

Golden Rules

A GUIDE
FOR THE HOME
SELLING PROCESS



Seller's Guide

COMPLETE GUIDE FOR THE HOME SELLING PROCESS



RESIDEHAWAIIREALTY.COM



Litton Ludwig

GET TO KNOW YOUR REAL ESTATE AGENT

Born in Thailand, raised on the Big Island and deeply rooted on Oahu where she calls home, Litton has a love and appreciation for the community and aloha spirit of the islands. Instilled with a core set of values that she continues to embrace today, be honest in your words, act with sincerity, and remain humble in the service of others is how she approaches every relationship.

Spending most of her life in Hawaii, Litton had the invaluable opportunity to watch her home state transform to be one of the most sought-after destinations. This motivated her to be a part of this remarkable growth bringing her experience in entrepreneurship, marketing, staging, photography, virtual tours, creative writing, and graphic design. Litton offers a full suite of real estate services that help clients achieve their unique goals, whether that is selling their property for top price or securing the island home of their dreams.

Litton believes in being a dedicated ally to her clients – not a salesperson. By focusing her attention on serving the needs of her clients, she provides a real estate experience that is responsive, positive and one with total transparency in every transaction, sincerity in every conversation, and data-driven decision making in all circumstances.



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GET TO KNOW YOUR REAL ESTATE BROKERAGE

The leader in premium real estate, we deploy intuitive technology to deliver a truly personalized, client-driven experience. With professionals in over 70 countries, we're local everywhere, allowing us to walk alongside our clients at every stage of their journey. We know they expect us to be the first and the best in exclusive property. We deliver.

Building on the centuries-long reputation of the preeminent auction house, the Sotheby's International Realty® brand is recognized globally. Our legacy of quality service and expertise is unmatched. When a home is represented by the Sotheby's International Realty® brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network of residential brokerage companies is located in 70 countries worldwide and a total of 22,700 affiliated independent sales associates. With offices throughout the Hawaiian Islands, and 1,000 offices around the globe, Sotheby's International Realty® is truly a global real estate brand.

List Sotheby's International Realty maintains a legacy of success as Hawaii's leading real estate brokerage. Our focused and successful sales associates provide the highest level of personal service and maintain unparalleled knowledge of the real estate marketplace. Providing unprecedented brokerage, relocation and concierge services, we serve local and international clientele with experienced agents who are active and engaged members of the community.

Paired with customized marketing and global reach, properties listed with List Sotheby's International Realty are positioned in the current market to achieve the best possible results. Understanding that our island properties occupy a special and significant place in the world, and that each property is as unique as each client, transactions are expertly handled in a rewarding and personal manner with luxury service at the forefront of all we do.



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Seller

QUESTIONNAIRE

WHERE ARE YOU GOING?

Have you begun looking for or already found where you are moving to?

PRICING

What did you have in mind regarding price? Are you open minded to a list price?

TIMEFRAME

Do you need to close on a new home? Will you be leasing? Ideal move in time?

INTERIOR

Do you know of anything inside the house that could deter potential Buyers?

EXTERIOR

Do you know of anything outside the house that could potentially deter Buyers?
Neighbors? Schools? Noise?

Before you list



HAVE A PLAN

Make sure you're ready to sell and for the home selling process. Ask yourself "Am I ready to make the move?" and "Do I know where I plan to go next?" before you go further. Additionally, know that markets fluctuate and that your home could sell the day we list it, or it could take months. Are you prepared for either scenario? Look closely at your finances and make sure you are prepared to move and possibly cover the costs of repairs that come up on the inspection.



MAKE IT SPARKLE

Cleanliness implies a home has been well taken care of, so deep cleaning can win points with buyers. Buyers scrutinize homes, especially kitchens and bathrooms. Recaulk and repaint to give these grime-prone rooms a fresh and clean look. Clean rugs and carpets to eliminate unsightly stains or dinginess and eliminate odors. Tidy each room, including cabinets, closets and the garage, before showing. And if it seems daunting to do all that cleaning yourself, consider hiring a professional cleaning company to take care of all of it for you.



START PACKING

Cramped and cluttered rooms turn buyers off and make your house look smaller. A home packed with your personal belongings also makes it difficult for others to envision living there. Start by storing away excess furniture, toys and personal decorations, such as family photos. Pack up things you don't use on a daily basis, and put them in storage or ask a friend to hold onto them. Decluttering your house also gives you a head start on your move.

Statistics show that selling your home with the assistance of a professional real estate agent will garner you a higher profit, about 13% higher, enough to cover the commission as well as put more money in your pocket.

Selling

STEP BY STEP

01

CONSULTATION

Meet with your Real Estate Agent! Discuss what your home is worth and sign a listing agreement.

02

HOUSE PREP

Make sure the house / yard is cleaned and de-cluttered before we officially hit the market.

