



 **PROPFYI**

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# THE HOME SELLER'S GUIDE



# THE HOME SELLER GUIDE

## Preparing to List



When preparing to list your property, it's essential to focus on both interior and exterior details to attract prospective buyers. Buyers often prefer homes that require minimal repairs, and addressing any potential issues in advance can prevent deals from falling through due to negative inspection reports.

- **Key areas to consider for repair:**

- |                      |   |
|----------------------|---|
| ✓ Kitchen appliance  | ✓ Flooring                              |
| ✓ Cabinets           | ✓ Electrical panel and circuit breakers |
| ✓ Sinks and faucets  | ✓ Roof                                  |
| ✓ Walls and ceilings | ✓ Foundation                            |

- **De-cluttering is critical:**

To create a clean, organized space, start by clearing off countertops, windowsills, and tables. Remove any excess paperwork or unnecessary items, and straighten up closets and storage spaces. If needed, store extra belongings off-site to keep your home looking tidy. Organizing and cleaning your garage is also important. Additionally, remove any valuable items and securely store medications and firearms.

- **Exterior Preparations:**

First impressions matter, and a well-maintained exterior can significantly enhance your property's curb appeal. Simple improvements like planting flowers or repainting the front door can make your home more inviting to buyers. For single-family homes, ensure that the lawn is well-manicured, weeds are removed, and ground covers are fresh.

- **Preparing for Photos**

Once your home is ready for listing, the next step is scheduling the photography appointment. High-quality photos are crucial since they create a buyer's first impression. Our on-demand service has a professional photographer at PropFYI who's dedicated to showcasing your property in its best light for online viewers.

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Here are some tips to prepare your home for the photography session:

✓ **Yard Maintenance:**

If you have a lawn, make sure it's freshly mowed and trimmed. Remove weeds and tidy up hedges.

✓ **Organize Outdoor Areas:**

Remove or organize toys, tools, or other items from both the front and backyard.

✓ **Touch-Up Paint:**

If necessary, apply a fresh coat of paint to the front door for added curb appeal.

✓ **Declutter Indoor Spaces:**

Clear off countertops and tables as much as possible to create an open, clean look.

✓ **Remove Pet Items:**

Take out all pet-related items, such as bowls, leashes, and toys.

✓ **Maximize Lighting:**

Open all curtains and blinds, and turn on lights to allow for the maximum amount of natural and artificial light.



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## FSBO vs. Realtor



When selling your home, choosing between a For Sale by Owner (FSBO) approach and hiring a realtor can have significant impacts on your experience and outcomes.

### Price

Realtor	FSBO
Homes sold with a realtor typically fetch higher prices, according to the National Association of Realtors.	Without the expertise of a realtor, sellers often struggle to match the higher prices achieved through professional guidance

### Marketing Exposure

Realtor	FSBO
Realtors have access to the Multiple Listing Service (MLS), ensuring your property is visible to thousands of potential buyers.	Sellers must handle all marketing efforts on their own, often paying out of pocket to promote their property.

### Time Commitment

Realtor	FSBO
Realtors dedicate their time to selling your home, hosting open houses, and managing buyer inquiries.	Selling independently requires the seller to handle all negotiations, showings, and marketing, which can be time-consuming and challenging.



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## Why Choose Propfyi?

At PropFYI, we bridge the gap between FSBO and realtor services. With plans starting at just \$400, we offer access to the MLS, allowing you to enjoy the benefits of professional marketing without the high costs. If you prefer full-service assistance, we also provide full-service realtor listings at a competitive rate of 1.75%, helping you save thousands while ensuring top-notch support.

Our platform not only lists your home on the MLS, but also on major sites like Zillow, Trulia, and Realtor.com. With features like seamless scheduling and push-button offers, PropFYI provides the tools and resources you need to streamline your home sale process.

- **Negotiation & Legal Help:** [Realtor vs. FSBO](#)

When it comes to negotiations and handling legal aspects of a home sale, the difference between working with a realtor and going the FSBO route can be substantial.

### Negotiation

Realtor	FSBO
A realtor acts as the intermediary between you and the buyer's agent, helping navigate the often complex back-and-forth during negotiations.	As a seller, you'll need to handle all negotiations on your own, which can be overwhelming, especially when emotions run high.

### Legal Help

Realtor	FSBO
A real estate agent is well-versed in the legal requirements for selling a home, ensuring all documents and disclosures are in order, protecting you from potential legal disputes.	Without experience in real estate law, sellers risk overlooking key documents or disclosures, which can lead to lawsuits.

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## Why PropFYI?



At PropFYI, we've designed a system that offers sellers the best of both worlds. Our platform automates many of the steps involved in selling a home, from appointment requests to handling legal documents. By using our platform, you'll save time, reduce costs, and still maintain control over the sale of your home.

If you ever feel you need additional support, you can book appointments with licensed agents for a low flat fee. Our system simplifies tasks like preparing listing documents, property disclosures, and purchase agreements, ensuring everything is properly executed. With PropFYI, you can confidently manage your sale while still having access to professional help when needed.

