

Seller's Guide

GET THE MOST VALUE OUT
OF YOUR HOME SALE

ROSE HOMES
LAER REALTY PARTNERS

YOUR HOME

YOUR HOME'S CONDITION AND DETAILS

Home Address: _____

Bedroom Count: _____

Bathroom Count: _____

Sqft: _____

Purchase Price: _____

List Price: _____

Property Condition: _____

Extra Home Features:

_____

_____

_____

PREPARATION

OUTSIDE

- ♡ _____
- ♡ _____
- ♡ _____

INSIDE

- ♡ _____
- ♡ _____
- ♡ _____

FURNITURE/APPLIANCES

- ♡ _____
- ♡ _____
- ♡ _____

THE MARKET

Being aware of market conditions gives you the right outlook when it comes time to putting your home on the market to sell.

We all want the most out of our home. The more we can make than what we put into it, the better! Keep in mind that market conditions are always changing and this can impact the value of your home. Relying on sites like Zillow or Trulia to give an estimation of your property's value can, and often times will, lead to disappointment. Their values can differentiate by up to 20% of what their Zestimates claim - their words, not ours. This is why it's imperative to hire a professional to provide a true analysis of your property so you can have a better understanding of what your home is worth in current market conditions. You can then make the decision of selling your property if it's the right step to take based on its value.



STEP 1: FIND THE RIGHT AGENT (ME)

I'll provide a market analysis of your property to give you a better understanding of its value. We'll go over, in detail, any steps I recommend to get your home in the best selling condition. We'll then schedule professional photos and videos and will begin the extensive marketing of your home to highlight and showcase it in its' best light to find **the perfect buyer.**





WHAT IT MEANS TO HIRE A LION

Number One In....

Market Share
Agent Productivity
Brand Name Awareness
Advertising
Lead Generation
Professional Education
The Minds of Buyers and Sellers



WHY HIRE A REALTOR®

Complex, ever-changing real estate regulations: Buying or selling a home is not like purchasing a plane ticket. Every home is different, and laws change every year and vary from state to state. Generally speaking, people purchase a new home every 7-10 years, and a lot can—and usually does—change between transactions. Realtors® are immersed in real estate, and they must stay current with all the updates in regulations, laws, contracts, and practices. Once you retain your REALTOR®, they put that knowledge to work for you.



WHY ROSE HOMES?

We're a family owned boutique brokerage with the same resources as "the big guys". Meaning your home will be connected with world class brand recognition while still having one on one customer service. You'll work directly with me as your agent, meaning the communication will always be crystal clear. You'll always be in the loop and know exactly what's happening with your home. We take pride in our work, our community, and our strive to include our clients into our family business.



GETTING YOUR HOUSE MARKET READY

This property transaction is controlled by you and me. At other firms, the manager decides where the property will be marketed and how often it will be showcased in advertising.

At Rose Homes all decisions are made at the agent-client level. It's our job to showcase your home in it's best light. We want individuals and families to picture themselves living here.



PROFESSIONAL PHOTOGRAPHY

Of course, the marketing on your home is only as good as the photos. That’s why most of my listings include professional photography and, when needed, drone video and images. We also include 3D tours of your home.

We'll discuss a strategic plan to get your home ready for it's picture perfect moment and Our in-house photographer will work their magic.



YOUR HOUSE WILL BE FAMOUS

Your home will be marked on multiple platforms for best exposure.

Zillow.com
Realtor.com
Trulia.com
RPR
MLS
Facebook
Instagram

Hotpads.com
New York Times Real Estate
Wall Street Journal
TheRealEstateBook.com
HomeFind
Homes.com
Yahoo!RealEstate



