

# Home Seller Guide

BY BOBBIE JEAN DEMUNCK

Who You Choose Matters!



[BOBBIEJEANREALTOR.COM](http://BOBBIEJEANREALTOR.COM)



# 10 STEPS TO SELLING YOUR HOME

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.



# Selling Your Home Virtually

Selling a home during Covid-19 has changed protocols a bit. Most agents and their sellers are able to work together virtually through most of the home selling process.

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Here are some options to working with your agent virtually:

Virtual Consultations & Meetings

Virtual Home Tours

Virtual Open Houses

E-Signatures For All Contracts

Electronic Home Inspection Reports



# FIND YOUR MOTIVATION

Selling your home is a big decision. You will most likely be leaving a place you made a home and it can be tough to let go.

Spend some time talking with your family about all the reasons you want to sell and make sure this is the right decision for you, as you do not want to get too far into the selling process and have a change of heart. It can get costly to change your mind.

Once you have made the decision to sell your home, you will want to first call your current lender provider and discuss your current finances about your home. Find out how much equity you have in your home, deduct selling expenses, and make sure to have some cash for making any necessary home improvements. Also make sure that you have enough equity to put in to your new home.

## Questions To Ask Yourself When Selling

What is your time-frame to move?

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What is your budget for pre-listing home improvements?

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What is the minimum sales price you will accept?

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Do you have a plan a & b to where you will move next?

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# HIRE A LICENSED AGENT

There is a lot that goes into selling a house, from marketing, to dealing with potential buyers, the tedious paperwork and closing on the home.

The process can be daunting unless you decide to hire a professional real estate agent. They have the training, resources and pull to make the home selling process significantly smoother. They may even help you get a great return on investment.

If you have decided to hire an agent to take care of all this for you, it is important to hire one that you feel will represent your home best and get it sold quickly and for top dollar.

## WHAT A LISTING AGENT DOES FOR SELLERS

Price Your Home  
Competitively

Market Your Home Across  
Multiple Mediums

Negotiate Offers & Terms

Schedule Showings

Guide You Through The  
Escrow Process

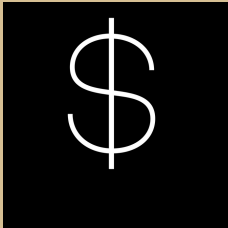
Make Sure All Deadlines And  
Terms Of The Agreement Are  
Met

Plus so much more



# Why My Sellers Choose To Work With *Me*

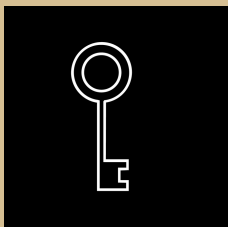
Hey there, so nice to meet you finally! My name is Bobbie Jean DeMunck and I am passionate about helping buyers find a place to call home.



Bobbie Jean DeMunck has been recognized to be in the *top 5% of realtors* in Northeast Florida and has earned numerous awards, including the 2016-2020 **COLDWELL BANKER INTERNATIONAL PRESIDENTS CIRCLE** For Coldwell Banker International, the **PLATINUM TOP 10% IN COMPANY** with Coldwell Banker Vanguard FOR 2017-2020, **Top Office Lister** 2016-2021, **Top Office Producer** 2016-2021, plus 2019 **Top Company Lister** for Coldwell Banker Vanguard. Additional achievements include the elite **CRS designation** only obtained by the *top 4% of Real Estate Agents worldwide* and is a Certified Agent in the Global Luxury market. Bobbie Jean is a highly accomplished Real Estate Agent.



Bobbie Jean has extensive knowledge of First Coast living as a longtime resident of Jacksonville. She thrives at matching clients with their ideal home and community, helping them to achieve their real estate goals. Bobbie Jean has a unique edge that provides her clients with the confidence and reassurance they need during the buying or selling process, the result of her background in banking and interior design. She excels at the negotiating table, navigating with grace and ease during even the most challenging situations. Always searching for new and innovative ways to expand her knowledge, she utilizes social media platforms like Facebook, Instagram, LinkedIn, and more, as well as multiple other highly effective Marketing and Advertising Strategies to interact with potential buyers and sellers on a more personal level. Her extensive professional and personal networks keep her connected and ahead of the crowd. Bobbie Jean is truly a motivated businesswoman with her finger on the pulse of the community.



"Bobbie Jean is a dynamo-- energetic, enthusiastic, and erudite with and for her clients! She navigated us, from a distance, through the buying process with our recent purchase of a condo in JAX Beach, and we can't thank her enough! She is awesome communicating, incredibly organized, and artful at bringing all parties together agreeably. Her networking skills and quality contacts make the process as smooth as is humanly possible! We highly recommend her! Thank you, Bobbie Jean!"

- Debbie Moreland

# COMPLETE HOME IMPROVEMENTS



Preparing to sell your home typically takes some work. Whether that's your own sweat equity with some deep cleaning and home repairs, or some professional improvements, you will need to get your home in top shape if you expect top dollar.

