

*Everything you need to know from start to finish*

# How to Sell



# Your Home



"We help your family make the right move."

PREMIERE PROPERTY GROUP LLC.



## SELLING YOUR HOME STARTS HERE

You are about to embark on a new adventure as you move through the process of selling your home. You might be feeling a variety of emotions as you consider selling your home and a lot of that will come from your answer to “Why are you selling your home?”

The reason may be a job change, getting a jump on a hot seller's market, wanting a fresh start, or needing a different-sized home. There are hundreds of reasons people need to sell their homes. However, no matter what your reason is, you will want the process to be as smooth as possible.

That is why we created this seller's guide for you. As you go through the guide you will see a seller's timeline broken down in detail. We start from the moment you decide to sell your home all the way to the moment your home closes. We answer many questions throughout that home sellers will commonly ask and sprinkle in our expertise from helping others sell their homes. We hope this gives you a great foundation as you start the process of selling your home.

With that, let's get started!

**WARMLY,**

**THE JOYFUL ROBERTS GROUP**

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# GLOSSARY

## APPRAISAL

A professional appraiser determines the value of the home.

## CLOSING

The loan is funded by the bank and recorded with the county; occurs after signing.

## CLOSING COSTS

Costs that are incurred as a result of the sale (ex: title, lender, appraisal fees)

## COUNTER OFFER

Taking an offer and adjusting the terms before submitting the offer back.

## EARNEST MONEY

A deposit to go towards the seller if buyer is unable to complete the contract for sale.

## ESCROW/TITLE COMPANY

A third party that facilitates the transaction and holds all documentation and deposits until closing.

## EARLY VS EXTENDED CLOSING

An early closing happens when both parties decide to finish the transaction sooner than the original date, while an extended closing happens when they push the date back to allow more time to meet any remaining conditions.

## LENDER

The mortgage broker handling all aspects related to the loan during the transaction.

## MORTGAGE

A debt instrument where a piece of property is used as collateral for a loan. The buyer is required to pay this back with a predetermined number of payments. Most people use this term to refer their home loan.

## POSSESSION

The date and time the buyer is granted access to their new home. Typically 5pm on date of closing unless specified otherwise.

## SIGNING

The process where the buyer and seller separately sign all documentation related to the purchase of the home.

## DEED VS TITLE

A deed is the physical, legal document that transfers ownership of a property from one party to another. A title is the legal concept of ownership itself—your right to use, control, or sell the property.

## UNDERWRITING

The process where a lender reviews your financial information to decide if you qualify for the mortgage and under what terms.