03

MARKETING

I will have photos taken of the home, and prepare all marketing materials, put my sign in your yard and go live online; it's show time!

04

REVIEW / ACCEPT OFFER

Negotiate the offer and get it accepted!
The Buyer will then typically schedule their inspection right away.

05

HOME INSPECTION

Buyers review inspection results, decide if any repairs are needed and if they want to move forward. They could ask for repairs to be made and we will negotiate any requests.

06

APPRAISAL & TITLE SEARCH

The Buyer's bank or lender orders the appraisal, title search and final financing is set for them.

07

CLOSING

That wasn't too bad!
Sign papers and pop the bubbly!
Congratulations,
you've just sold your home!



THE INITIAL PROCESS

1. CONSULTATION

I would love to chat with you about your needs, wishes and wants for selling your home or property!

- How long have you been thinking about selling?
- What areas and neighborhoods are you looking at moving to?
- What is your Plan B, if we don't sell as quickly as you have in mind?
- What first attracted you to this home?
- What are you thinking in regards to price?



2. HOUSE PREPARATION

This is a necessary process that helps get your home ready to hit the market and ready to look its best for potential Buyers!

Focus on the area around the front door. Pressure wash your roof to remove unsightly dirt and mold. Depersonalize the exterior of your house. Check your driveway and sidewalk in front of your house for bumps and cracks. Open up curtains and blinds. Neutralize foul odors and make sure the house smells fresh for showings. Gather warranties for appliances. Sweep the garage, basement, and any other unfinished surfaces. Organize closets and drawers.

Did you know? 89% of all Sellers work with Realtors!

ON THE MARKET

3. MARKETING

Marketing to attract the right Buyers:

- 1) Create with strong MLS listing descriptions
- 2) Get quality listing photos
- 3) Use email to get the listing in leads' inboxes
- 4) Create social media flyers, posts and manage all social media marketing
- 5) Host open houses
- 6) Amplify the listing's marketing with advertising
- 7) Share listing information with other agents
- 8) Utilize the Sotheby's brand and global reach to get maximum exposure

4. REVIEW / ACCEPT OFFER

Now is the exciting time! When we receive our first offer / offers, I will walk you through the contract.

- Review the Offer
- Negotiate the Offer
- Satisfy Conditions



INSPECTIONS AND MORE

5. HOME INSPECTIONS

The immediate step after we accept an offer is that the Buyer will then schedule a home inspection. They will have a certain number of days to complete this inspection after the offer was accepted (per contract). This also includes termite inspection.

The Buyer's home inspection letter will verify that all items considered defective or problems relating to the safety of the home corrected prior to closing.



6. APPRAISAL, TITLE SEARCH & FINAL LENDER LETTER

The title is right to own, possess, use and control of a property. When purchasing a home you are buying a seller's title to the home. Before closing a title search is done to ensure there are no liens, or problems that might prevent a clean title for you to close on the home.

An appraisal, is an estimate of the property value. The appraisal is not only to justify the lender's investment, but to help keep the Buyer from overpaying on a property. Their lender typically hires an appraiser and charge the Buyer the fee at closing. As long as we're priced appropriately, this shouldn't affect us in any way.

Final commitment lender's letter approves a home loan! Your Buyer will receive a letter and loan term for their mortgage agreement. While they are wrapping up financing, it's time for you to finish up any packing!



CLOSING TIME

7. THE CLOSING

The closing process finalizes the sale of your home.

A FEW THINGS TO BRING

- A valid government issued photo ID
- Account information to wire proceeds
- Keys to the front door, back door, garage, porch, and backyard.
- Punch codes for gates, fences, door locks, and garage doors.
- Access information for smart locks, thermostats, doorbells, or appliances.
- Any other remotes or devices that control systems of the house.

CLOSING COSTS

Closing costs are an assortment of fees—separate from agent commissions—that are paid by both buyers and sellers at the close of a real estate transaction. In total, the costs range from around 1% to 7% of the sale price, but sellers typically pay anywhere from 1% to 3%, according to Realtor.com.

Seller Mistakes

AVOID THESE MISTAKES WHEN SELLING YOUR HOME

GETTING EMOTIONAL

Think it's impossible? It's actually not. Once you decide to sell your home, start thinking of yourself as a businessperson and salesperson rather than just the homeowner. In fact, forget that you're the homeowner altogether. By looking at the transaction from a purely financial perspective, you'll distance yourself from the emotional aspects of selling the property.

SETTING AN UNREALISTIC PRICE

Whether you're working with an agent or going it alone, setting the right asking price is key. Remember the comparable market analysis you or your agent did when you bought your home to determine a fair offering price? Buyers will do this for your home, too, so as a seller, you should be one step ahead of them. You may think your home is worth more, but remember to set a realistic price based on comparable homes in the area. Absent a housing bubble, overpriced homes generally don't sell.

