

YOUR GUIDE TO PREPARING TO SELL YOUR HOME



# SELLER'S GUIDE



*Your Property Pros*

CENTRAL UTAH LISTING SPECIALIST'S

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# Greetings!

Congratulations on taking this first step towards selling a home! Selling a home, whether it's your first or your third time, can be a little overwhelming. There's bound to be stress with selling a home, as it is one of the most significant financial decisions you'll make in life.

As you may know, no two real estate transactions or properties are alike. Each Buyer and Seller are different as they each have different wants, needs, and financial goals. This is why it is important to have a seller's agent by your side to guide you through this process.

This Home Sellers' Guide provides a general overview of the entire selling process as well as tips and tools on how to navigate successfully in today's real estate market.

If you have any questions or need support for your home selling journey, please feel free to contact us!

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WHO WE ARE  
*Your Property Pros*

ERA BROKERS CONSOLIDATED - CENTRAL UTAH



# Our Promise To You

## AS YOUR AGENT TEAM, WE WILL:

- 01 Assess the condition of your property and help determine the best price based on comparables.
- 02 Advise on home improvements and staging ideas to enhance the home's marketability.
- 03 Have a solid marketing plan in place to promote your property effectively and attract qualified buyers
- 04 Field all enquiries, coordinate showings and stay in constant communication with you during this process.
- 05 Guide you on how to choose the best offer and handle negotiations to maximize your investment
- 06 Assist you during every step of the process by providing insightful advice and information
- 07 Communicate honestly and as frequently as you need, and answering all your questions and concerns in a timely manner



# BETTER MARKETING *of your home*



## PRICING

Pricing your home correctly will make your home sell fast.

Buyers will pass over overpriced and underpriced homes.



## PROPERTY CONDITION

The condition of your home will influence the selling price and how quickly it sells. The better the condition of the home is, the faster it will sell.



## MARKETING STRATEGIES

Having high market exposure is the key to selling your home quickly at the best price possible. The more exposure your listing gets, the more potential offers you'll get.



## MARKET CONDITIONS

The current market conditions will determine the price range of your selling price.

# MARKETING PLAN *for your home*



## EMAIL MARKETING

A targeted announcement for your listing will be sent to my personal network, as well as other agents with potential buyers.



## MULTIPLE LISTING SERVICE (MLS)

Your listing will be entered into the MLS, giving you exposure to thousands of Realtors® in the area.



## CUSTOM PROPERTY WEBSITE

A website specifically for your property will be created to support all marketing efforts.



## LOCKBOX & SIGN

A lockbox and smart yard sign will be placed on your property to increase showings and provide you with security of knowing who has shown your home.



## PROPERTY FEATURE SHEET

A sheet with all the information about your property will be made available to buyers during showings for them to take home after.



## 3D MATTERPORT TOUR

Allow buyers to walk through your home virtually. 95% more likely to call on a property. 31% less time on market.



## ONLINE ADVERTISING

Your home will be actively marketed and syndicated to over 100,000 websites like Zillow, Homes.com, etc. as well as on all social media platforms and groups.



## PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY

A real estate photographer will come to take professional listing photos. This is vital to making the best first impression to buyers online resulting in 61% more views online.



## ONLINE ADVERTISEMENTS

Over 90% of buyers start their search online. Ads on Facebook & Instagram for every property.





**PREPARING**  
*your home for sale*  
GETTING YOUR HOME READY FOR LISTING

# SALABILITY *of your home*

Listed below are the four main factors that determine whether your home sells quickly or not.



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# Pricing

Pricing your home properly is extremely important as it can determine whether you'll receive offer(s) on your home quickly or whether your home sits on the market for months without showing requests or offers.

## UNDERSTANDING THE MARKET

The pricing of your home is highly dependent on the current market conditions in your area. This is why it is important to hire an experienced agent team to provide a complete analysis of your property so you can have a better understanding of what your home is worth based on current market conditions.

Note that you should not rely on sites such as Zillow to give you an estimate on what your property is worth. Utah is a non-disclosure state so they aren't able to accurately compare pricing from previous sales. These sites tend to over-estimate the values of the properties, and can often lead to disappointment when these estimates do not line up with the actual value of the property.







# LISTING *on the market*

PREPARING FOR YOUR LISTING TO GO "LIVE"

# Showings

## PREPARING YOUR HOME FOR SHOWINGS

If you did a good job of preparing your home for photography, then you will be in good shape. Make sure to clean your home frequently so that you are always prepared for showing requests.