You want buyers to fall in love with your home, like you did when you first bought it. So spend some time getting your home move-in ready, in a way that will appeal to the broadest range of potential buyers. Like painting that deep purple wall a more neutral color.

You will also want to think about getting a home inspection before you put your home on the market. A pre-inspection can help you avoid surprise repairs or issues with the home, that may turn away buyers. Buyers will most likely hire an inspector of their own and the more issues they find, the more turned off they may be with your home and back out of the offer.

## HOME IMPROVEMENT CHECKLIST

- |  |   |
|--|---|
| <input type="checkbox"/> Replace single pane windows with energy efficient ones  | <input type="checkbox"/> Cut back over-grown trees                          |
| <input type="checkbox"/> Paint walls neutral colors                              | <input type="checkbox"/> Add some seasonal flowers in pots                  |
| <input type="checkbox"/> Switch out dated kitchen hardware to more modern ones   | <input type="checkbox"/> Get rid of popcorn ceilings                        |
| <input type="checkbox"/> Upgrade your appliances or replace with stainless steel | <input type="checkbox"/> Get your home professionally cleaned               |
| <input type="checkbox"/> Get floors and carpets professionally cleaned           | <input type="checkbox"/> Organize your closets and clear out personal items |
| <input type="checkbox"/> Power wash the driveway and porch                       | <input type="checkbox"/> Get rid of any funky odors                         |



# PRICE YOUR HOME COMPETITIVELY

Finding the right listing price for your home can be a challenge, but it's one of the most important factors in a successful home sale.

Homes that are accurately priced are more likely to sell in a timely manner. According to Zillow research, 57 percent of homes nationwide sell at or above listing price when they accept an offer in the first week. In the second week on the market, that drops to 50 percent and trends downward as the weeks go on.

Your agent will have all the tools available to know exactly where to price your home.



# STAGE YOUR HOME

Staging your home to sell is an important part of the sales process. According to Forbes, for every \$100 you put in to staging, you should see a return of \$400. So if you are wanting to sell for top dollar, you might want to consider this important step.

Buyers expect to walk into a home and envision what it would be like for their family to live there. Therefore, you should do your best to make the home inviting and as neutral as possible. Highlight your home's strengths and downplay its weaknesses to appeal to the largest pool of prospective buyers.

Start with a few things that you can easily do yourself. Declutter, clean and depersonalize: Too much stuff in a room can make your home feel small, crowded and lacking in storage. And having too many personal items, like family photos, can make it hard for buyers to picture themselves living in the home.

But, home staging is more than just cleaning and getting rid of clutter. You may want to opt to hiring a professional stager if you are really looking to sell your home for top dollar.

A professional home stager has the design latent, knowledge of local trends, and resources to ensure all areas of the home are presented in a manner that showcases the greatest value and appeal.

Staging your home is about creating an inviting space that attracts a majority of potential homebuyers, which provides you with an amazing opportunity to sell your house at the best price.

## Action Plan

STEPS TO ORGANIZE AND STAGE

DEADLINE:



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# MARKET YOUR HOME EFFECTIVELY

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Once your home is ready for buyers, the next step is getting your listing in front of as many buyers as possible.

To do so, your agent will hire a photographer to get professional photos, set up your home on the MLS, and begin to advertise your home.

All agents have different ways of marketing your home. It is important to ask your agent what their marketing plan is.

## How I Effectively Market My Sellers Homes For Top Dollar

### DIGITAL MARKETING

#### **Online Marketing for Maximum Exposure**

- Informative & engaging MLS description
- Run paid Instagram and Facebook promotions
- Your home shared across multiple social media platforms

### PRINT MARKETING

#### **Print Advertisement & Canvassing of Neighborhoods**

- Create a professional listing flyer for home showings
- Strategic and targeted postcard campaign

### WORD OF MOUTH

#### **Email and Office Announcements**

- Send email campaign to all buyers in my extensive database
- Introduce your property to my network of real estate agents



# RECEIVE OFFERS & NEGOTIATE

At this stage, your home is now on the market and potential buyers are making appointments for showings and they are ready to make an offer.

If you priced your house competitively, you should soon receive an offer, if not multiple offers. If offers are lower than your asking price, don't hesitate to make a counteroffer or ask for full price. You can also change any of the terms in the offer that better suits you. Buyers like to "test the waters" to see how you might respond, while still making room for negotiation.

Once an offer is accepted, it is signed and legally binding. It is important that your offer contain all requirements as there will be no going back to make changes.