# TYPICAL HOME SELLING TIMELINE

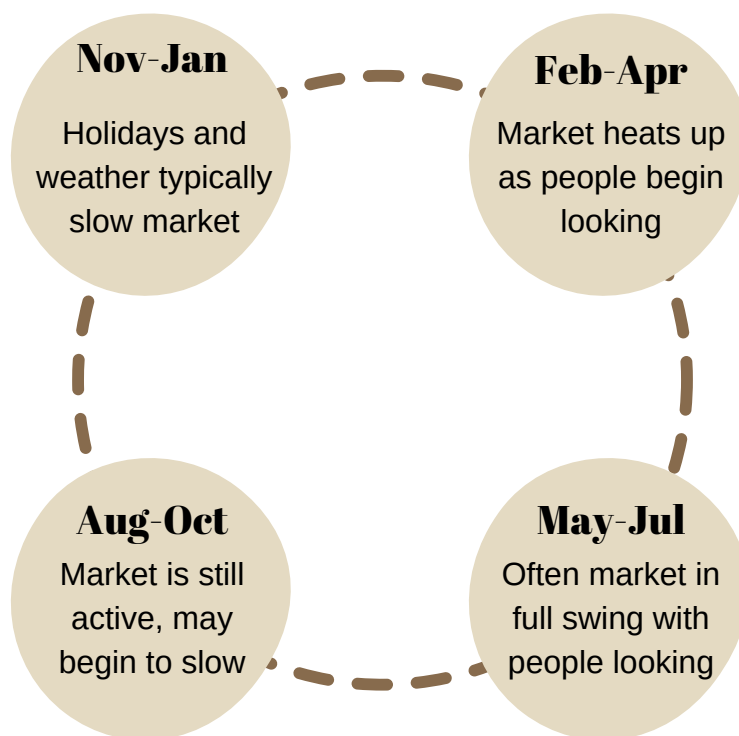


# THE MARKET CYCLE

There are a variety of factors that go into the best time to sell a home. The reason you are selling will have the biggest impact on this decision. Are you selling due to a job change, needing to upsize or downsize, moving to a more desirable area, or another reason altogether? Each reason will require a different timeline. If you have more flexibility, you may want to choose to sell in the time that the market generally heats up when buyers are out looking for homes.



## ANNUAL REAL ESTATE MARKET CYCLE



In general, the market is hottest when the weather is nicest and there are fewer holidays. As early spring rolls around often more people start looking at homes. Once spring/summer are in full swing, people are out looking more often. When the weather cools and schools start, more buyers begin slowing their search. By the winter holidays, the market typically is the slowest. However, do not put off selling if selling in a slower season is the right decision for you. There are always people looking to buy. A key driver in the market is the relationship between buyer demand and seller supply. Take a look at the next page for more detail.



# BUYER'S MARKET

A buyer's market is when there are more homes than there are buyers. In this type of market homes are often on the market for longer periods of time and sellers are often more eager to get their home sold. In this case you the buyers has a greater ability of making specific requests in the contract.

They may request:  
lower purchase price,  
covered closing costs,  
a home  
warranty, longer  
inspection  
period,  
etc.

# SELLERS MARKET

A seller's market is when there are more buyers than there are homes. Oftentimes this is referred to as a housing inventory shortage. In this case there could potentially be multi-offer situations where the buyers will be competing against others. In this case, the buyer would want to keep their offer as simple and attractive as possible. In this situation a seller has the ability to choose the best offer of multiple or may choose to add specific requests in a counter offer.

# HIRING AN AGENT

*"A team is not a group of people who work together. It's a team of people who trust each other."*

**SIMON SINEK**

Real estate agents come with a variety of skill sets, Look for these qualities when interviewing your local agents—



From contracts, to negotiations, to working with all the people involved in the process...there is a lot to manage! A great agent will handle all of the above with wisdom, confidence, and a listening ear to make this process as smooth as possible. Choose someone with a positive reputation and is knowledgeable of their region. Having an agent with all of the above will set you up for success while selling!



# CLOSING TIMELINES

Once you have decided when you would like to list your home it is important to know how long you would like your closing window to be. Closing window refers to the length of time from accepting an offer to handing the new home owners the keys. Your unique situation will impact this timeline.

Typically, homes take 30 days to close from start to finish. There are a few reasons why you may want more or less time.

## CLOSING VARIATIONS

It is less common, but there are times when the buyer or the seller needs to have an **Extended Closing** or an **Early Closing**. Both seller and buyer need to agree and all parties involved will need to successfully adjust to the contract (lenders, appraisers, title, etc.). If closing early, proration (the amount covering costs such as utilities and taxes) will need to be adjusted.

If you need more time, but the home is closing in 30-35 days, another option is to include **Rent Back** as part of a contract. In this situation, you can stay in your home after closing but will be paying the new homeowner an agreed amount cost for renting back the house until you can move out.



# MARKETING YOUR HOME TO SELL



Now that your home is ready to sell, you'll want it to be seen by as many potential buyers as possible. This is where your agent takes the lead. They will create an eye-catching listing with a compelling description and begin strategic marketing to reach the right buyers. Your agent will also coordinate any preparations needed to showcase your home at its best and ensure it is presented in the most appealing way. Once these steps are complete, your agent will compile photos, property details, and all necessary information for the listing. When the listing goes live, it's time to show your home to the world!

