

# Seller's GUIDE

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FOLEY'S REALTY  
-REAL ESTATE TEAM-

# HOME SELLER'S *Roadmap*

1

## MEET WITH YOUR AGENT

- Discuss your needs
- Research CMAs
- Set a competitive list price

2

## PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

3

## IMAGERY

- Professional photo session
- Professional video session
- Professional drone session (by request)

4

## MARKETING

- Online marketing
- Social media
- Signage
- Flyers

8

## INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer

7

## NEGOTIATE

- Most offers require negotiating before and after inspections. I will negotiate on your behalf.
- You can accept, counter, or deny an offer

6

## RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks of each offer

5

## SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

9

## REPAIRS

- Likely some small repairs will need to be made after inspections.
- Review my list of recommended vendors if needed

10

## CLOSING

- Final walk-through
- Sign closing documents
- Receive keys

*Foleys*  
- REAL ESTATE TEAM -

# BEFORE *Listing*

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## PRE-LISTING PREPARATION

- » **Schedule** a tour of your home with your agent. Contact one of our agents today and start the listing process.
- » **Discuss** any potential repairs, upgrades or staging to be completed before listing your home.
- » **Establish** an asking price based on the current market and comparable property listings.
- » **Prepare** your home to be photographed and put on the market.



# Listing STRATEGY

## FAIR MARKET VALUE

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### A HOME THAT IS PRICED

AT A FAIR MARKET VALUE WILL ATTRACT MORE BUYERS, AND IS MORE LIKELY TO GET MULTIPLE OFFERS AND SELL FASTER.



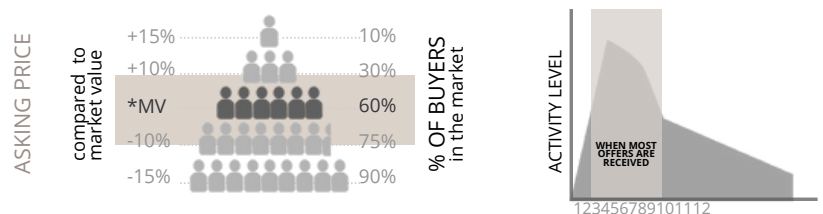
## PRICING STRATEGY

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



\*MV = Market Value

WEEKS ON MARKET

# PRICING YOUR HOME TO SELL

## The Market Value

OF YOUR HOME IS BASED ON A COMBINATION OF FACTORS INCLUDING:

- ✓ THE CURRENT MARKET
- ✓ COMPARABLE LISTINGS
- ✓ LOCATION
- ✓ NEIGHBORHOOD
- ✓ AGE OF THE HOME
- ✓ CONDITION OF THE HOME
- ✓ IMPROVEMENTS



## Pricing Strategy

plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

# 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.

### 01 EXTERIOR

- Wash or paint the home's exterior
- 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

### 02 INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & 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

### 03 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





# Real estate photography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. As your agent, I will ensure that your home will be shown in its best light.



QUALITY PHOTOS  
ENJOY **118%** MORE  
ONLINE VIEWS

PROFESSIONALLY SHOT  
LISTINGS CAN SELL FOR  
UP TO **19K MORE**

POTENTIAL BUYERS LOOK  
AT PROFESSIONALLY  
SHOT PHOTOS **10 TIMES**  
LONGER THAN NON  
PROFESSIONAL PHOTOS

## INTERESTING FACTS

# THE ART OF *Staging*

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which attract more online interest and showings. Ultimately, staging helps a home stand out among and potentially command a higher sale price.



STAGED HOMES  
SPENT **90%** LESS  
TIME ON THE  
MARKET

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STAGED HOMES  
INCREASED SALE  
PRICE UP TO  
**50%**

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## BENEFITS OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ INCREASED SALE PRICE
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ DEFINES SPACES AND REVEALS THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL
- ✓ CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT



# *Listing* YOUR HOME

## WHEN WE LIST YOUR HOME,

YOUR LISTING WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES.



### MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



### SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



### LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



### OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



### VIRTUAL TOUR

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

# Marketing PLAN

## NETWORKING

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A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## SIGNAGE

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A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

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Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## LOCKBOXES

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Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

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When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

## EMAIL MARKETING

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An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## PROPERTY FLYERS

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High quality property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## OPEN HOUSES

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We have discovered a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

## SOCIAL MEDIA MARKETING

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We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.