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## Negotiable Contract Terms

SALES PRICE

CLOSING DATE

WHO PAYS FOR TERMITE INSPECTION

TRANSFER FEES

HOME REPAIRS

AMOUNT OF DAYS FOR INSPECTIONS

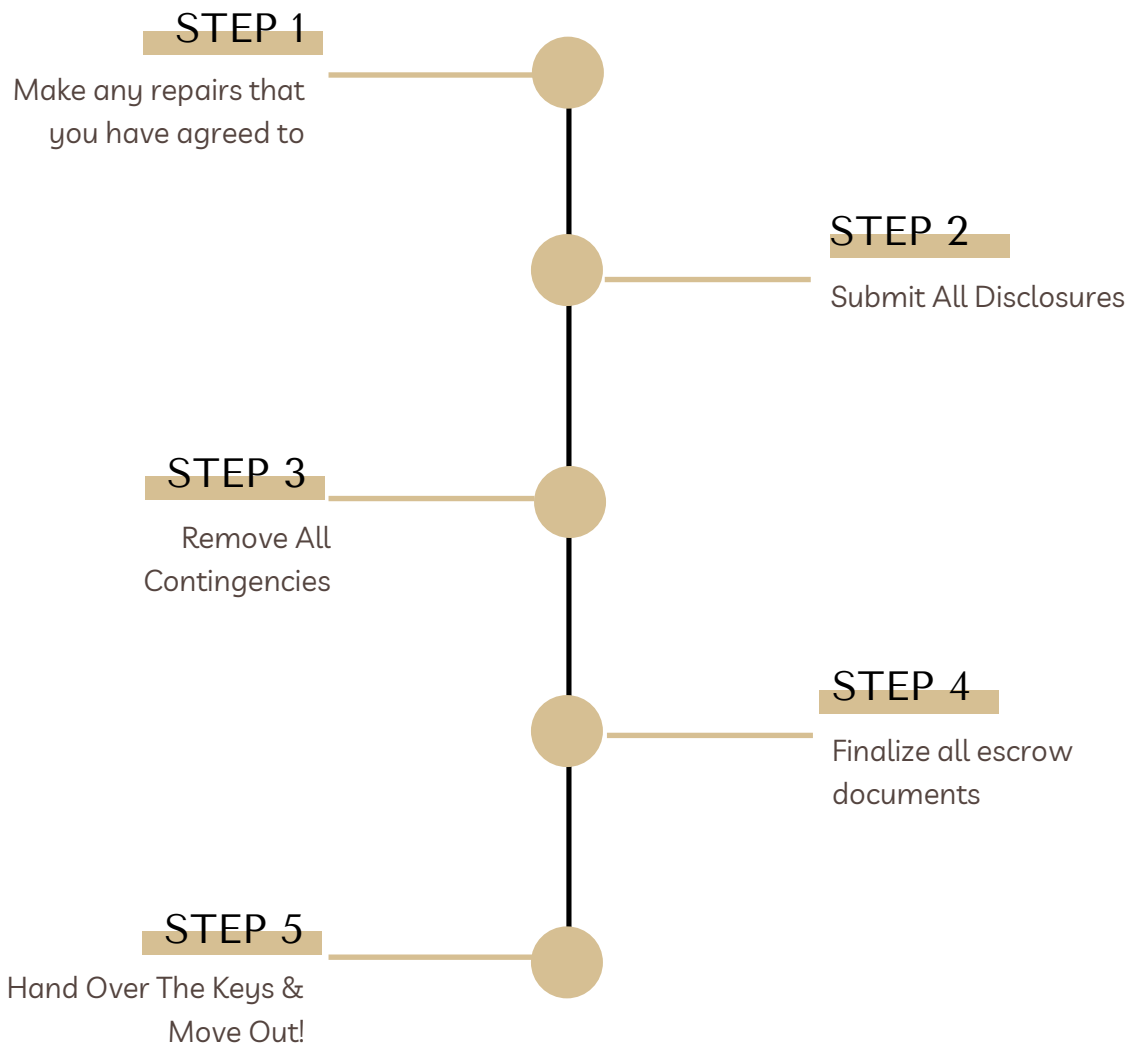
# Final Steps To Close

After an offer is accepted, it's time to prepare for closing. In this step, the buyer will have the opportunity to do a home inspection, finalize their financing, and your home will be appraised if the buyer is using a lender.

Be prepared that each of these steps can come with some setbacks. The buyer might back out of the deal if something major is found during the home inspection. The buyer could also lose their financing and lastly, your home could come under value or over value during the appraisal and cause some issues.

This is why it is so important to have an agent by your side to help you avoid these hurdles and get your home sold quickly and with ease.

Below are the final steps you will need to take to close on your home:



# LET'S DO THIS!

Congratulations! You have just sold your home.

Still have some questions? Ready to sell your home? Want to know what your current home is worth? Great! Let's discuss. Message me, call me, email me. You have my contact information below.

With me as your agent, you will never have to go down the long road of selling your home with doubts or confusions. I will continuously be right by your side every step of the way. Let's Do This!

*"Don't wait for the  
right opportunity.  
Create it."*

*-Unknown*

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LOOKING FORWARD TO HEARING FROM YOU!