



## America Realty's Seller Guidelines

We have prepared these guidelines as to be able to offer you excellent customer service.

We believe a clear understanding of the process and mutual expectations will help you and us achieve the desired outcome; an outstanding real estate experience!

Content:

**1)Communication**

**2)Property**

**3)Transaction**

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## **1)Communication**

It is vital for you to know how:

- A) We communicate with you.
- B) You can communicate with us.
- C) To communicate with friends, family, co-workers, acquaintances, and other agents.

### *A) How we communicate with you.*

On regular basis-Mondays are important-You receive your Seller Report.

The Seller Report is a detailed evaluation that is conducted on your property as to evaluate:

- 1) Marketing strategy
- 2) Market activity changes
- 3) Results

This evaluation is conducted on Mondays and we will send to you a report via email for you to review, and if necessary, we will contact you to go over it and make any recommendations based on specific data of traffic to the property, to the sites, and inquiries.

It is done on a weekly basis and after the weekend, when most buyers are looking at properties. It is also a good time to discuss any changes that might have taken place in your life that might affect the sale of the property and any questions or concerns. But do feel free to contact us at any time if needed.

And make sure your contact information is always updated and best way to communicate with you.

### *B) How you can communicate with us.*

Best way to contact us is via email, so we can research or look into any information that might be needed to be effective during our conversations.

Office hours are between 8:30A and 5:30PM Monday thru Friday

We might take calls after office hours depending on availability but no later than 9:00PM.

Saturdays is by appointment only but we do take calls in between appointments but no later than 9:00PM.

Sundays we reserve the day for family and worship.

C) How to communicate with friends, family, co-workers, acquaintances, and other agents.

Please do not exchange or give out any information to anyone not related to the real estate transaction other than us, your real estate broker. By providing confidential information to parties other than us, you might put at risk our ability to negotiate better terms for you. You could compromise or jeopardize your advantageous position by communicating to anyone not directly involved or related to the real estate transaction, for example, the minimum amount you are willing to take, your reason for selling, your loan amount, or any information related to the real estate transaction. This applies as well to other agents not representing you and potential buyers. Please read Information About Brokerage Services for further information.

We **do encourage you communicate the sale of your property** to other people such as friends, family, co-workers, and acquaintances but **DO** refer them to us to give out any information or qualify them. Please do pass out our business cards and give us their information to follow up with them.

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## **2)Property**

A)Condition

B)Insurance

C)Warranties

D>Showings

### *A)Condition*

It is very important that you always disclose to us any information in regards to the condition of the property. The form *Sellers Disclosure* (5 page form that you must fill out entirely and should have already received) is the way in which you let potential buyers the condition, repairs, or insurance claims, done to your property, failure to do so could result in costly lawsuits against you for failure to disclose.

That is why, when in doubt-always disclose!

### **REPAIRS OR UPDATES**

In today's market, buyers will select your property above all others they visit, only if the condition is superior to the rest and shows pride of ownership. No longer are buyers interested in taking upon "projects" or properties that appear to be in need of repairs. Therefore, sellers should diligently take care of items in need of repair that are within their budget.

1. You should repair anything that needs it. Fix any major problems. Items to repair could range from foundation concerns, cabinets, cracked or broken windows, weather stripping and caulking, plumbing leaks, broken switches, burnt out light bulbs, check the water pressure, screens, cracks or holes in walls or ceilings, fresh paint works wonders, the fence, the yard, any concerns with the flooring such as cracked tiles, torn vinyl flooring, carpet re-stretching or seam repairs.
2. If these type of repairs are not in your budget it is possible to offer an allowance at closing.
3. ALWAYS disclose any problems with your home, large or small.
4. Sometimes it a great idea to have a home inspector come out to your home ahead of time to be informed of what your home needs to get it up to par and not be blindsided by any big concerns at the last minute.