# Maximum

## EXPOSURE

Foley's Realty features your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

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



 Zillow®

 trulia®

realtor.com®

twitter

facebook

Instagram

Pinterest

 YouTube

LinkedIn

# Virtual TOURS

A VIRTUAL TOUR IS A SEQUENCE OF PANORAMIC IMAGES THAT ARE 'STITCHED' TOGETHER TO CREATE A 'VIRTUAL' EXPERIENCE OF A LOCATION. ONCE CREATED, THE VIEWER IS ABLE TO EXPERIENCE WHAT IT IS LIKE TO BE SOMEWHERE THEY ARE ACTUALLY NOT



## THE BENEFITS

- ✔ Virtual house tours allow potential buyers to check out every room and corner with a few mouse clicks. Compared to photos and videos, this technology offers a more accurate and immersive experience.
- ✔ Utilizing virtual tours, we can narrow in on the most serious buyers and give them a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.
- ✔ Potential homebuyers don't like to wait. They want all the information now. A virtual tour allows every part of your home to be on display around the clock without disturbing you.
- ✔ Your home will definitely stand out. A virtual tour exposes your home to a wider audience. Your home can be toured from anywhere at any time.

# Property BROCHURES



3 BEDROOMS 4.5 BATHS 5,456 SQFT.

## main level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA, UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.

EXCERTEUR SINT OCCAECAT CURIPDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERVUNT MOLLIT ANIM ID EST LABORUM.

## kitchen

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## finished lower level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA, UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

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Property brochures can have numerous benefits when selling a home. They provide buyers with a tangible and detailed representation of the property, including high-quality photos, detailed descriptions, and relevant information. Brochures can also showcase any unique features or upgrades of the home that may be overlooked in online listings. They serve as a leave-behind for buyers to reference after touring the property and can be shared with others who may be interested.

# *After listing* YOUR HOME

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# Home SHOWINGS

## FLEXIBLE

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

## INFORMED

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Make sure everyone in the home is informed when showings are scheduled to ensure personal spaces are clean.

## DAILY CLEANING

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Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

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

## PERSONALS

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Make sure you place all valuables and prescriptions out of sight and in a safe place.

## FURRY FRIENDS

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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

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

## TRASH

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

## TEMPERATURE

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

## VACATE

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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 to consider.

## CONTINGENCIES

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

## ALL CASH BUYER

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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

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Assures a home seller that the buyer can get the loan they need.

## LOAN TYPE

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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 approvals.

## CLOSING TIMELINE

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

## CLOSING COSTS

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



## BUYER LETTER

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A buyer letter is usually a sort of introduction to the buyer(s) and helps the seller get to know the buyer with any specifics to their situation.

## REPAIR REQUESTS

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If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repair requests can be expensive. It's important to know what is best for you.

## OFFER PRICE

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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 best offer for you.





# Negotiations

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## WE CAN:

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- ACCEPT THE OFFER
- DECLINE THE OFFER  
If the offer isn't close enough to expectation and there is no need to negotiate.
- COUNTER-OFFER  
A counter-offer is when you offer to accept the buyers offer subject to different terms.

## THE BUYER CAN THEN:

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- ACCEPT THE COUNTER-OFFER
- DECLINE THE COUNTER-OFFER
- COUNTER THE COUNTER-OFFER  
You can negotiate back and forth as many times as needed until you can reach an agreement or someone copts out.

## OFFER IS ACCEPTED:

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Sign the purchase agreement and you are now officially under contract and in escrow! There are usually several contingency periods while in escrow.

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

# *Contract* TO CLOSING

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# Inspections



## WHAT IS INCLUDED:

- ✓ HEATING & COOLING
- ✓ PLUMBING
- ✓ BASEMENT
- ✓ FOUNDATION
- ✓ CRAWLSPACE
- ✓ STRUCTURE
- ✓ ROOF & COMPONENTS
- ✓ EXTERIOR & SIDING
- ✓ ELECTRICAL
- ✓ ATTACHED GARAGES
- ✓ WALLS
- ✓ ATTIC & INSULATION
- ✓ DOORS
- ✓ DRAINAGE
- ✓ WINDOWS & LIGHTING
- ✓ APPLIANCES (LIMITED)
- ✓ GRADING
- ✓ ALL STAIRS
- ✓ GARAGE DOORS

## FAQ

### INSPECTION TIME FRAME

Typically, inspections will need to be scheduled ASAP to stay within the usual 14 day inspection period. There may be some lag time in obtaining the actual report.

