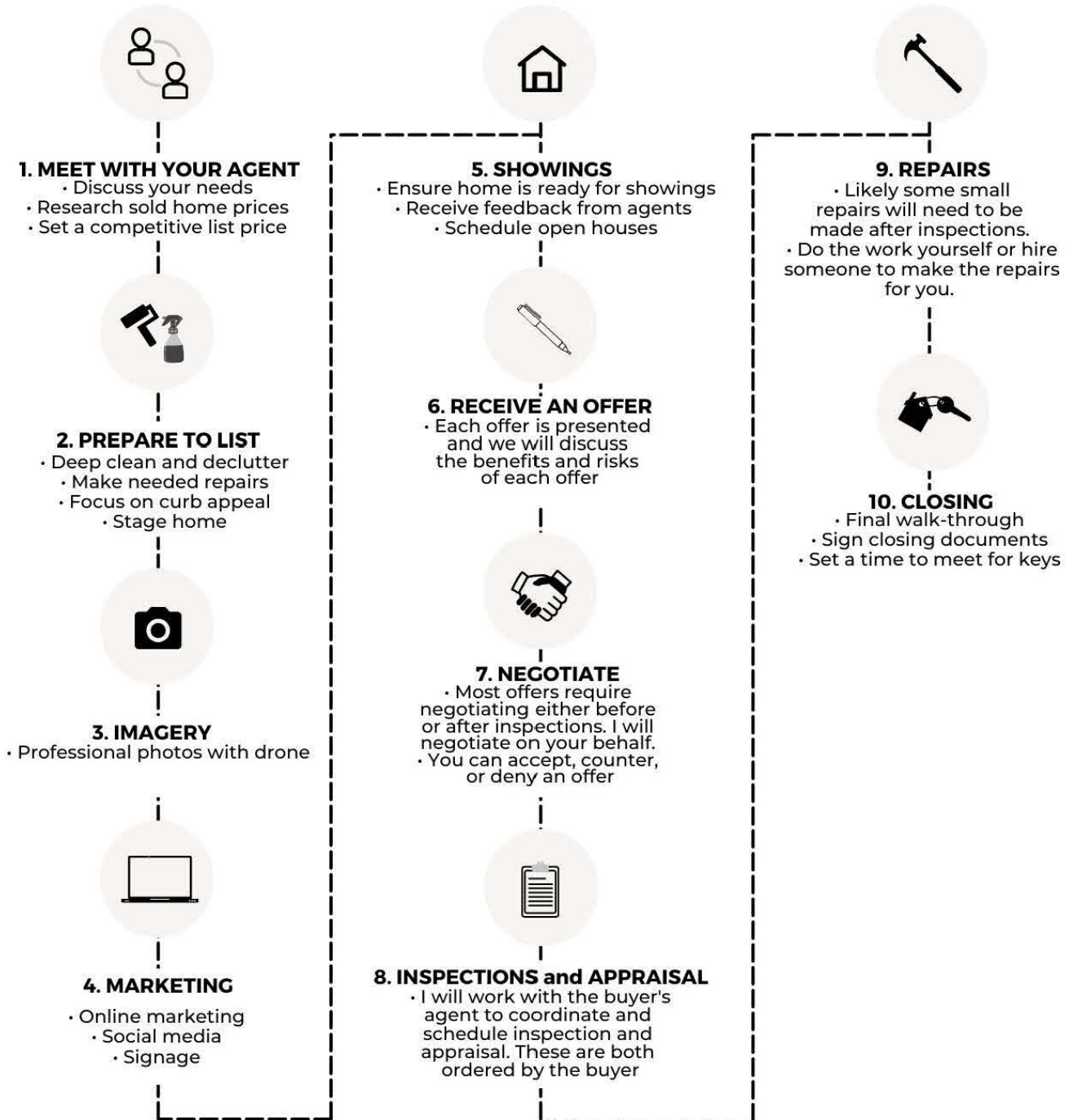
## LET'S CONNECT

- 📞 206-755-2926
- ✉️ SANDRA@HEARTTOHOMES.COM
- 🌐 WWW.HEARTTOHOMES.COM
- 📘 SANDRAHEART
- 📷 SANDRALEEHEART
- 🌐 SANDRAHEART