### *UPDATING*

1. If within your budget and not taking up too much of your equity, updating your home will definitely make it more attractive thus making it sell more quickly than the home in your neighborhood that is not updated, common updates would be paint, carpet, ceramic tile, hardwood flooring(hand scraped hardwood is real popular), laminate flooring that mimics hand scraped hardwood, granite counter tops, new light fixtures, new shower, tub and sink fixtures, new ceramic showers or tub surrounds, new front door and getting rid of the gold light fixtures and hardware.

### *CLEANING*

1. Clean your house from top to bottom, windows inside and out, vacuum, sweep, dust and keep the kitchen and bathrooms sparkling, clean all appliances and clean all mold and mildew. Clean the outside of the home. Mow the grass, edge the grass, rake the grass, power wash the

driveway and sidewalks, clean up the flower beds, plant new flowers in the flower beds and along the sidewalk, trim the bushes and trees, sod if needed, put the trash & recycling cans out of sight, keep the sidewalk and porches clean of trash and clutter.

#### *NEUTRALIZING*

1. When painting or replacing any flooring use neutral tones. "REALTOR BEIGE". Do not use wild colors. They are very personal. One of the best investments is 2 coats of neutral color paint.

#### *SPACE MANAGEMENT*

1. De-clutter, de-clutter, de-clutter. Pack up valuables and small items, to remove some clutter and protect your valuables. Open all blinds and window treatments to give the home a more airy larger feel. Pack up and store large furniture that may make the room feel crowded or remove all the furniture. Every morning make sure and pick up all clutter, make up the beds and keep the kitchen and bathrooms spotless.

#### *CREATE AN ATMOSPHERE*

1. Make sure the home does not have any odors that may offend a potential buyer such as odors from, dogs, cats, cigars, cigarettes, cooking or dirty laundry. Sometimes these odors are only eliminated with new carpet, paint and having the furniture and draperies professionally cleaned. Some people are more sensitive to odors than others. Once you have eliminated any odors introduce a soft fragrance. Nothing too strong or obnoxious. Soft music in the background also creates a great ambience.

Please ask us about vendors or service providers that can provide services to you to improve the condition of your property that you can pay at closing\*.

\*We do not receive any direct or indirect compensation for vendors or service providers referred to you. If we did in fact receive compensation or have a relationship with the service providers or vendors, this will be disclosed to you. It is your responsibility to check the credentials, insurance, and any other matters in respect with the quality or performance of such vendors and service providers. We do not guarantee or are liable for any vendors or service providers you might use as a result of a recommendation or referral on our part. We have no control over the terms, promotions, or/and any discounts they might offer, it is your job to get everything in writing and make sure the terms are agreeable to you at all times. A vendor or service provider has the ability to put a lien as a result of having performed work on your property and any unpaid balances, please make sure you disclose this to us and you are aware of this possibility that this might hinder your ability to close since the buyer must receive a free and clear title.

#### *UTILITIES*

It is important that services are on during the time it is available for showings and inspections. Services are to be paid by seller and consumption is up to seller to monitor. It is important AC or heating is running since it makes it very uncomfortable and not attractive for a buyer to be at a hot or cold property, regardless if it is 5 or 30 minutes, property shows at its best when it is at a comfortable temperature and toilets can be flushed as to keep water from becoming stagnant and smelly, not to mention the need to water the yard during the summer.

#### *B)Insurance*

Property should be insured at all times. If property is going to be vacant or rented/leased, this must be discussed with insurance company as to offer the appropriate coverage. Failing to do so might put you at risk of not being protected in case of an accident, lawsuit, or catastrophe, among others.

### *C)Warranties*

If you have any warranties on items at the property or the property itself such as builders 's warranty, appliances manufacturers' warranties, or any warranties, please make this information available to us. It might come in handy if an item is not in working condition at the time of inspection and can be repaired at no cost or minimal cost to you, as well as making it more attractive to buyers.

In addition, regardless if buyer is buying your property in As-Is condition, it is better and a good incentive to offer a Home warranty to buyers; as it reduces the possible liability caused by items that might break down after closing, from having buyers come after you to cover the cost of replacing or repairing such item(s).

