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THE SELLER GUIDE



Everything you need to know about selling your home.

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MEET YOUR AGENT

Bill Moeglin

A little about me: I'm originally from southern Illinois and have lived in Ohio, Maine, and New Hampshire. In 2016, my wife and I embraced the American dream by selling everything we owned and moving to the beach - it was the best decision we've ever made. We love to travel, enjoy the music scene, ball games, and getting away in our camper. Our rule is to always have something to look forward to and make memories every day. We have three boys and four grandkids, all back in Illinois unfortunately.

I'm passionate about helping people find their perfect home by the beach. In my first year with RE/MAX, I reached the 100% club level and was honored as the Stay & Play referral agent of the year. Additionally, I was recognized as one of three "break out agents of the year" for our brokerage.

But what I find most rewarding is seeing the joy on my clients' faces when they find the perfect home. If you're looking to buy or sell a home in the beach area, I'm here to help with expert advice and exceptional service.

I believe in the personal connection in all my business dealings, so if you're interested in working together, let's get in touch and make your real estate dreams a reality!



Scan this!

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Home Selling Process

General Overview of Steps Involved When Selling Your Home

Start



1 

DECIDE TO SELL YOUR HOME
Make sure you are ready both financially and emotionally

2 

REALTOR CONSULTATION
There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

3 

ESTABLISH A PRICE
I will provide a market analysis, which will help you set an asking price.

4 

PREPARE YOUR HOME
View your home through the eyes of the buyer and ask yourself what you'd expect. I'll offer some useful suggestions.

5 

LIST IT FOR SALE
When everything is in place I'll put your home on the open market. It's critical you make it as easy as possible for potential buyers to view your home

6 

SHOWINGS
Potential buyers may ask to see your home on short notice. It's best if you can accomodate these requests, you never want to miss a potential sale.

7 

OFFERS & NEGOTIATIONS
If everything goes well, a buyer or the buyer's agent will present me with an offer.

8 

UNDER CONTRACT
At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

9 

FINAL DETAILS
While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

10 

INSPECTION
The buyer will usually perform a physical inspection of the home. They may even ask you to make repairs. Ill explain all of your options regarding the inspection.

11 

CLOSING
This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready for your Big Move!









Why does pricing correctly from the start matter?

When you first list your home for sale, that initial marketing time is crucial. The more you overprice, the fewer buyers will come to see it. A seller can miss out on the best marketing time by overpricing their home from the start.

Increased time on the market: Overpriced homes tend to stay on the market longer compared to homes priced appropriately. This extended time can lead to increased carrying costs, such as mortgage payments, property taxes, and maintenance expenses, which can eat into the seller's overall profit.

Price reductions: When a home is initially overpriced, sellers may eventually need to reduce the price to attract buyers. This can signal to potential buyers that there may be issues with the property or that the seller is becoming more desperate to sell. This can result in lower offers and potentially selling the home for less than its market value.

Lower offers: Overpricing a home can deter interested buyers from even making an offer. Buyers who see an overpriced listing may assume that negotiations will be difficult or that the seller is not realistic about the market value.

Appraisal challenges: If a buyer needs financing, the home must appraise for the agreed-upon purchase price. An overpriced home is at risk of not appraising for the desired value, which can lead to financing issues, renegotiation, or even the collapse of the deal.

Limited buyer interest: Overpricing a home can significantly reduce the pool of potential buyers who are searching within a specific price range. Buyers often filter their searches based on price, and an overpriced home may not appear in their search results. This lack of visibility can result in fewer showings and lower overall buyer interest.

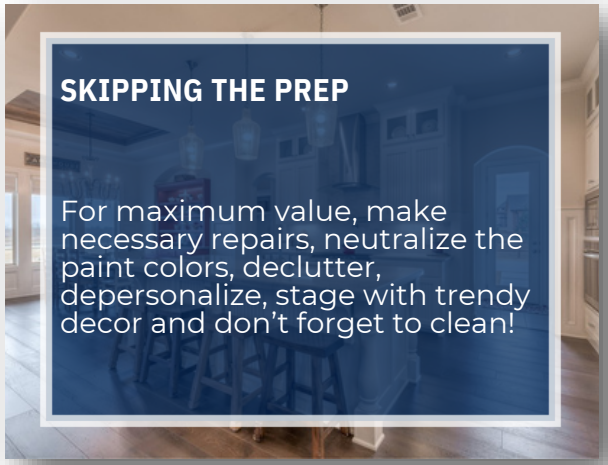
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SELLING MISTAKES



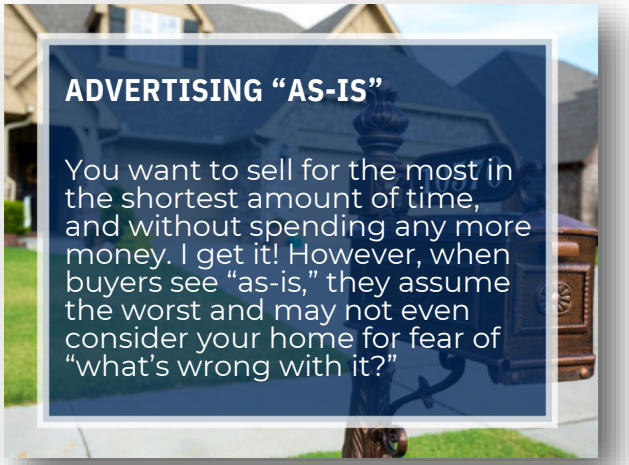
OVERPRICING

A high price tag will cause potential buyers to lose interest before even seeing your property, racking up more days on the market & then selling for less than fair market value