MARKETING CENTER

We do it all for YOU

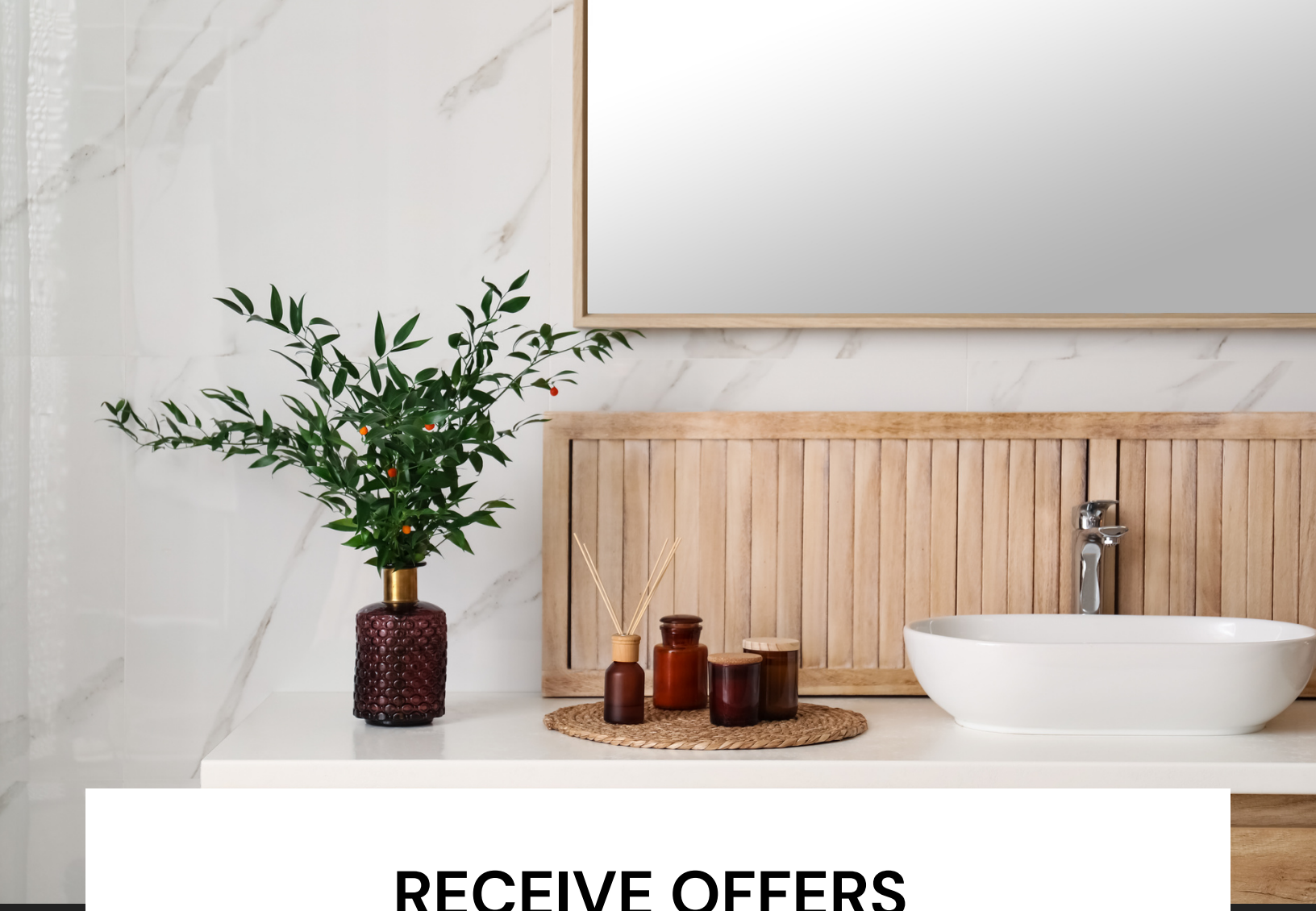
The LAER Marketing Team creates a unique marketing bundle on every new listing. This bundle includes social media announcements, and multi-page brochures designed to attract clients to our listings.



