

Our commitment to you
during COVID-19:
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Looking to Sell?

Are you ready?

Apart from the market conditions, you should also consider your personal situation before selling your home. Be sure to consider the process before diving in. Your Realtor® is here to help you along the way! A few things to ask yourself before you start the process:

Is my home ready to sell?

Can I put aside my feelings associated with leaving a home where I have made memories?

Can I afford the cost of preparations, repairs, closing costs, and moving?

Process:

1. Prepare Finances

- a. If you are selling and purchasing a new home, know how much you owe on your current mortgage.
- b. Get in touch with a lender to determine your eligibility and pre-approved loan amount, taking into account the sale of your current home and other assets.
- c. Assess how much money you are willing to put into getting your home ready to sell.

2. Connect with Your Realtor

- a. Your Realtor® will complete a Comparative Market Analysis (CMA) to determine a proper pricing and marketing strategy
- b. Your Realtor® will also complete a Seller Net Sheet Scenario which will give you an estimated understanding of how much money you will be walking away with after the sale of your home.
- c. Forms required to list your home
 - i. Sale or pre-sale inspection report if required by your municipality. Every municipality is different. E.g. the Minneapolis Truth In Sale of Housing (TISH) Report
 - ii. Seller's Disclosure Sheet, Lead Disclosure, Radon testing results, previous Seller's Disclosures you may have in your possession.
- d. Forms completed after listing but before closing
 - i. Listing construction or improvements done in the last 12 months
 - ii. Your title company will require paid invoices or lien waivers prior to closing

3. Realtor Walk-through

- i. Your Realtor® will do a walk-through of your home prior to listing to talk through improvement and staging recommendations. This can be done virtually or your Realtor® will wear a mask and gloves to keep you safe.

4. Prepare Your Home

- a. Why prepare your home? Preparing your home is all about perception of value. As Is offers may guarantee you money fast without all of the work but you will make a lot less money. That is why these companies exist. All of the required and recommended preparations are meant to get you the best offer possible.
- b. There are some companies offering to pay cash and quick close- similar to trading in a car. Home ownership and equity are not to be taken lightly.
- c. Complete required repairs depending on your municipality
 - i. Your Realtor® will guide you through these requirements as well as make recommendations to get you the highest perception of value for your home.
 - ii. If you want to get a head-start, some of the common required repairs include: fixing any broken lights, outlets, or switches. Take care of uncapped and untaped wires on electrical boxes. Carbon monoxide and smoke detectors must be functional. Floor drains must have a proper clean out plug present and must be operational.
- d. Declutter and Depersonalize
 - i. Pack up at least half of your belongings
 1. It's common practice to remove clutter, personal items, photographs and excess furniture and decor. Decide what you can live without until your home sells. You will need to pack up all your belongings when you move so why not start now? Removing half of your belongings before listing will depersonalize your home and start the process of opening it up for it's next owners. By making room for potential buyers to visualize your home as their own makes all the difference in an initial walk-through.
- e. Deep Clean
 - i. After you declutter, this is the perfect time to deep clean your home. You will want to do this before you officially list your home
- f. Paint
 - i. Fresh paint can transform your space and is one of the most affordable ways to freshen up your home to appeal to buyers.
 - ii. One of the biggest returns on investment is painting your basement floor! Plus- you have to move everything off the floor to paint it!
- g. Staging
 - i. Staging is a great idea and worth the investment. The cost of staging with Anderson Realty is approximately 1% of your list price.
 - ii. Staging is arranging furniture and decor in your home to appeal to potential buyers and help your home photograph well.

5. Photograph

- a. When your Realtor® schedules your photoshoot prior to listing, there are a few things that are helpful before the photographer arrives to ensure great images!
 - i. Pull all cars out of the driveway
 - ii. Garbage cans should not be visible
 - iii. Remove all outside clutter, wrap hoses neatly, put away toys and yard tools, etc.
 - iv. Mow the lawn within 24 hours of the shoot during summer and spring months
 - v. Clear all interior surfaces, especially kitchen countertops
 - vi. Get rid of any clutter on surfaces (clothes, toys, etc.)

- vii. Put toilet seats down
- viii. Do an overall cleaning of your home to get rid of dust bunnies, smudges on mirrors and windows and any visible stains throughout.