- **How PropFYI Enhances Your Home Sale Process**

Even in a favorable market, selling your home without professional guidance can be challenging. With PropFYI, you'll have access to essential tools and resources that were once only available to real estate professionals, all while saving money and maintaining control of the process.

Here's how we help:

- ✓ **Accurate Pricing:**

We guide you on how to price your home correctly to attract buyers and avoid overpricing.

- ✓ **Listing Creation:**

We assist in writing your listing and ensure it's promoted on top platforms like MLS, Zillow, and Realtor.com.

- ✓ **Handling Inquiries:**

Our chat feature lets you manage buyer inquiries seamlessly, ensuring that all communications are efficient and effective.



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## Pricing your Home



Setting the right price is crucial for a quick and successful sale. While sellers often want to aim for the highest price possible, it's essential to remember that buyers will ultimately determine your home's value.

- **Key Considerations for Pricing Your Home:**

- ✓ **Avoid Overpricing:**

Sellers sometimes overprice, hoping to maximize their return, but this can lead to fewer offers and a longer time on the market. Setting a realistic price based on comparable sales is critical.

- ✓ **Improve Your Home's Condition:**

Simple upgrades, such as fixing cracks, replacing broken doorknobs, and addressing deferred maintenance, can significantly boost your home's appeal and value.

- ✓ **Professional Photography:**

High-quality photos can highlight the best features of your home, attracting more buyers. PropFYI can help schedule a professional photographer to showcase your property at its best.

- **Review Comparable Listings:**

To price your home accurately, you should compare it to similar properties that have sold within the last six months. PropFYI offers a Comparative Market Analysis (CMA) service to help you determine the right price. Simply book an appointment, and we'll handle the rest.



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## Preparing for tours



Once your home is listed, it's important to prepare for showings to make the best impression on potential buyers. Here's a quick and easy six-step checklist to ensure your home is ready for tours:

- **Clean and declutter:**

Clear countertops, tabletops, and other flat surfaces in areas like the kitchen, living room, and bathrooms. Minimalism is key to creating a spacious and inviting environment.

- **Light Up Your Interiors:**

Make sure all light fixtures are working properly and brighten up any dark areas with additional lamps if needed. Proper lighting can make rooms feel larger and more welcoming.

- **Repair Defects:**

Address any noticeable issues, such as cracks in the walls, warped floors, or watermarks. Even small repairs can make a big difference in the perceived condition of your home.

- **Address Historical Details:**

Clean off cobwebs from ceiling fans, corners, and any less frequently used spaces. Ensure the home looks fresh and well-maintained.

- **Provide Additional Information:**

Be prepared to offer details about the home's history, any upgrades or repairs, and any features that make your property stand out.

- **Safety Precautions:**

Fix any potential hazards, such as leaks, to prevent any issues during showings or inspections.



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## Top Five Real Estate Negotiation Strategies



Negotiating the sale of your home can be a delicate process. Here are five strategies to help you secure the best deal:

- **Get Your Home Inspected:**

Conducting a pre-sale inspection allows you to identify any issues beforehand and resolve them, giving you more control during negotiations.

- **Offer a Home Warranty:**

Offering a home warranty can help you maintain your asking price by addressing buyer concerns about the age of certain home features, like appliances or heating systems.

- **Price Ahead of the Market:**

Work with your realtor to understand local market trends and price your home accordingly. Pricing ahead of the market can attract more interest and reduce time on the market.

- **Create Competition:**

Encourage competitive offers by pricing strategically and creating a sense of urgency. This can lead to higher bids from potential buyers.

- **Set a Timeline and Stick to It:**

: Setting a firm expiration date for counteroffers can compel buyers to act quickly, helping you move the sale along without unnecessary delays.

At PropFYI, we're committed to ensuring both buyers and sellers feel they've reached a successful outcome. Our approach is designed to help you navigate the negotiation process smoothly while keeping your costs low.

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## Preparing for a Home Inspection



A home inspection is a critical part of the sale process, and both buyers and sellers should be prepared for what's involved. Here's what to expect:

- **What the Inspector Reviews:**

A home inspector will examine the HVAC system, plumbing, electrical systems, roof, foundation, and other key components of the property. Afterward, they'll provide a written report detailing their findings.

- **Time Commitment:**

Inspections typically take between two to four hours, depending on the size of the home. It's recommended that buyers attend the inspection to ask questions and explore the property in detail.

- **How Sellers Should Prepare:**

Inspections typically take between two to four hours, depending on the size of the home. It's recommended that buyers attend the inspection to ask questions and explore the property in detail.

- ✓ Ensure all keys are accessible and labeled.
- ✓ Make sure pilot lights are on for appliances like fireplaces and furnaces.
- ✓ Tidy up basements, attics, and yards to provide clear access to critical areas.

Both parties should remember that no house is perfect, and compromises will likely be necessary. The inspection process can be stressful, but it's an important step in finalizing the sale.