PRICING YOUR HOME

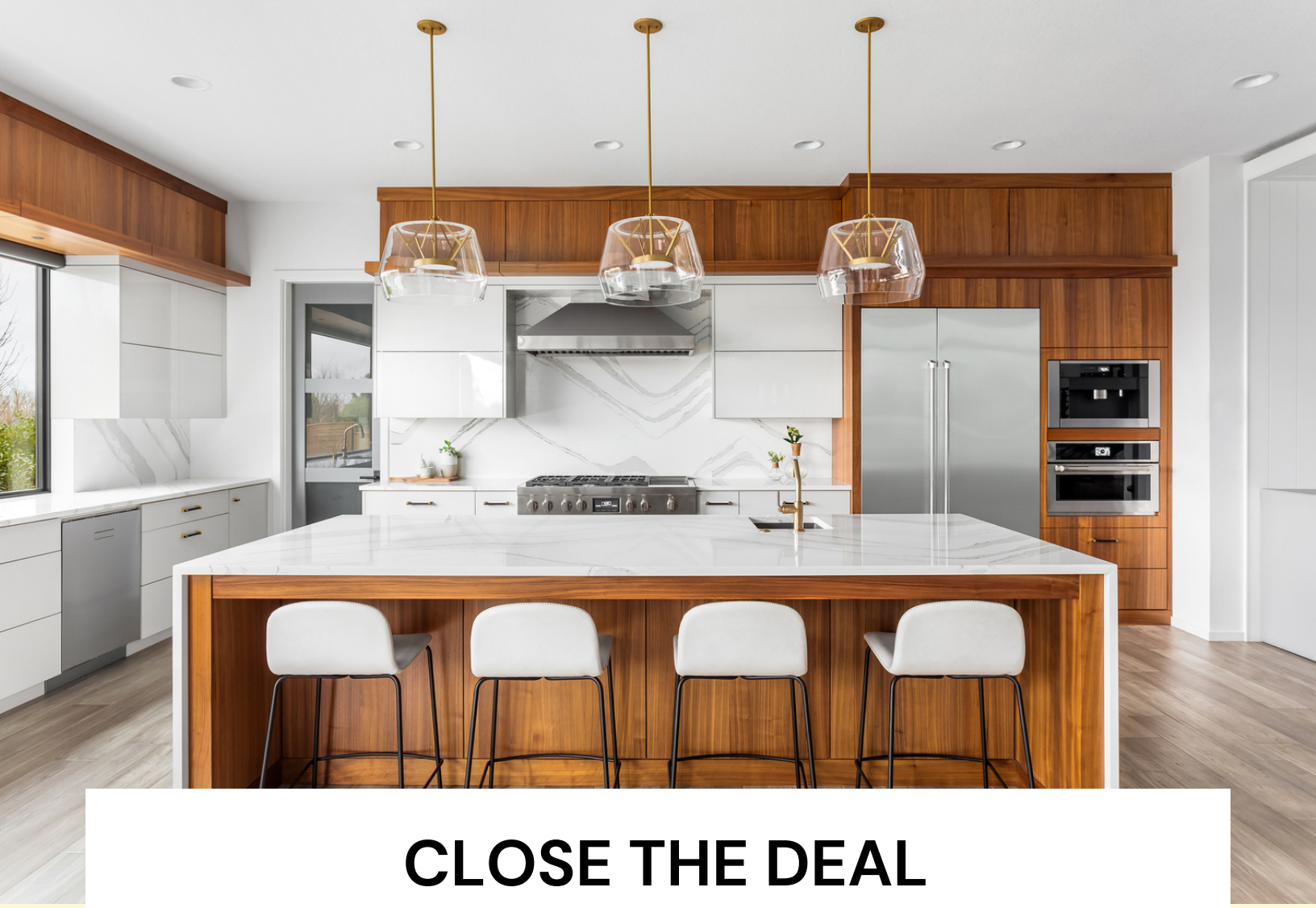
Pricing a home isn't a "set-and-forget" procedure. A lot of factors can come into play when selling or buying a home, and not all of them can be anticipated. If you can be flexible and react quickly to changing market conditions or new information, you're more likely to get the best price with the least aggravation.

Ultimately, listen carefully to your agent's pricing strategy. It's their job to know what works and doesn't. And as with any strategy, be prepared to have an ongoing discussion about pricing with your real estate agent.



RECEIVE OFFERS

Once you've received an offer, your agent will review with you the terms and conditions of that offer. After an offer is accepted and the negotiations are done, you'll go into a 30-45 day contract period, while the buyer's lender works to secure the full loan. During this transaction period, home inspections and appraisals are conducted. Your agent can then work with you to negotiate any repair requests the buyers might make.



CLOSE THE DEAL

If all conditions have been met for your mortgage approval and all parties have agreed to negotiations, then you get to make your way to the closing table. After the final purchase contract has been signed at the title company, your sale is complete!

Celebrate, take photos, receive your gift from me, and possibly get the keys to your new home!



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REAL ESTATE AGENT

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ROSE HOMES
LAER REALTY PARTNERS

GET TO KNOW ME

Abby is an award winning second generation Realtor. Working at her family owned and operated company Rose Homes/LAER Realty Partners, she strives to make her clients feel like family. Her famous quote is "we start off as strangers and leave the closing table as friends". She offers unmatched customer service, strategic marketing plans, and top notch market knowledge.

"A huge thank you to Abigail!! She was amazing helping us find and purchasing our first home. She was knowledgeable, informative, and there to answer any and all questions. She made this process smooth and successful. Cannot thank her enough!!" - Chelsie Mendes

SERVICES

Residential real estate, commercial, multi units, vacation properties, and land sales.