If your property is currently listed with another real estate firm this is not a solicitation of that listing.



the  
*Sandra Heart*  
**HOME SELLING PROCESS**



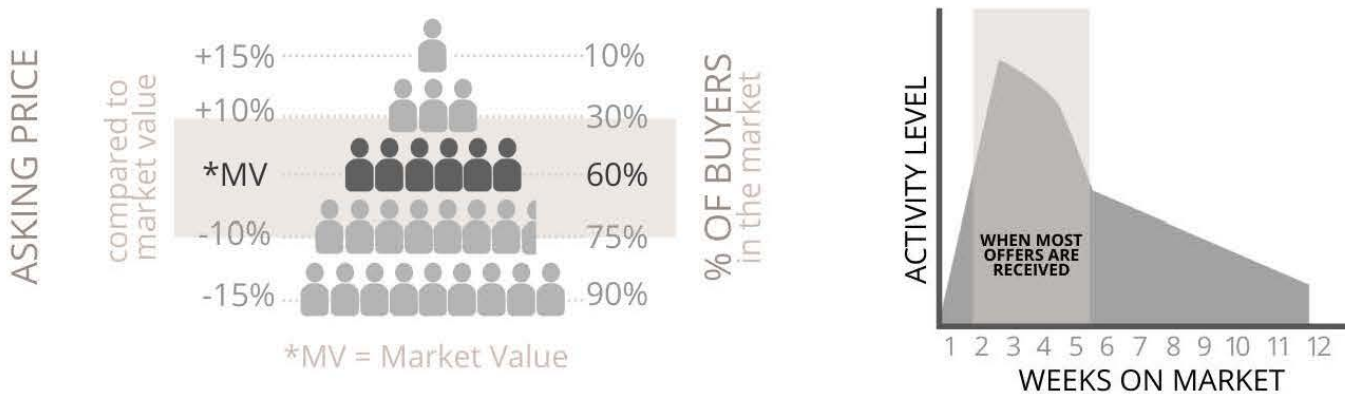
# listing STRATEGY

## PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time, so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If your home is overpriced, it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



## READY, SET, GO!

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 and removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

## MARKETING

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold.

### PROSPECTING

Prospecting for potential buyers and talking with other agents and past clients.

### MARKETING

I will be sharing your listing on social media for exposure to more potential buyers.

### COMMUNICATION

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



# *preparing* TO LIST

## MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

### 1

## EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

### 2

## INTERIOR

- Remove personal items, excessive decorations, and furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

### 3

## FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look

# PROFESSIONAL REAL ESTATE

*photography*



A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers find their homes online and photos are the first impression of your home. Professional photos are the key to getting a home noticed, showings scheduled, and therefore sold. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.



*benefits*

## OF HAVING AERIAL PHOTOS:

Provides views of the entire property and land

The condition of the roof and other property features

The neighborhood and surrounding area, including the home's proximity to schools and amenities

Developments or local districts that are supported by the buyer's property taxes



# WE'VE GOT YOU *covered*

## A secure lockbox will be used

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front with a security lock that only licensed agents have access to. There will be a date/time stamp with agent information each time the box is opened. Make sure the agent always uses the lockbox to enter your home.

## Signage

There will be a FOR SALE sign installed in your yard as well as open house signs before an open house.

## Stow away valuables

Before showings, make sure that all valuables are put away and out of sight. Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of sight. It's a good idea to walk through your house before showings and make sure everything of value is put away.

## Don't allow anyone in without an appointment

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely someone just saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

## Remove Prescription Drugs and Medication

Clean out your medicine cabinets and any other place you may store medications and hide them away.