## 1 CLEANING

A clean, organized, and great smelling home invites the buyer the moment they walk through the door. Take time to clean your home from top to bottom. Also, remove excess furniture and items to make a home feel spacious and tidy.

## 2 STAGING

Vacant homes often feel less inviting to buyers. Stagers can bring in furniture, artwork, and décor to create a cohesive, welcoming atmosphere—similar to the feeling you get in a high-end hotel. While staging does come with an additional cost, it can be offset if buyers perceive the home as more valuable because of its presentation. We generally recommend staging, though it is not required.

## 3 LISTING PHOTOS

Photos are often the first way buyers will see your home. With home search websites like Zillow and Redfin giving buyers access to hundreds of listings at once, it's important that your home stands out and captures their attention.

# HOME PREP CHECKLIST

A few small updates can make a big difference. Use this checklist to get your home ready for showings and ensure it makes a strong first impression on buyers, both in your listing and during the professional photoshoot.

## Step 1: Prepare Your Home For Listing

### EXTERIOR

- ☐ Mow lawn and trim shrubs/tree.
- ☐ Rake leaves, pull weeds, remove dead plants.
- ☐ Store tools and equipment neatly.
- ☐ Wash windows inside & out.
- ☐ Sweep walkaways and driveways.
- ☐ Repair doors, gutters, siding, fencing.
- ☐ Add a new doormat or house numbers.

### BATHROOMS

- ☐ Clear countertops and organize cabinets/linen closets.
- ☐ Clean sinks, toilets, showers, tubs.
- ☐ Wash bathroom floors and polish mirrors/fixtures.
- ☐ Repair leaks, re-caulk, or re-grout if needed.
- ☐ Freshen with a candle, new towels, or a new shower curtain.

### KITCHEN

- ☐ Clear countertops and fridge.
- ☐ Put away dishes, mail and papers.
- ☐ Wipe down cabinets, sinks, counters.
- ☐ Wash floors, deodorize garbage area.
- ☐ Fix leaks or broken handles.
- ☐ Touch up paint.

### LIVING AREAS

- ☐ Remove piles of magazines/papers.
- ☐ Rearrange or store extra furniture to open up space.
- ☐ Straighten bookshelves.
- ☐ Clean carpets and floors; polish furniture.
- ☐ Wash window treatments and light fixtures.
- ☐ Ensure all light bulbs work.
- ☐ Clean fireplace (if applicable).
- ☐ Touch up paint if needed.

### MISCELLANEOUS

- ☐ Organize laundry, storage, and workshop areas.
- ☐ Box up or dispose of unnecessary items.
- ☐ Sweep and clean floors; remove cobwebs.
- ☐ Wash windows and make sure furnace, A/C, and hot water heater are working properly.

### BEDROOMS

- ☐ Tidy children's play areas and store extra toys.
- ☐ Remove excess furniture to make rooms feel spacious.
- ☐ Organize closets and store off-season clothing.
- ☐ Ensure clothes are hung up neatly.
- ☐ Clean carpets and wash window treatments.
- ☐ Touch up paint if needed.

# HOME PREP CHECKLIST- PICTURES

## Step 2: Prepare Your Home For Pictures

### EXTERIOR

- ☐ Move cars out of driveway.
- ☐ Hide trash/recycle bins and hoses.
- ☐ Close garage door.
- ☐ Water plants for a fresh look.
- ☐ Ensure all yard hoses are neatly coiled.
- ☐ Clean and arrange outside furniture to highlight the outside living area.

### BATHROOMS

- ☐ Remove personal items (toothbrushes, razors, etc.).
- ☐ Close toilet lids.
- ☐ Hang fresh towels neatly.
- ☐ Add small decorative accents (plant, candle, etc.)
- ☐ Place shower/bath items under the sink.

### KITCHEN

- ☐ Remove dish soap, sponges, and towels.
- ☐ Clear sink completely.
- ☐ Hide trash can.
- ☐ Display a small bowl of flowers.
- ☐ Remove personal items from the fridge.
- ☐ Turn on all lamps and lights including oven hood and cabinet lights.

