

guide to
SELLING YOUR HOME

kw WESTERN
UPSTATE
KELLERWILLIAMS.



LOCKE & KEY
ASSOCIATES™
at Keller Williams Western Upstate





1

pre-listing

DETERMINE A LISTING PRICE



The first step in a pre-listing process is to determine your listing price. This will often be a range of the absolute lowest price you are willing to sell your house for and what top-dollar price you'll first list your home.

MAKE ANY NECESSARY IMPROVEMENTS



A real estate agent can give you professional, room-by-room advice for what improvements will impact the sale and what will not.

DECLUTTER AND STAGE



Decluttering allows the buyer to see the amenities and beauty of the home, not the seller's things. It allows them to envision their family in the home and helps them feel like it could be their future home.

PROFESSIONAL PHOTOGRAPHY



Professional photography is also a great way to ensure to peak the interest of as many buyers as possible.



2

listing

ATTRACT AS MANY BUYERS AS YOU CAN



Buyers usually get listings through the internet, social media, and other real estate agents. Other sources include yard signs, newspapers, and television.

MARKET YOUR COMMUNITY AS WELL AS YOUR HOME



Many buyers look at the neighborhood for their number one reason for moving into a home. Highlight your community's amenities like school systems, parks, and attractions. Your real agent is skilled at presenting the relationship between the two so ask for their help.

USE MULTIPLE ADVERTISING CHOICES



This can maximize exposure such as using a multiple listing system, real estate websites, and networking in the local community. Your property will be listed on the Western Upstate and Greenville MLS. The MLS syndicates to Realtor.com, Zillow and more...

negotiating

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Negotiating the transaction is the most complex part of selling a home. That's why it's important to have an experienced REALTOR® who has successfully worked through many different scenarios.



basic process

OFFER IS PRESENTED

ACCEPT, REJECT, OR COUNTER

DON'T SHOW YOUR HAND

MAKE THE DEAL HAPPEN



determining **PRICING**



PRICING

Our goal is to price your home correctly the first time.



HOME VALUE

We will discuss factors that determine the price of your home.



FACTORS

What factors do not determine the price of your home?
the first time.

marketing

PLAN

PROFESSIONAL
VIDEOS TOUR & FLYERS



ATTENTION GRABBING
LISTING DESCRIPTION



ATTENTION
GRABBING SOCIAL MEDIA



ONLINE OPEN HOUSE



PROFESSIONAL
PHOTOGRAPHY



PROMOTE TO NETWORK
OF REALTORS

key concepts

AND TERMS

ADJUSTABLE RATE MORTGAGE

Also known as a variable-rate loan, an ARM is one in which the interest rate changes over time, relative to an index like the Treasury index.

APPRAISAL

A professional appraiser's estimate of the market value of a property based on local market data and the recent sale prices of similar properties.

CONTINGENCY

A clause in the purchase contract that describes certain conditions that must be met and agreed upon by both buyer and seller before the contract is binding.

EARNEST MONEY

A deposit given by the buyer to bind a purchase offer which is held in escrow.

ESCROW

Funds held by a neutral third party until certain conditions of a contract are met and the funds can be paid out.

PRE-APPROVAL LETTER

A letter from a mortgage lender indicating that a buyer qualifies for a mortgage of a specific amount.

PRINCIPAL

The amount of money borrowed from a lender to buy a home, or the amount of the loan that has not yet been repaid.

TITLE

The right to, and the ownership of, property. A Title or Deed is sometimes used as proof of ownership of land.

TRUTH-IN-LENDING ACT

Federal law that requires disclosure of a truth-in-lending statement for consumer loans.



thank

YOU



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