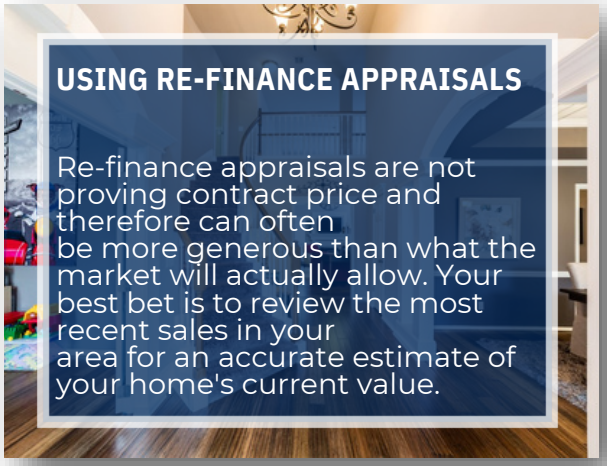
SKIPPING THE PREP

For maximum value, make necessary repairs, neutralize the paint colors, declutter, depersonalize, stage with trendy decor and don't forget to clean!



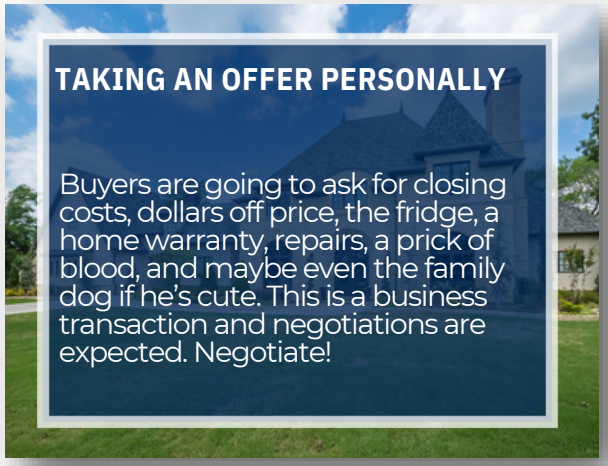
ADVERTISING "AS-IS"

You want to sell for the most in the shortest amount of time, and without spending any more money. I get it! However, when buyers see "as-is," they assume the worst and may not even consider your home for fear of "what's wrong with it?"



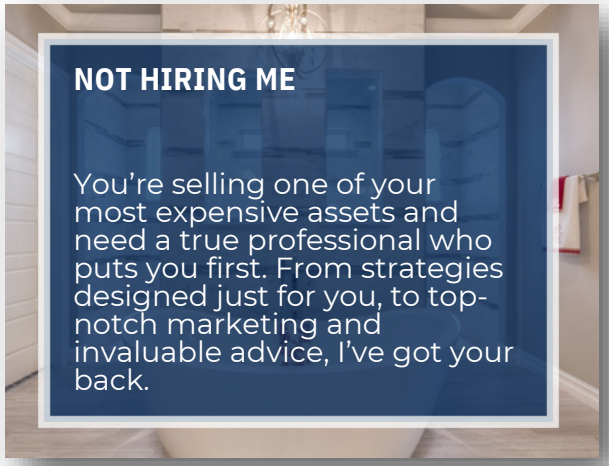
USING RE-FINANCE APPRAISALS

Re-finance appraisals are not proving contract price and therefore can often be more generous than what the market will actually allow. Your best bet is to review the most recent sales in your area for an accurate estimate of your home's current value.



TAKING AN OFFER PERSONALLY

Buyers are going to ask for closing costs, dollars off price, the fridge, a home warranty, repairs, a prick of blood, and maybe even the family dog if he's cute. This is a business transaction and negotiations are expected. Negotiate!



NOT HIRING ME

You're selling one of your most expensive assets and need a true professional who puts you first. From strategies designed just for you, to top-notch marketing and invaluable advice, I've got your back.

SELLER BEWARE

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Don't Get Locked Out

Have a spare key incase a buyer or their agent unknowingly locks the wrong knob (most often the door leading out to the garage).

Showing Basics

My job is to market and advertise your home on multiple platforms to as many agents and buyers as possible. I might not show your home a single time, or I may show it weekly, but my focus is to keep your home in front of the thousands of agents who are all working with buyers, as compared to marketing your house only to my buyers who might not even be the right fit.

Open Houses

If you're interested in having your house held open on the weekends, I would love to take advantage of that opportunity. Please keep in mind that I cannot hold all of my listings open every weekend by myself, but me or another licensed RE/MAX agent will be happy to hold your house open as often as possible. We don't want to wear out the welcome, so if asked and you would rather not, feel free to say so!