### LIVING AREAS

- ☐ Hide cords, remotes, and personal items.
- ☐ Fluff pillows and fold blankets neatly.
- ☐ Open curtains and blinds for natural light.
- ☐ Turn on all lights.
- ☐ Add small fresh décor (flowers, coffee table book, etc.)
- ☐ Items belonging to pets should be removed (food and water bowls, beds, and toys).

### MISCELLANEOUS

- ☐ Tidy and minimize items in view.
- ☐ Turn on lights for bright, clean photos.

### BEDROOMS

- ☐ Make beds neatly.
- ☐ Fluff pillows and smooth comforters.
- ☐ Clear nightstands of personal items.
- ☐ Open blinds or curtains.



## YOUR HOME IS LIVE!

Once your home is on the market, buyers will start scheduling tours, and your agent may host open houses. You'll set the times your home is available for showings, and buyers' agents will coordinate with your agent to schedule visits. It's important to have your home ready for visitors on all scheduled days. Be sure to make arrangements for pets so buyers can tour the home comfortably and without distractions.

“A comfortable house is a great source of happiness. It ranks immediately after health and a good conscience.”

- SYDNEY SMITH

# REVIEWING, NEGOTIATING, ACCEPTING OFFERS



Once your home is on the market and showings have started, you may begin receiving offers. Keep in mind that in a buyer's market, it might take time to get an offer, while in a seller's market, multiple offers could come in quickly. If you do receive several offers, you can set an offer deadline, giving all buyers a specific date to submit their proposals. You and your agent can then review all offers and terms together before making a decision.

## OFFER BASICS

**Most offers will include the following details:**

- Purchase Price
- Earnest Money Amount
- Down Payment Amount
- Closing Date
- Loan amount
- Expiration Date of the Offer

## YOUR OPTIONS

**Acceptance:** You love what you see and you say yes!

**Counter Offer:** You like parts of the offer, but not all. You work with your agent to counter offer back with terms you like better. Buyer can back out.

**Decline:** You do not like it, so your agent will respectfully let them know you decline.

**TIP:** IN MULTIPLE OFFER SITUATIONS, ONCE AN OFFER IS ACCEPTED YOU MAY CHOOSE TO REQUEST ANOTHER BUYER TO BE A BACKUP OFFER. THIS BUYER WOULD BE IN LINE SHOULD THE ACCEPTED OFFER FALL THROUGH (UNLESS THEY'VE FOUND ANOTHER HOME).

## COUNTER OFFER NEGOTIATIONS

If you decide to counter an offer, your agent will communicate directly with the buyer's agent. Your agent is a skilled negotiator who can use the tips below to help make the process smooth. These negotiation skills are also valuable during the inspection phase.



### INSIDER TIPS OF NEGOTIATION



#### EXPRESS YOUR NEEDS

Be clear with what you want. Flexibility is important, but all parties need to know what you really need.



#### ASK GOOD QUESTIONS

A quality agent will ask the seller's agent lots of valuable questions to figure out the seller's needs and areas of flexibility.



#### LISTEN

As your agent explains the perspective of the seller, listen attentively to have a full scope of the negotiations.



#### LOOK FOR WIN/WIN

Work with your agent to find things the seller is happy to give up. A happy seller makes for an easier time during the deal.



#### TRY TO KEEP FEELINGS OUT

Emotions can get in the way of logical reasoning. Try your best to keep peace as you navigate the negotiations.



#### HAVE PATIENCE

There may be a lot of back and forth. Having patience throughout the process helps the conversations stay open and fluid.

# EARNEST MONEY

Earnest money is a deposit made to the seller to show the buyer is making an offer in good faith. This money is held in escrow and may be applied to the purchase or given to the seller if the buyer is unable to fulfill the terms of the contract.

Depending on the market, buyers may offer an earnest money deposit of around 1% or more of the purchase price. Others may choose a set amount that isn't tied to the price, such as \$1,000,

The buyer's earnest money will go into escrow within three days of the offer being accepted.