There are many alternatives as far as Home Warranties that you can look up online and a variety of coverage and pricing, but we have obtained great results from using First American Home Warranty, which offer sellers coverage as well. Please go to their website and find out what is covered, terms and conditions and let us know if you would like for us to set it up. [www.homewarranty.firstam.com](http://www.homewarranty.firstam.com)

### *D)Showings*

What is CSS?

The Centralized Showing Service (CSS™) assists your REALTOR® in making your home easier to show for other REALTORS®. CSS provides one central phone number for all real estate agents in a market to schedule showing tours for their buyers. Having one phone number to call is far more convenient for other REALTORS® in the area. This convenience may result in more showings for you. CSS is quick and efficient. Therefore, agents prefer showing homes on CSS more than non-CSS homes. This efficiency helps get your home more showings. CSS is also open 33% longer than traditional real estate offices. Our hours are 8am - 8pm Monday through Saturday and 8am - 6pm on Sunday. Additional hours, better efficiency and more convenience may mean more showings and prospective buyers for you which can then turn into a FASTER SALE.

How Does CSS Work?

Basic Information

With CSS, there are three basic types of showings:

GO, COURTESY, APPOINTMENT REQUIRED.

The GO is used for vacant homes.

COURTESY means we will call and leave a message about the appointment, but the agent is OK to show the property.

APPOINTMENT REQUIRED means we have to get your (or your agent's) approval to let the buyer's agent show your home to a prospective buyer.

Generally, homes that are GO or COURTESY get an average of one more showing per week than APPOINTMENT REQUIRED homes. (More showings mean a faster sale!)

When CSS Calls if your home is a COURTESY call, CSS will leave a message on your answering machine or voice COURTESY call, Our representative should say, "Hi, this is (representative's name) from CSS calling on behalf of (listing company's name), to let you know that (showing agent's name) will be by between \_\_\_ and \_\_\_ (time frame) to show your home." Agents give us a time frame because their buyers may take a long time to look at different homes, or they may move very quickly. It is difficult for agents to pin down exactly when they will be at your particular home. If you want to keep track of who shows your

home keep a pad and pencil by your phone. You can call CSS when you need to cancel, reschedule, and check on a showing or change showing instructions. When you call CSS, simply tell our representative that you are selling your home and give the CSS representative your address. They will then be able to quickly find your address and assist you. Don't be surprised that we ask for your last name right away when we answer the phone. As noted earlier, CSS is focused on being very fast and efficient. Ninety percent of our calls come from REALTORS®.

Toll-free 888-384-SHOW (7469)

## SHOWING TIPS

**Use A LockBox On Your Home.**

Homes with lockboxes have almost 60% more showings than homes without lockboxes over the same period of time.

**Use A Reliable Answering Machine.**

An unreliable answering machine can mean missed notifications about showings. Make sure you check your answering machine on a regular basis.

**Use Our 'TextApprove' Feature.**

Ask your REALTOR® about this feature that allows you to approve or decline showings via text message. If you don't reply back, we will still make all the necessary calls for the potential appointment.

**Communicate With Others In Your Household About Showings.**

Most problems with showings come from one person in the family not receiving notification about a showing from another member of the family. Be sure children and teenagers know the importance of relaying dates and times of showings to other members of the family.

**Always Have Your Home Ready To Show**

This is probably the hardest to do. Keeping your home in good showing condition can not only improve the quality of each showing, but also reduces your stress. When CSS calls about an agent that has a buyer that is "in the area", you won't have to frantically try to clean up. For more specific tips on keeping your home in good showing form, visit: [www.realtytimes.com/rtnews/ftcpages/20000628\\_showing.htm](http://www.realtytimes.com/rtnews/ftcpages/20000628_showing.htm)

**Be Prepared For "Drive-Up" Showings.**

Realtors prepare tours for their buyers ahead of time. Often, however, their buyer will see a house for sale that was not on their tour. CSS makes it much easier for that REALTOR® to then schedule that showing appointment. Be aware that this may happen to you. Often these spontaneous showings are the ones that sell your home. CSS defines a "drive-up showing" as a REALTOR® requesting a showing appointment within 20 minutes of their planned arrival at your home.