- **Who Pays for a Home Inspection?**

In most cases, the buyer is responsible for paying for the home inspection. However, as with many aspects of real estate transactions, this is negotiable



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- **How to Handle Inspection Repairs Requests:**

Typically, if repairs aren't necessary before closing, and if they are significant or costly, the seller might prefer to offer the buyer a credit rather than managing the repairs directly. This allows the buyer to handle the work themselves after the sale, ensuring they're satisfied with the quality and outcome.

To offer an accurate credit, sellers should obtain an estimate from a licensed contractor and negotiate the amount with the buyer. This credit can either be applied at closing or in the form of a check to the buyer.

**When negotiating the results of a home inspection, sellers have several options:**

- ✓ Offer the buyer money to complete the repair.
- ✓ Hire a contractor to fix the problem before closing.
- ✓ Reject the repair request and negotiate from there.

It's essential to understand the best approach for each situation, and knowing when to compromise or walk away is crucial to a smooth negotiation process. PropFYI agents are available to help you navigate this, ensuring the transaction proceeds efficiently.



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## Understanding Home Appraisals



An appraisal is a professional assessment of a home's value, typically required when a house is sold or refinanced. Appraisals are ordered by the buyer's lender and usually cost between \$400 and \$900, paid for by the buyer. The appraisal ensures the lender isn't overpaying for the property.

### • Possible Appraisal Outcomes:

#### ✓ Appraisal is higher than the offer price:

If the appraisal comes in higher than the agreed sale price, the buyer is in the clear.

#### ✓ Appraisal is lower than the offer price:

If the appraisal is lower than the agreed price, the lender won't approve the loan. In this case, buyers and sellers will need to renegotiate, often lowering the price or finding a way to make up the difference

Many buyers include an appraisal contingency in their offer, allowing them to back out of the deal if the appraisal comes in low without losing their earnest money deposit.

### • How is a Home Appraised?

During an appraisal, a licensed appraiser will evaluate both the interior and exterior of the property. They will consider several factors:

#### ✓ Age and Condition:

Newer homes generally appraise for more, but needed repairs will lower the value.

#### ✓ Size and Square Footage:

The appraiser calculates the price per square foot of livable space.

#### ✓ Upgrades and Improvements:

Recent enhancements, such as modern appliances or energy-efficient features, add value.



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## ✓ Comparable Properties:

The appraiser will also look at recently sold homes in the area that are similar in size and condition to help determine the market value.

Once the appraisal is complete, the appraiser will provide a report detailing the estimated value of the home

## • What Happens If the Appraisal is Low?

If the appraisal comes in lower than the agreed purchase price, the seller and buyer have a few options:

### ✓ Buyer Covers the Difference:

The buyer can increase their down payment to make up the difference between the loan amount and the appraised value.

### ✓ Adjust Down Payment:

The buyer may adjust part of their down payment to cover the shortfall.

### ✓ Lower the Purchase Price:

The seller can agree to reduce the purchase price to the appraised value.

### ✓ Challenge the Appraisal:

The buyer can ask the lender to challenge the appraisal if they believe there were errors.

### ✓ Cancel the Contract:

If no agreement is reached, and an appraisal contingency is in place, the buyer may cancel the contract and receive their earnest money back.



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## Closing the Deal



Congratulations! You've reached the final stage of the home selling process. Now it's time to focus on a smooth transition. Here's a checklist to help you prepare for closing and moving:

- **Set Your Closing Date:**

Coordinate with the title company, buyers, and lender to finalize the closing date.

- **Book Your Movers:**

Schedule your moving company in advance to ensure a hassle-free moving day.

- **Transfer Utilities:**

Arrange for the disconnection of utilities, cable, and internet services at your current home. Ensure that services in your new home are connected and ready for move-in day.

- **Confirm Moving Plans:**

Double-check with your moving company that everything is on track.

- **Finish Packing:**

Pack all your belongings, leaving out only the essentials for your last few days in the home. Clean the home thoroughly before leaving.

- **Prepare Appliances:**

Defrost and clean your refrigerator and other household appliances to ensure they are ready for the move.

- **Disassemble Large Furniture:**

Break down larger furniture pieces for easier transport, and pack them securely.



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- **Handle Personal Valuables:**

Keep your important documents, valuables, and essential items with you, ensuring they are not packed with your regular belongings.

- **Leave Behind Manuals and Warranties:**

Collect manuals and warranties for any appliances or systems you're leaving behind, and place them on the kitchen counter for the buyer. Also, leave any spare keys or garage door openers.

- **Shut Off Water Valves:**

To avoid any potential water leaks between closing and the buyer's move-in, shut off water valves before leaving the property.

- **Final Walkthrough:**

Check every room for forgotten items, lock up the house, and take a moment to bid farewell to your home.

- **Closing Day:**

Don't forget to bring your driver's license and a pen to the closing office. Congratulations on the successful sale!

With that, your home selling process through PropFYI is complete. Whether you've sold your home independently or with our assistance, we're thrilled to have been part of your journey. If you need further support, our network of movers, title companies, and other partners are here to help make your transition as smooth as possible.