### POSSIBLE OUTCOMES

A home inspection may reveal potential and necessary repairs. If a lender is involved in the transaction, this may affect funding.

### UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN CANCEL CONTRACT

BUYER CAN OFFER TO RENEGOTIATE

### COSTS

There is usually no cost to the seller with a general home inspection. The buyer will hire a home inspection company of their choice.

### COMMON PROBLEMS COULD BE

Outdated electrical, leaky plumbing, mold, structural cracks, foundation issues, heating/cooling system defects, roof problems, and more.



# Home APPRAISAL

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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 in fact 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 an 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

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You are in the clear, and closing can begin!



## APPRAISAL COMES IN BELOW SALE PRICE

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- Renegotiate the sale price with the buyer
- Request buyer to cover the difference & renegotiate terms
- Cancel, & re-list
- Review any back-up offers, & possible cash offers



# Closing THE SALE

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## WHAT TO EXPECT

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The escrow officer will look over the contract to determine what payments are owed by who, prepare documents for closing, perform the closing, & make sure all payoffs are completed. Now the buyer's title is recorded and you receive all payoffs that are due to you.

## YOUR COSTS

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### SELLER COMMONLY PAYS:

- Mortgage balance & penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Real estate agent commission
- Title Search
- Title insurance policy
- Home warranty

## WHAT TO BRING

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### SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox keys & any other spare keys

## AFTER CLOSING

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### KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



# Final STEPS

## FOR SELLERS



### ✓ CANCEL POLICIES

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

### ✓ CLOSE ACCOUNTS

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

### ✓ CHANGE ADDRESS

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

### ✓ TURN EVERYTHING OFF

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

### ✓ FLOORS

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Vacuum and sweep floors one more time.

### ✓ CLEAR OUT PERSONALS

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

### ✓ CLEAN

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Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, 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.

### ✓ ACCESS

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

### ✓ GATHER HOME PAPERWORK

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Put together a packet of manuals, receipts, warranties, and copies of any upgrades or work that was done to the home.

### ✓ DOCUMENTS

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Secure the Purchase Agreement and all closing documents concerning the home. Keep them in a safe place.

### ✓ LOCK UP

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

# MEET THE *Team*

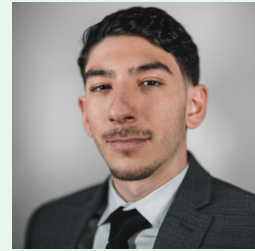


## TIMOTHY FOLEY REAL ESTATE BROKER

Mr. Foley specializes in Real Estate Investment properties and property management of Investment assets for his clients. He has sold listings in Manhattan including buildings, restaurants, delis and supermarkets. In Staten Island, Tim has great experience and knowledge of sales including town-homes, co-ops, condos, and multifamily homes.

## VINCENT SCULLARI TRANSACTION COORDINATOR

Vincent is a real estate transaction coordinator, he provides essential administrative support to ensure smooth transactions. Passionate about real estate, he is ready to help you get through the process, whether buying, or selling. He is smart and friendly and has the skills to assist you in finding your next home.



## CHRISTIAN VAN OOOY REAL ESTATE SALESPERSON

Meet Christian van Ooy, a Staten Island resident and NYC real estate agent renowned for his friendly and ambitious approach. Specializing in properties across the five boroughs, Christian goes above and beyond to ensure a smooth real estate experience.



## SUZANNE GREEN RELOCATION SPECIALIST

Suzanne has been awarded the prestigious NJAR Circle of Excellence Award for excelling in sales for the past 17 years, she was awarded the highest sales award given, the NJAR Platinum Sales Award as well as holds the Designation of GRI & CNE branding Suzanne as a Negotiations & Sales expert. Suzanne is an licensed Realtor in both New Jersey & New York.





*Foleys Realty*

REAL ESTATE TEAM

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[WWW.FOLEYSREALTY.COM](http://WWW.FOLEYSREALTY.COM)