### TO-DO LIST EVERY TIME BEFORE EVERY SHOWING

- Place all clutter in a basket & place in your car
- Vacuum carpets
- Wipe down all countertops
- Clear out the kitchen sink
- Take out garbage
- Check all towels are picked up
- Turn on all lights & open the curtains or blinds
- Sweep & mop all floors
- Close all toilet seats
- Make the beds
- Make sure home smells fresh
- Take your pets with you

## SHOWING TIPS

**Building an Emotional Connection:** Buyers are more likely to make an offer if they can see themselves living in this property. To see that, they need a clean home without other peoples' belongings in it. In addition to cleaning the home, you should focus on decluttering and depersonalizing so that buyers can truly imagine themselves belonging in the home. We will help you with this.

**Giving Buyers Space:** You should not be at showings as buyers need “space” to visualize the home as their own. Buyers also need to feel they can speak freely without fear of insulting the seller because if buyers don't voice any concerns, agents cannot counter those concerns, offer solutions, and point out other compensating factors to buyers. Another reason for not being at showings is that you can't say something that may hurt you. A buyer or their agent could get you into conversation that gives them a glimpse into your situation or an answer that would give them the upper hand when negotiating later on.







# Expectatons

Your home is finally ready to be listed for everyone to see! As soon as your home goes “live,” you should begin to receive showing requests. Below are the various scenarios that typically happen when the listing first goes on the market and how you should proceed.

## GETTING MULTIPLE OFFERS

While this is not common, it does happen when homes are located in popular areas or priced very well. If your home is likely to generate multiple offers, set an offer deadline for sometime after the planned open house. We can review and compare offers and allow interested parties time to do due diligence to possibly waive or minimize contingencies.

## SHOWINGS, BUT NO INTEREST

If buyers are looking at your home, but no one is expressing any interest, you are likely priced too high. We will connect with them to find out what’s holding buyers back – is it the price, layout, location? If there’s something that can be fixed, go for it. If not, price is usually the reason why since buyers are comparing your home to others and are finding it too small, unique, dated, or “far out.”

## NO SHOWINGS

If no one has requested to see your home during your home’s first weekend on the market, We will be reaching out to keep you posted. We will look at how your home appears online and check to make sure your showing instructions are flexible. Note that if your home is at a high price point or unique in some way, then it's common to have less traffic as your home is not targeted towards the average buyer.





# GETTING *offers and negotiating*

WHAT HAPPENS AFTER GETTING AN OFFER?



# Negotiating Offers

When you receive one or more offers to purchase your property, it is important to review each one carefully. While we, as your agent team will review the offers with you and explain the merits of each, it is ultimately your decision which offer to accept.

## ACCEPTING AN OFFER

If you receive a good offer and would like to accept it, it's important that you review the meaning of each term included in the offer. Once you sign a Real Estate Purchase Contract, it becomes a legally binding contract. This means you and the buyer are legally bound to execute the contract and perform your obligations, which can be enforced by a court of law.

## COUNTEROFFERS

You can also counteroffer by making changes to the initial offer to the seller. If the buyer accepts the specific changes or additions that you have purposed, then you would accept the new offer. Note that there may be several rounds of counteroffers as each party gets closer to a final offer that will satisfy both parties.

## REJECTING AN OFFER

You can also reject an offer outright without making a counteroffer. Or, you can not formally respond to an offer while waiting for different offers to come in, leaving your first offer available to counteroffer later on if you choose.



## NEGOTIATION TIPS

- Ask questions: question anything you don't understand. We are here to represent your best interests, so if you have any questions about your contract, do not hesitate to ask.
- Avoid delayed responses: if you don't reply promptly to requests, bids, or counteroffers, you could risk losing your buyer.



FROM  
*under contract to sold*

COMPLETING CONTINGENCIES AND HEADING TO  
CLOSING



# Home Inspection



When writing the contract, the buyer can choose to include a due diligence contingency.

**Due Diligence Contingency:** allows the buyer to back out of a contract based on their findings in an inspection.

Most buyers will want a home inspection because if major defects or issues arise during the inspection, buyers can back out or negotiate to get things fixed, replaced, or credited, both of which they cannot do if they did not request for a home inspection.