After each open house, check all windows to ensure they are locked and secured.

Buyer Pre-Qualification

Even though the buyer may provide a letter of pre-qualification at the time an offer is made, this does not guarantee the buyer will receive final loan approval. Both the buyer and the property must meet the loan guidelines, as well as the lender's and the loan underwriter's qualifications.

Utilities, Inspections, & The Appraisal

Once a contract has been accepted, buyers will likely do a home inspection, their lender will have an appraiser visit the home to verify general condition and value, and a surveyor may visit to ensure nothing has been built beyond the property boundary lines. Everyone understands you're moving, but please make every effort to keep all systems accessible (i.e. water heater, attic access, electrical panel, etc) and all utilities should remain on until closing. The times and dates of the inspections should be communicated to us in advance and I will notify you promptly.

Property Attachments

Per the SC Residential Contract, all attached fixtures including but not limited to the window blinds and curtains, gas logs in the fireplace, bathroom mirrors, ceiling fans and light fixtures, the mailbox, built-in appliances, pool & spa equipment, garage door openers, and similar items are to remain with the property upon closing and funding. If any of these items are to be kept by the seller, it must be noted on the MLS to all REALTORS® and placed in the exclusions portion of the contract.

DOING MORE

FROM "FOR SALE"

TO SOLD



SHOWING TIPS



LET THERE BE LIGHT

Turn on every light and lamp while opening all curtains and blinds to let as much light in as possible.

STAGING

Turn on every light and lamp while opening all curtains and blinds to let as much light in as possible.

CURB APPEAL

A buyer's first impression is made when they pull into the driveway. Make sure your home is tidy and welcoming.

SMELL YEAH!

Keep a consistent, clean fragrance throughout your home and avoid strong, fruity scents

CHECK THE TEMP

Make the buyer as comfortable as possible by setting the thermostat between 70-73 degrees.



CLEAN

A dirty home does not look well maintained. Knock down cobwebs, wipe off fingerprints, clean ceiling fan blades

DECLUTTER

All of your belongings should not be on display. Start packing and remove personal items such as photos

PETS

It is best to make your pets' presence disappear. Take them with you during showings, if possible, and hide food bowls, pet beds, toys, etc.

LIGHT A FIRE

When weather appropriate, have the fireplace help make a lasting impression.

DON'T STAY

Remove all vehicles from the driveway and run an errand or grab a meal while your home is being shown.

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WHAT ARE CLOSING COSTS?

Closing costs are fees assessed at the closing of a real estate transaction when the title of the property is transferred from the seller to the buyer. Closing costs are incurred by both parties. Here are some common closing costs charged to the seller:



- $ Proration of Property Taxes
- $ Proration of Homeowner's Association Fee (if applicable)
- $ Attorney Closing Fee
- $ Attorney Courier / Delivery Fee
- $ Attorney Document Prep
- $ Special Assessments
- $ Certificate of Assessment COA
- $ Wire Transfer Fee for Seller's Proceeds (optional)
- $ Deed Stamps/Transfer Fee
- $ Recording fee paid to the county in exchange for recording the new land records.
- $ Mortgage Pay Off
- $ FHA/VA Non-Allowables (if applicable)
- $ Commissions due to Broker(s)

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Closing costs are not charged to a seller unless the property successfully closes, funds, and ownership is transferred. These fees are the cost of doing business.

MY ROLE

What can you expect from me as your listing consultant?

1. Treat all parties honestly
2. Always ensure we keep a win-win relationship
3. Respect your time, needs, & finances
4. Communicate openly & frequently
5. Represent you best interest in any and all negotiations
6. Provide market information & recommend best pricing strategy
7. Help prepare your home for effective staging & showing
8. Market & promote your home in a professional manner
9. Proactively solicit multiple offers
10. Maintain your confidential information
11. Respond to & resolve all issues quickly and timely
12. Follow up with other agents who show your home
13. Honesty, confidentiality, & communication

YOUR ROLE

What I expect from you:

1. Keep home available, neat, presentable, & smelling nice at all times
2. Follow agreed upon staging plan
3. Complete all repairs as agreed
4. Keep yard mowed & neat
5. Keep all valuables & prescriptions in a safe place
6. Leave home for all showings
7. Don't discuss terms with buyers or their agents
8. Be completely honest on the Seller's Disclosure
9. Market your home to your friends, acquaintances, & social media
10. Notify me if your needs or expectations change
11. Inform me if you are leaving town for more than a few days
12. Honesty, confidentiality, & communication

Serve, Not Sell!

COMMUNICATION
PARTNERSHIP
DEDICATION

- *Follow-up - 52 point checklist*
- *Review home, staging advice*
- *Pricing advice - Pricing is about justification & factual*
- *Goal of quick & multiple offers (Not all offers are created equal!)*
- *Professional pictures*
- *Professional listing/MLS*
- *Signs*
- *List on Thursday, Open Houses Friday, Saturday, & Sunday*
- *Open houses conducted by me - first weekend*
- *Will be promoted through Max-Haps*
- *Will be promoted through social media - property boost*
- *Multiple Offer spreadsheet*

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