# INSPECTIONS

The inspection period starts the first business day after the offer is accepted and typically lasts around ten days. During this time, all inspections and any related negotiations must be completed. The buyer selects the types of inspections and pays for them. If the buyer discovers any issues they're uncomfortable with, they can legally cancel the contract within the inspection period and receive their earnest money back, or they may choose to negotiate repairs instead.

## COMMONLY USED INSPECTIONS

### GENERAL HOME INSPECTION



This inspection takes a deep look at the entire house including the attic and crawl spaces. Home inspectors will make sure everything is up to code, check for water damage, and inspect all systems, among many other observations.

### SEWER OR SEPTIC & WELL INSPECTION



Whether there is a sewer or septic and well inspection will depend on whether the home has its own water and sewer system or is connected to the city. In any situation, the inspectors will make sure each system is functioning properly.

### RADON INSPECTION



Radon is an invisible gas that may be present below the foundation of a home. A radon testing tool will be placed in the home to determine the levels present. Anything above the EPA limit will need to be fixed immediately with ventilation systems.

## INSPECTION NEGOTIATIONS

The buyer will receive their inspection reports and will decide which repairs they would like to negotiate solutions for. All negotiations must be completed within the ten-day inspection window. As the seller, you might choose to offer a credit toward closing costs instead of handling the repairs directly.

***Review page 12 for negotiating tips!***

“Negotiation in the classic diplomatic sense assumes parties more anxious to agree than to disagree.”

DEAN ACHESON

# APPRAISAL

The buyer's lender will hire an appraiser to ensure the loan amount matches the home's value. The appraiser will conduct a visual inspection of the property and review recent sales of similar homes. If the appraised value comes in lower than the offer price, the contract becomes void until the buyer and seller either agree on a new price or the buyer increases their down payment.



# FINAL WALK THROUGH

A final walk-through (optional) is a chance for the buyer to see that the repairs have been completed and that the home has been maintained during the time it has been under contract. If the home is up to the standard outlined in the contract then the process can move forward toward closing. If it is not, your agent will work with you to discuss the next steps with the buyers.



## Insider Tip

If you have not already, this would be a great time to begin moving the rest of your items out the house to prepare for the big move. Once signing is done (described on the next page) it will be a quick turn around for the keys to be passed onto the buyers!



# SIGNING

Until documents are signed, nothing is real. Typically, signing takes place **one to three days** before closing. Signing documents usually takes about an hour and often requires taking time off from work. The process involves signing dozens of forms in a stack of papers about two inches thick. Remote signing may also be an option.

*Remember to bring a government issued form of identification!*

## WHAT YOU WILL BE DOING

- Cost reconciliation and reviewing "prepay" costs (taxes, insurance, interest, etc.)
- Sign all documents related to home transfer
- Discuss next steps with the escrow officer

### Insider Tip

When possible, it's good for the real estate agent to be at the signing in case there are any issues or questions that come up.



# CLOSING

Closing occurs when the buyer and seller have signed all documentation, the loan is funded, and the title is recorded with the county under the buyer's name. For this reason, closing is often referred to as "recorded and funded." The title company takes care of this process and it usually happens the day after all documents have been signed. Once the deal is recorded and funded, you have now officially sold your home!





A group of people are celebrating, with confetti falling all around them. The scene is festive and joyful, with people in the background wearing casual clothing like jeans and sneakers. A bicycle is visible in the background. The confetti is a mix of gold and silver colors.

# YOU DID IT, YOU SOLD THE HOME!

Now is the time to  
celebrate and relax  
(for at least a few  
minutes) before  
focusing on your next  
adventure!



# YOU NEED A DEDICATED TEAM OF SUPPORT



At The Joyful Roberts Group, our goal is to help your family make the right move. When you work with us, not only will you have us as trusted advisors, you will also get:

- Professional Photography
- 3D Tour and floor plan
- Highly engaging walkthrough tour
- Targeted video ads
- Weekly updates
- Excellent communication from start to finish
- The support of our entire team
- Expert negotiations and helping you list at the right price

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