## HOW THE CONTINGENCY WORKS FOR HOME INSPECTIONS

Buyers must specify in their offer the length of the due diligence contingency. Before the deadline, they will need to decide to move forward or void the contract, taking one of the below actions or inactions:

**Buyer Fails to Take Action Before Due Diligence Deadline:** If buyers fail to void the contract or submit their list of requests by the deadline, the contingency expires and the contract moves forward. As the seller, you are under no obligation to fix anything and the buyer is required to move forward.

**If the Buyer Decides to Void The Contract:** If buyers no longer wish to buy the house after the inspection, they can cancel the contract by sending a notice cancellation.

**Buyer Decides to Move Forward and Requests Repairs:** Within the time frame agreed on for a due diligence contingency, the buyers can request that you make certain repairs, or can request that you credit a dollar amount to them so they can do the repairs.

# Appraisal

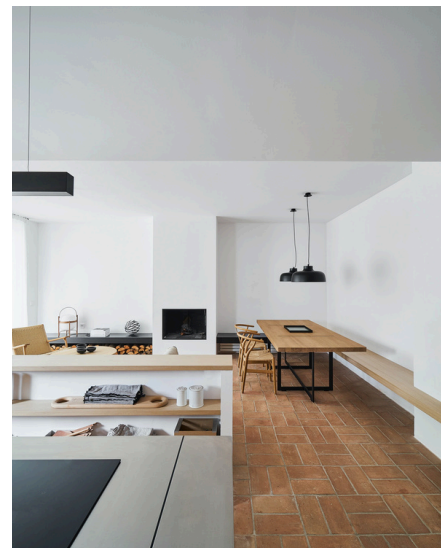
Although you and the buyer have already determined the fair market value of your home, the buyer's mortgage lender, if applicable, still needs to make sure that the amount they are lending is justified and protected by having an appraisal.

While appraisals aren't usually an issue, they can be. Sometimes appraisers simply can't find suitable "comparables" (homes similar to yours that have sold recently) to evaluate the property. We will always share the comps we used to price your home and add any other comps that come up subsequently.

If the appraisal does come back low, there are a few ways to address it:

- The buyer agrees to make up the difference between the appraised amount in cash.
- You agree to lower the sale price to the appraised amount.
- You lower the sales price a bit, and the buyer comes up with more down payment, to make the difference between the appraised amount and the sales price.
- The appraisal may be contested, and we supply additional comparables for the appraiser and lender to consider.
- An entirely new appraisal may be ordered.

The approach that works best (if this even occurs) will depend on many factors. We'll have to review and discuss if and when this happens. Do not stress yourself out or worry in advance about the appraisal. Just know that these are things we are familiar with, and we will help you deal with them appropriately.



# Final Walk-Through

One of the last things that happens before closing is the “walk-through.” This is when the buyer and their agent come to the house to make sure everything is in the condition it was when they agreed to purchase the house.

This is usually done a few days before closing. They will be looking to make sure that:

- No damage has occurred since the date they agreed to purchase the property.
- All of the fixtures, appliances, mechanical items, and utilities are in working order.
- Everything you agreed to leave behind contractually is in fact being left behind.
- The house is clean. (Make sure to leave it as clean as possible.)
- You are entirely moved out. (You’d be surprised at how many times buyers show up and a seller isn’t even close to being moved out!)





# Closing



Congratulations, you're closing on the sale of your home! This is where closing costs are paid by the buyer and seller, property ownership is officially and legally transferred to the buyer, and seller receives the funds from selling their home.

There will be a lot of documents to review and sign. The title agent will review and discuss all of these at length. This closing process does take about an hour or so.

Here are a few things you should do before you head to the closing table:

- Make sure to gather all extra keys, garage door openers, alarm codes, etc., to leave for the buyer.
- Most likely, all of your closing costs will be paid out of the proceeds from your sale. If not, make sure you have a cashier's check in the amount the title agent calculated to be due from you at closing.
- Bring the proper identification. Usually a photo I.D. (like your license or passport).

After the closing, there will still be a lot going on behind the scenes. Many documents will still need to be processed and recorded. Once it's all complete, congratulations, you have finished selling your home!



# Home Selling Roadmap

## STEPS FOR SELLING YOUR HOME



01

### CONSULTATION

We will tour your home and give you insights on what will help your sale.

We will discuss the process and develop a marketing plan.



02

### LISTING APPOINTMENT

We will discuss the value of your home, review expectations, sign documents, and enter into contract.