**Have One (Or Two) Primary Phone Number(s) To Call.**

Using one primary phone number to call for notification or approval reduces the chances of problems with showings. We will call more than one number, but it can increase the number of problems that are associated with showings.

**How To Potentially Increase Showings:**

- Put your home on electronic lockbox.
- Allow showings whenever possible, even when your home is not in perfect condition or someone is asleep in one bedroom.
- Try to not restrict showing times

**How You Could Lose Showings:**

- Rescheduling/Declining showings
- Requiring advanced notice
- Restricting available showing times

**Scheduling Over 15 Million Showings a Year!**

[www.SHOWINGS.com](http://www.SHOWINGS.com)

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## ***Transaction***

We strive to streamline and simplify the process for you and your family, so much that it may appear as if not much is being done or if things happened without much effort, but be assured that we are taking care of you and your interests and making sure all timelines and due dates are met, parties involved are kept informed, and everything falls into place as needed and according to planned as much as possible.

With you, your family, and your goals in mind, we presented to you a listing marketing strategy. Part of that strategy is to present your property (product) as the best option in the market as to attract a willing and ready buyer. This is achieved thru the following:

### *Staging.*

1 hour of staging is included in the marketing fee. It is limited to an evaluation of the property. It does not include moving furniture or doing any work to the property. The objective of having a stager evaluate your property is to help us look at property from a buyers' point of view and possibly be able to address any issues ahead of time that might become a challenge. It is all about making attractive areas count over not so attractive ones.

Staging can create an ambience that will communicate to buyers, that your property can give them the desired life style they sought. Effective staging can give your property The "WOW" factor needed to motivate buyers to write an offer for the most favorable terms for you.

### *Estimates.*

We can provide up to 3 estimates from different vendors and service providers for you to choose. You are welcome to get as many estimates from your own sources and have the work done by the vendors and service providers of your selection and choosing. Do keep in mind that time is of the essence and in order to put your property on the market, it is highly recommended all work is completed. But feel free to discuss this directly with us. We do not supervise work, only under certain special circumstances can we assist with facilitating access to the property for work to be completed, but we are not responsible or liable for any vendors or service providers, as stated above. (\*) Remember that quality and warranties might be a huge factor in some repairs if not most.

### *Inspection.*

We will bring an inspector of our selection to perform a full inspection to your property, just as the one a buyer would have done to your property during the option period. This is included in the marketing fee and it is done for the purpose of identifying any potential issues that might come during an inspection that might turn a buyer off or become an item up for renegotiation. It gives you the opportunity to address them as well if it is within your budget. It is always recommended you do so if at all feasible. Based on our extensive experience, having an inspection for buyers to review upfront, besides building trust, allows for less negotiation during transaction.



Re-inspections do have an additional cost to you that is not included in the marketing fee. If you are able to complete the repairs, it is recommended you have your property re-inspected to

make sure all items have been addressed effectively. This is really the best route to attract a good offering price since buyers are more inclined to offer top dollars for properties that are in great shape.

You have the option not to have the stager, inspection, and/or estimates done, but we strongly recommend you do based on what we mentioned above. They are included in your marketing fee and there is no additional fee is requested from you.

*Photographs, videos, and virtual tours.*

We utilize the best technology available as to be able to convey the best possible “story” about your property. These are also included in your marketing fee, but we recommended having them taken until all the above has been completed, because pictures speak louder than a thousand words, and with today’s buyers high quality marketing material definitely make the best impression, thus more traffic=selling your property faster and for the highest possible price.

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Relax, you are in good hands.

We thank you for your trust and appreciate your business.

We look forward to a great real estate experience and a happy closing!