## Put Away Bills and Other Mail Pieces

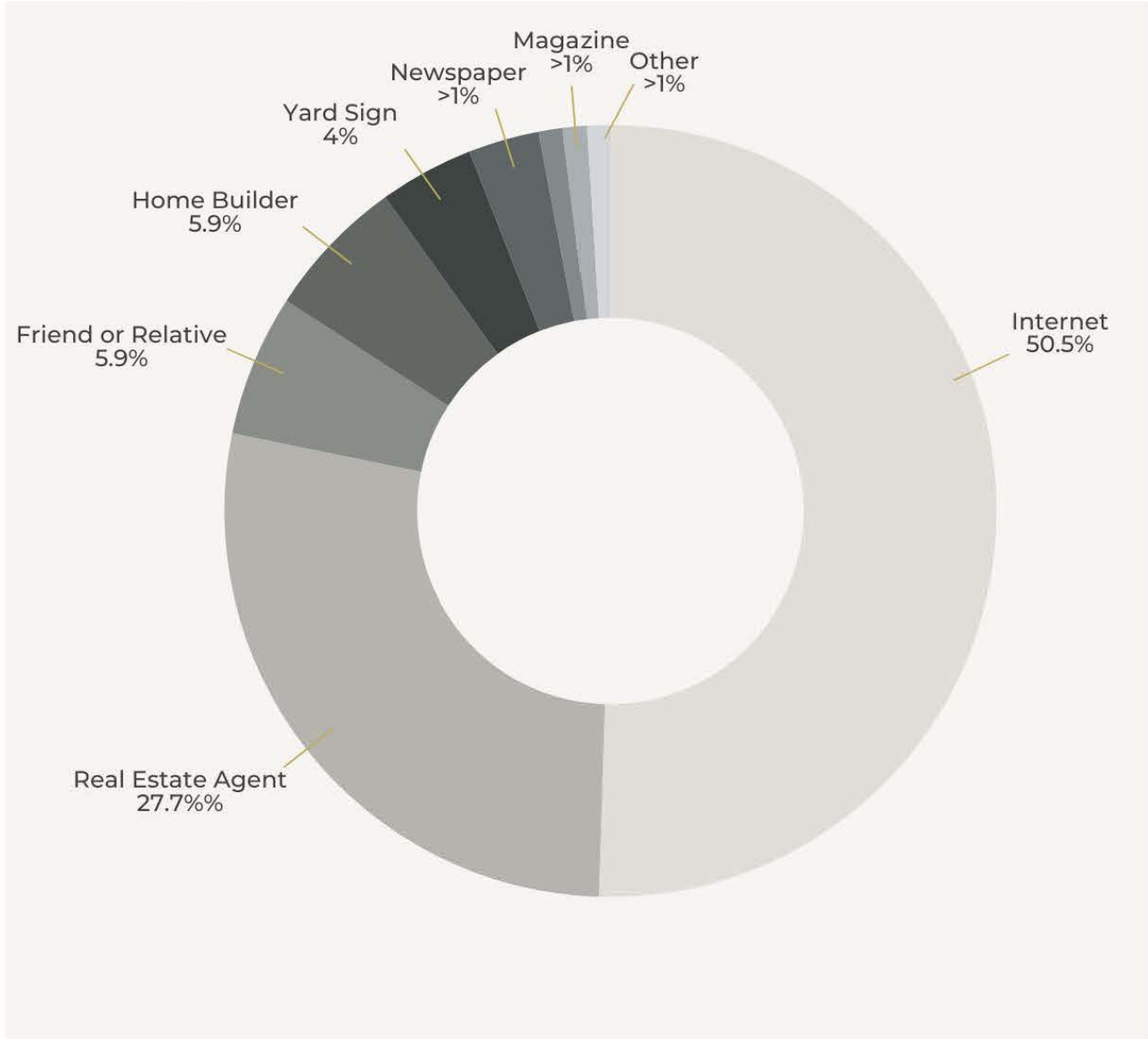
With identity theft on the rise it is important to put away all mail pieces (which may contain personal information or bank statements). If this information ends up in the wrong hands, it can easily lead to identity theft.

## Be extra vigilant on keeping doors locked

Often times a home for sale means home owners are not at home. Be sure to always keep your doors and windows locked.

# WHERE DO BUYERS

*find their home*



\*2022 NATIONAL ASSOCIATION OF REALTORS - HOME BUYER AND SELLER GENERATIONAL TRENDS







# home SHOWINGS

## FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

## INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

## DAILY CLEANING

Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

## NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Turn on all lights before you leave for a showing.

## TRASH

Empty trash cans to avoid any odors.

## TEMPERATURE

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

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

# OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

## CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

## ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

## PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

## LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

## CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

## CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

## REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

## OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

# NEGOTIATIONS



*after an offer is submitted:*

## WE CAN:

- Accept the offer
- Decline the offer

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

### •Counter-offer

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

## THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can 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.

Inspections, appraisals, or anything else built into your purchase agreement will now take place.