NOT PREPARING FOR THE SALE

Sellers who do not clean and stage their homes throw money down the drain. Don't worry if you can't afford to hire a professional. There are many things you can do on your own. Failing to do these things will reduce your sale price and may also prevent you from getting a sale at all. For example, if you haven't attended to minor issues like a broken doorknob, a potential buyer may wonder whether the house has larger, costlier issues that haven't been addressed either. Have a friend or agent, someone with a fresh pair of eyes, point out areas of your home that need work. Because of your familiarity with the home, you may be immune to its trouble spots. Decluttering, cleaning thoroughly, putting a fresh coat of paint on the walls, and getting rid of any odors will also help you make a good impression on buyers.

HIDING MAJOR PROBLEMS

Any problem will be uncovered during the buyer's inspection. You can fix the problem ahead of time or price the property below market value to account for it. Alternatively, you can list the property at a normal price and offer the buyer a credit to fix the problem. Remember: If you don't fix the problem in advance, you may eliminate a fair number of buyers who want a turnkey home. Having your home inspected before listing is a good idea if you want to avoid costly surprises once the home is under contract.

REAL ESTATE TERMS

Sellers Need to Know

APPRAISAL

A DETERMINATION OF THE VALUE OF SOMETHING, IN THIS CASE, THE HOUSE YOU PLAN TO BUY. A PROFESSIONAL APPRAISER MAKES AN ESTIMATE BY EXAMINING THE PROPERTY, LOOKING AT THE INITIAL PURCHASE PRICE, AND COMPARING IT WITH RECENT SALES OF SIMILAR PROPERTY.

CLOSING COSTS

ALL SETTLEMENT OR TRANSACTION CHARGES THAT HOME BUYERS NEED TO PAY AT THE CLOSE OF ESCROW WHEN THE PROPERTY IS TRANSFERRED. THESE TYPICALLY INCLUDE LENDER'S FEES AND POINTS OR PREPAID INTEREST, A PRORATED SHARE OF THE PROPERTY TAXES, TRANSFER TAXES, CREDIT CHECK FEES, HOMEOWNERS' AND TITLE INSURANCE PREMIUMS, DEED FILING FEES, REAL ESTATE AGENT COMMISSIONS, INSPECTION AND APPRAISAL FEES, AND ATTORNEYS' FEES.

APPRECIATION

INCREASE IN THE VALUE OR WORTH OF AN ASSET OR PIECE OF PROPERTY THAT'S CAUSED BY EXTERNAL ECONOMIC FACTORS OCCURRING OVER TIME, RATHER THAN BY THE OWNER HAVING MADE IMPROVEMENTS OR ADDITIONS.

MLS

A COMPUTER-BASED SERVICE, COMMONLY REFERRED TO AS MLS, THAT PROVIDES REAL ESTATE PROFESSIONALS WITH DETAILED LISTINGS OF MOST HOMES CURRENTLY ON THE MARKET. THE PUBLIC CAN NOW ACCESS MUCH OF THIS KIND OF INFORMATION THROUGH WEBSITES LIKE ZILLOW AND TRULIA

ZONING

THE LOCAL LAWS DIVIDING CITIES OR COUNTIES INTO DIFFERENT ZONES ACCORDING TO ALLOWED USES, FROM SINGLE-FAMILY RESIDENTIAL TO COMMERCIAL TO INDUSTRIAL. MIXED-USE ZONES ARE ALSO USED. ZONING ORDINANCES CONTROL SIZE, LOCATION, AND USE OF BUILDINGS WITHIN THESE DIFFERENT AREAS AND HAVE AN EFFECT ON TRAFFIC, HEALTH, AND LIVABILITY.

CONTINGENCY

A PROVISION IN A CONTRACT STATING THAT SOME OR ALL OF THE TERMS OF THE CONTRACT WILL BE ALTERED OR VOIDED BY THE OCCURRENCE OF A SPECIFIC EVENT, USUALLY BY SPECIFIC DATES LEADING UP TO THE CLOSING.

ESCROW

THE HOLDING OF FUNDS OR DOCUMENTS BY A NEUTRAL THIRD PARTY PRIOR TO CLOSING YOUR HOME SALE. THIS IS TYPICALLY DONE BY A TITLE COMPANY.

HOME INSPECTION

AN EXAMINATION OF THE CONDITION OF A REAL ESTATE PROPERTY. A HOME INSPECTOR ASSESSES THE CONDITION OF A PROPERTY, INCLUDING ITS HEATING / COOLING SYSTEMS, PLUMBING, ELECTRICAL WORK, WATER AND SEWAGE, AS WELL AS SOME FIRE AND SAFETY ISSUES.

TITLE

OWNERSHIP OF REAL ESTATE OR PERSONAL PROPERTY. WITH REAL ESTATE, TITLE IS EVIDENCED BY A DEED (OR OTHER DOCUMENT) RECORDED IN THE COUNTY LAND RECORDS OFFICE.