6. List

- a. Your Realtor® will list your home on the MLS and begin marketing your property amongst their network

7. Keep Your Home Ready for Showings

- a. After all of the work you have gone through to get your home prepared to list, it's important to keep it ready for showings .
- b. We will schedule times when people can see your home in 30 minute increments, with no overlapping showings. During this time we suggest you go for a walk or to a park.
- c. It's important to keep your home looking clean and put-together during this time.
- d. We will ask agents and potential buyers to wear masks, gloves and use hand sanitizer. We will also ask them to touch as little surfaces as possible.

8. Open House & Showings

- a. Your Realtor® may schedule a virtual Open House. This usually takes place during the first week you list your home.
- b. Your Realtor® will set you up with the Showing Time App. This will allow you to respond with real time requests to see your home.
- c. Your Realtor® may not be at showings but there will always be a licensed Realtor® who practice under a code of ethics, ensuring your home will be respected, protected and secure.
- d. Your Realtor® will put a lock-box on your door
- e. Your Realtor® will put a sign in your yard

9. Review and Accept an Offer

- a. Your Realtor® will review any offers received with you ensuring that you understand the contract
- b. Your Realtor® will not only help you understand the contract but also know how to negotiate on your behalf.
- c. Negotiation plays a big part of reviewing and accepting an offer and your Realtor® is skilled in this.
- d. Help you counter offer, set terms to ensure you are getting the best deal
- e. Keep your home ready for showings even after accepting an offer.

10. Inspection

- a. It is likely your buyer's offer will include an inspection contingency.
- b. Your buyer will have a physical inspection of the property. Only the inspector will be present during this time.
- c. The buyer may cancel their purchase agreement during this time-frame.
- d. After the physical inspection there is often a radon test and an inspection of your sewer main. More often than not there are more negotiations that take place after the inspection.

11. Appraisal

- a. Once we are clear of your buyers inspection contingency, the next remaining obstacle is the appraisal. If your buyer is using financing, they are likely required to have an appraisal. This is done by a third party who offers an opinion of value on behalf of the lender.
- b. You want your home to look good during your appraisal and inspection too.
- c. The appraiser will use data from recent comparable sold listings, much like your Realtor® did during the CMA. However, your appraiser is not trying to get you as much money as possible. There can be challenges when a home sells over listing price in buyers markets.
- d. Your Realtor® will help you argue for the sale price as well as offer counseling through any further negotiations that may become necessary.

12. Complete Seller Required Repairs

- a. You may have required repairs based upon findings from your TISH report or your buyers inspection. It's best to get these repairs done ASAP. You will need to provide proof of paid receipts to your title company prior to closing.

13. Buyers Walk-Through

- a. Buyers typically do a walk through of the home prior to closing.

14. Close

- a. The very last part of your process is closing. Your Realtor® will connect you with a title company. Your title closer will require you to have your loan paid off information, they will also be creating your settlement statement/closing disclosure. This document outlines all of the costs involved with selling your home. I.e. your loan payoff, detox, commissions, and closing fees. Your title company handles the actual transfer of the deed from seller to buyer and ensures a satisfaction of mortgage at the time of closing.
- b. Closer ensures that the buyers funds and proceeds are valid.
- c. Assuming you have enough equity in your home all of your closing costs will come directly from your sale proceeds at closing. Checks will be cut from the title company.
- d. Your Realtor® will coordinate transferring of keys to the new buyer.

**Tip:**

Staging and depersonalizing your home is important! This step is all about perception of value and makes room for potential buyers to visualize your home as their own in a walk-through. PLUS, in today's visual world, pretty pictures attract the most buyers.



How We Market Your Home:

1. Professional Photography
2. Staging
3. We place your home on our website and receive all of the leads we get on your home
4. In addition, your home will be on Zillow, Trulia, Realtor, and all search engine realty sites
5. Create a professional brochure/flyer
6. Send postcards to neighbors notifying them your property is for sale
7. Notify agents in our office, region, and across the Twin Cities and Western Wisconsin about the property
8. Host open houses
9. Personally invite your neighbors to the open house
10. Prospecting daily to find a buyer for your home
11. Proactive follow-up with prospective buyers
12. Hold a broker open house
13. Advertise digitally, socially, and in print
14. Weekly check-in calls
15. We will send you all feedback from showings
16. Review pricing weekly and notify you immediately of market changes



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