# INSPECTIONS

## WHAT IS INCLUDED

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



## FAQ

**INSPECTION TIME FRAME**  
TYPICALLY 5 - 10 DAYS AFTER SIGNING CONTRACT.

**COSTS**  
NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

**POSSIBLE OUTCOMES**  
INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

**COMMON PROBLEMS COULD BE**  
FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, OR MOLD

### UPON COMPLETION:

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RE-NEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# home APPRAISAL



If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

## APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear and closing can be begin!

## APPRAISAL COMES IN BELOW SALE PRICE

- Re-negotiate the sale price with the buyer
- Re-negotiate with the buyer to cover the difference
  - Cancel and re-list
- Consider an alternative all-cash offer

# *closing* THE SALE

## WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



### YOUR COSTS

Seller commonly pays:

- Mortgage balance and penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of compensation
- Title insurance policy

### WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID

### AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

# FINAL STEPS FOR SELLERS

## 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.

## CLOSE ACCOUNTS

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

## 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. Keep them in a safe place.

## GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties for the buyer.

## 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, fridge, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the 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, 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.



# *recommended* RESOURCES

## GENERAL CONTRACTOR

TWO CROWES & A HAMMER  
OCEAN SHORES  
564-212-1718

## PLUMBING

GRAYS HARBOR PLUMBING  
OCEAN SHORES  
360-289-4626

## ELECTRICIAN

ARC ELECTRIC  
ABERDEEN  
253-212-6682

## HVAC

DRAFT AIR MECHANICAL  
OAKVILLE  
360-814-3338

## FLOORING

SHORES FLOORS  
408 DAMON RD  
OCEAN SHORES  
360-289-3953

## HOUSE CLEANING & PET SITTING

HIGH TIDE HOUSE CLEANING  
OCEAN SHORES  
360-522-7918

## HAIR STYLIST

KRISTA  
OCEAN SHORES  
360-593-6016





# REVIEWS



"We had a great experience with Sandra. She was very responsive and even visited a property on our behalf via FaceTime when we couldn't drive out to the area on short notice. If you are looking for a property in Ocean Shores or other areas of WA she serves, Sandra would be a great choice for a Realtor. - Eric

"Sandra helped us sell our first home. We had some projects we wanted to finish before selling and she was very patient with us while they were being completed. She checked in often to see how things were progressing. She is very knowledgeable in the real estate process and has an awesome team. You can tell real estate and helping her clients is her passion through her realistic expectations, knowledge, responsiveness, and just overall presence in the process. We are looking forward to working with her again when we buy our next house. - Brett

"Sandra is the most caring Realtor and kindest person. Anyone who has the opportunity to work with her will discover this was the BEST decision they could make! I have referred Sandra to a number of friends and they are very happy with her professional assistance! - Peggy Jo

"AWESOME REALTOR! We have used good realtors in the past, and Sandra Heart is fabulous and trustworthy; she goes above and beyond to handle all your needs around this home-journey. She was always calm and helped us remain calm. We counted on Sandra for everything as we left our home sale to her and moved out of state. She always communicated with us promptly and handled so many tiny details that a realtor normally doesn't. When you bring Sandra Heart along with you on your house-journey, she is both partner and friend. Thank you, Sandra! - Lisa

"Thank you for everything you did to make this process go smoothly. You came in with a plan and executed it perfectly. - Cyndy

"Sandra was exceptional when it came to absolutely everything. I've worked with other realtors who, after working with Sandra, I can see didn't put in the time to really help. Sandra was quick to answer texts, emails, or phone calls. She genuinely wants to make people happy. Sandra was very knowledgeable about the area and made sure to let me know about everything around, which helped influence my decision. I would definitely recommend Sandra to help anyone who is looking for a home. - Ethan

Sandra is the best Realtor out there. She helped us find our perfect property and suggested a great lender to assist us in getting the best loan. She's fantastic and we highly recommend her. - Joe

# MY PROMISE TO YOU

WHAT TO EXPECT:  
HONESTY AND TRANSPARENCY  
INTEGRITY  
RESPECT  
TIMELY AND REACHABLE  
ACTING IN YOUR BEST INTEREST

