

Home Selling Guide

Coldwell Banker Realty - Pittsburgh

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R E A L T O R

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.





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?

- What is your budget for pre-listing home improvements?

- What is the minimum sales price you will accept?

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

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 & Terms

of the Agreement are Met

Plus so much more



Why My Sellers Choose To Work With *Me*

Hello! My name is Joe Weltner I am a full-time Realtor at Coldwell Banker Realty with over 7 years of experience and 200+ sellers and buyers transactions. Selling your current home or finding a new or even first home is incredibly important to me. No matter what your needs are I make it my personal commitment to you to make this experience as enjoyable, educational, and exciting as possible.

As a native of the AK Valley, I combined my knowledge of the local area with 25+ years in customer service management and training providing me with valuable skills that I utilize daily in real estate negotiations, educating home-buyers and sellers, and effectively marketing client's listings. Professionalism, attention to detail, determination, satisfaction, and an overall get-it-done attitude are all traits I hold myself to 110% at all times. I pride myself on the relationships I have cultivated over the years in not only the real estate industry, but in the local community, and being a wealth of knowledge in what may be one of the biggest decisions of your life.

I am a member of the National Association of Realtors, the Pennsylvania Association of Realtors, and the Greater-Allegheny Kiski-Area Board of Realtors. I have been on the board of Directors for the Greater-Allegheny Kiski-Area Board of Realtors since 2017 and for the past two years, I have been Treasurer. I am an immensely honored recipient of the 2016 GAKA Rookie of the Year Award. In 2018, 2019, 2020, and 2021 I was named a member of the Coldwell Banker International Diamond Society. However, the greatest accolade I can receive is the smiling face of my client at the end of the transaction.

This journey may seem like a daunting endeavor for you. Don't worry, I am going to be here for you every step of the way and cannot wait to start this exciting real estate journey with you!



**West Penn
Multi-List**

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.

Strategies Used:

Set your price based on an analysis of comparable sales, not your emotions

A comparative market analysis (CMA) puts your home side-by-side against other recently sold properties similar to yours in location, size, and condition. The "strategy" here is to size up the competition and nail down a price range, from which you can add or subtract value based on your home's unique positioning, features, and upgrades.

Adjust your price to account for online pricing benchmarks

Once you nail down your home's approximate value, small price adjustments may boost your listing's visibility on the most popular home search websites. That's because on sites like Zillow, buyers narrow down their search results with filters — and the most important filter is price. Buyers set the minimum and maximum price they're willing to pay in \$25,000 or \$50,000 benchmarks, and then only view homes that fall into that specific range.

Set your price below the competition to start a bidding war

In a buyer's market, like we are in now, pricing even slightly below your competition can make your home stand out from the noise and reduce your days on market. What does this mean? You got it. Multiple offers and a bidding war.

Price your home based on the seasonal shifts of your market

Did you know that homes sell faster and for more money during different times of the year, depending on buyer behavior and the seasonality of your market? We might see a spike in buyer demand in the spring and summer months, while parents snatch up homes and look to get settled before the school year starts. You might see another surge in the early winter, when buyers relocating and starting new jobs need to find a new house, pronto.

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

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

■ Strategy #1

An MLS Listing, with syndication to additional property websites

■ Strategy #2

Exclusive/Coming Soon Listing while you prepare your home

■ Strategy #3

Professional photography, videography, with 3D tour, along with drone photography and videography

■ Strategy #4

Targeted Social Media ads directed at prospective buyers

■ Strategy #5

Vibrant print ads, 'Just Listed' cards, and property brochures

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.

