



Anthony & Christina Adams
info@anthonyadamsstates.com

818.817.7545 • 310.724.7100
www.AnthonyAdamsEstates.com



HOME SELLER'S GUIDE

1. DETERMINE YOUR NEED TO SELL

- Define your goals for the next 5-10 years.
- Weigh the pros and cons of selling.
- Figure out if you can afford to sell, move and buy a new home.
- Calculate your home equity.
- Research the local housing market.

2. CALCULATE YOUR SELLING EXPENSES

- List the repairs you'll need to make to get your home in top selling condition and estimate the costs.
- Consider remodeling projects and green upgrades that increase your home's value.
- Expect to pay about 7 to 10% of the home's sale price in closing costs, including:
 - Real estate agent commissions -- 5 to 6% of the sale price (negotiable)
 - Transfer taxes -- based on the property's sale price
 - Prorated property taxes -- based on closing date
 - Professional home inspection
 - Capital gains tax
 - Mortgage payoff penalties
 - Staging and marketing expenses -- supplies to prep the house, such as new paint, furniture, light fixtures, window treatments, rugs and other accents
 - Moving expenses

3. YOUR SELLING STRATEGY

- Determine how quickly you need to sell and how much money you want to net.
- Select a real estate agent from a reputable company with international reach and first class marketing resources to list your home.
- Work with your agent to determine your home's strengths and unique features to promote in advertising.
- Your agent will prepare a Comparative Market Analysis to help you determine your home's fair market value.

4. PREPARE AND STAGE THE HOME FOR BUYERS

- Sell, donate, discard or recycle everything you don't need.
- Make necessary repairs.
- Work with your agent to effectively stage your home.
- If needed, paint interior rooms with neutral colors.
- Replace old lighting fixtures and window treatments.
- Keep the home in show-ready condition at all times.
- Make improvements to increase your home's curb appeal:
 - Fresh coat of paint
 - Replacing old siding
 - Clearing the clutter
 - Cleaning the entryway, sidewalks and windows
 - Professional landscaping



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5. PURCHASE OFFERS

For each offer to purchase, review the following with your agent:

- Proposed offer price
- Preapproval letter
- Contingencies
- Earnest money amount
- Proposed closing date
- Offer expiration date

6. COUNTEROFFERS AND NEGOTIATION

Consult with your agent regarding the following negotiation tips:

- If the buyer's offer is contingent on selling a home, counter with a Removal of Contingency.
- If your price is non-negotiable, offer financial incentives that don't require cash out of pocket:
 - Pay for part or all of the buyer's closing costs
 - Pay for some or all of the repairs found during the property inspections
 - Pay points to lower the buyer's interest rate
 - Prepay taxes or insurance for a year
 - Offer to include furniture, appliances, window treatments or lighting fixtures
- If you're worried you won't be able to buy a home after you sell, include a "rent back" clause, which lets you rent back your home from the buyers after escrow closes.
- Make a full-price counteroffer, if your comps can back it up.
- Make the sale contingent on your buying a home.
- If you find a serious buyer who is having trouble qualifying for a mortgage, consider financing alternatives:
 - Seller financing -- you finance some or all of a buyer's mortgage
 - Mortgage assumption -- buyer takes over your mortgage payments
 - Lease-to-own deal -- buyer is your tenant for a set period (usually one to three years) while part of the rent is applied toward a down payment

7. ESCROW

- Create a plan for handling repairs, including when they should be made and who pays for them.
- Clean and prepare the home for the appraisal and home inspections.
- Prepare for the final walk-through inspection.
- Sign the closing documents and move out of the home.
- Keep copies of your documents for reporting the sale on federal and state tax forms.