Negotiable Contract Terms

SALES PRICE

CLOSING DATE

WHO PAYS FOR TERMITE INSPECTION

TRANSFER FEES

HOME REPAIRS

AMOUNT OF DAYS FOR INSPECTIONS



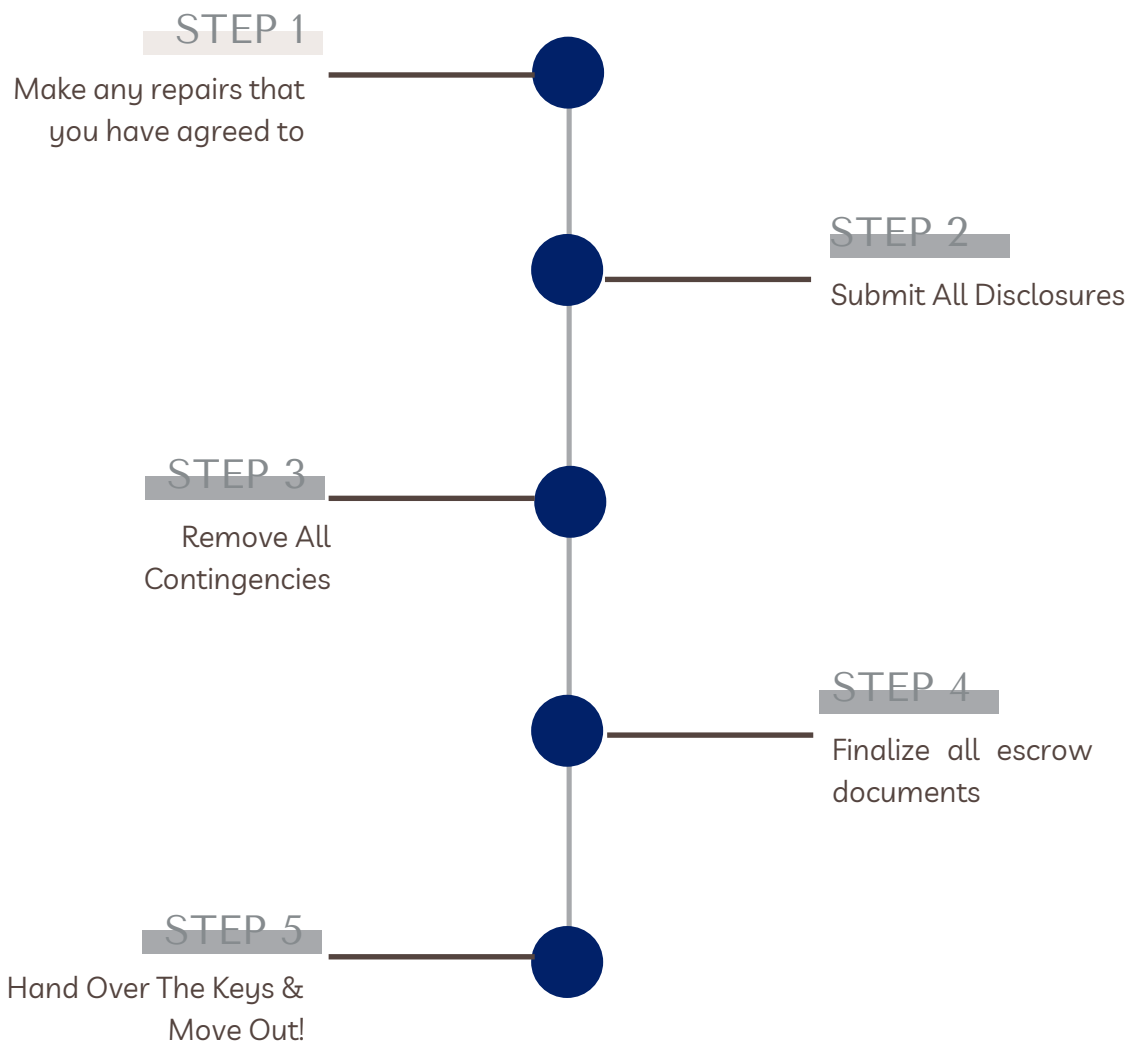
Final Steps To Close

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!

Buying a home really is as easy as that. If you see your future as a homeowner, contact me today and we will get started TOGETHER.

When you choose to work with me as your agent, I will help guide you to becoming a confident home buyer and lead you to making a deal on that dream home. What are you waiting for!? Let's get started today.

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



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LOOKING FORWARD TO HEARING FROM YOU!