03

### PRE-LAUNCH

All marketing materials are complete and ready for launch.



04

### LAUNCH DAY

It's time! Your home's profile is posted online. All marketing materials we've agreed upon will be rolled out.



05

### BUYER PROSPECTING

Your home is consistently being marketed to potential buyers.



06

### SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.



07

### INSPECTION

Your buyer will hire an inspector to check your home and is likely to recommend repairs and/or upgrades. We will negotiate on your behalf.



08

### LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and waiting for approval.



09

### FINAL WALK-THROUGH

The lender's requirements are met and closing is scheduled. Buyer has a walk through of your home usually 24-48 hours prior to closing.



10

### CLOSING

Congratulations! Documents are signed, keys are exchanged and proceeds are received.

# WHY CHOOSE ERA BROKERS

## *Central Utah*

### BETTER TECHNOLOGY

We use an online portal called ARTI. ARTI is a better way to transact Real Estate.

- **Transaction Window:** Transaction details, documents, marketing resources
- **Transaction Guide:** Next steps, process checklists, visual timeline
- **Activity Feed:** Transaction History, updates, leads, status changes, who did what when, easy access, simple to use
- **Real Time Notifications:** Text or email enabled, critical date reminders, leads and activity notices, document and status changes
- **Activity Reports:** Weekly activity reports, online views, leads, status updates
- **Listing Websites:** Maximum listing exposure, supports 3D, video and photos. Schedule a tour, tracks views and leads generated.

### BETTER EDUCATION

Your ERA real estate professional is best prepared to support your unique needs because they have access to the best education offerings in the industry.

- **Arti Academics:** Strategic relationship with the highest ranked online school with specific courses and exclusive content reserved for ERA Agents.
- **Tech Circle:** Monthly tech round-table covering a wide variety of technology topics and platforms
- **Continued Education:** We banked over 2,000 hours of real estate continuing education from our catalog of over 30 unique courses.
- **Regional Meetings & Office Trainings:** Learn from brokers and agents with decades of experience as they share best practices and help stay ahead of changing industry trends

### BETTER RESEARCH

Our investments in Market Research provide insight and commentary on a dozen residential markets in California, Nevada, Texas and Utah.

- Residential Markets
- Single Family Investment
- Multifamily
- Commercial Real Estate

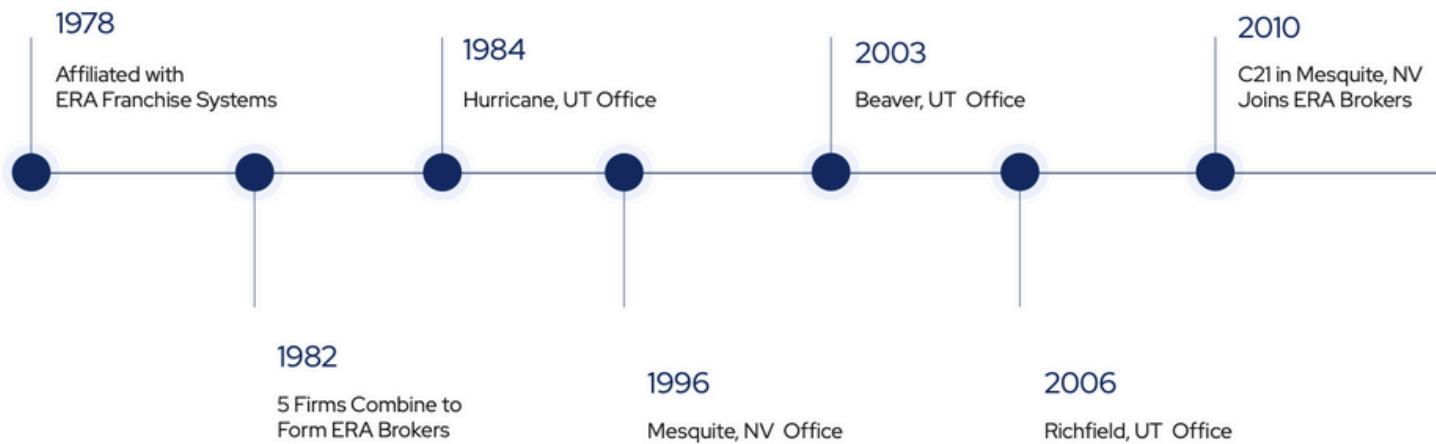
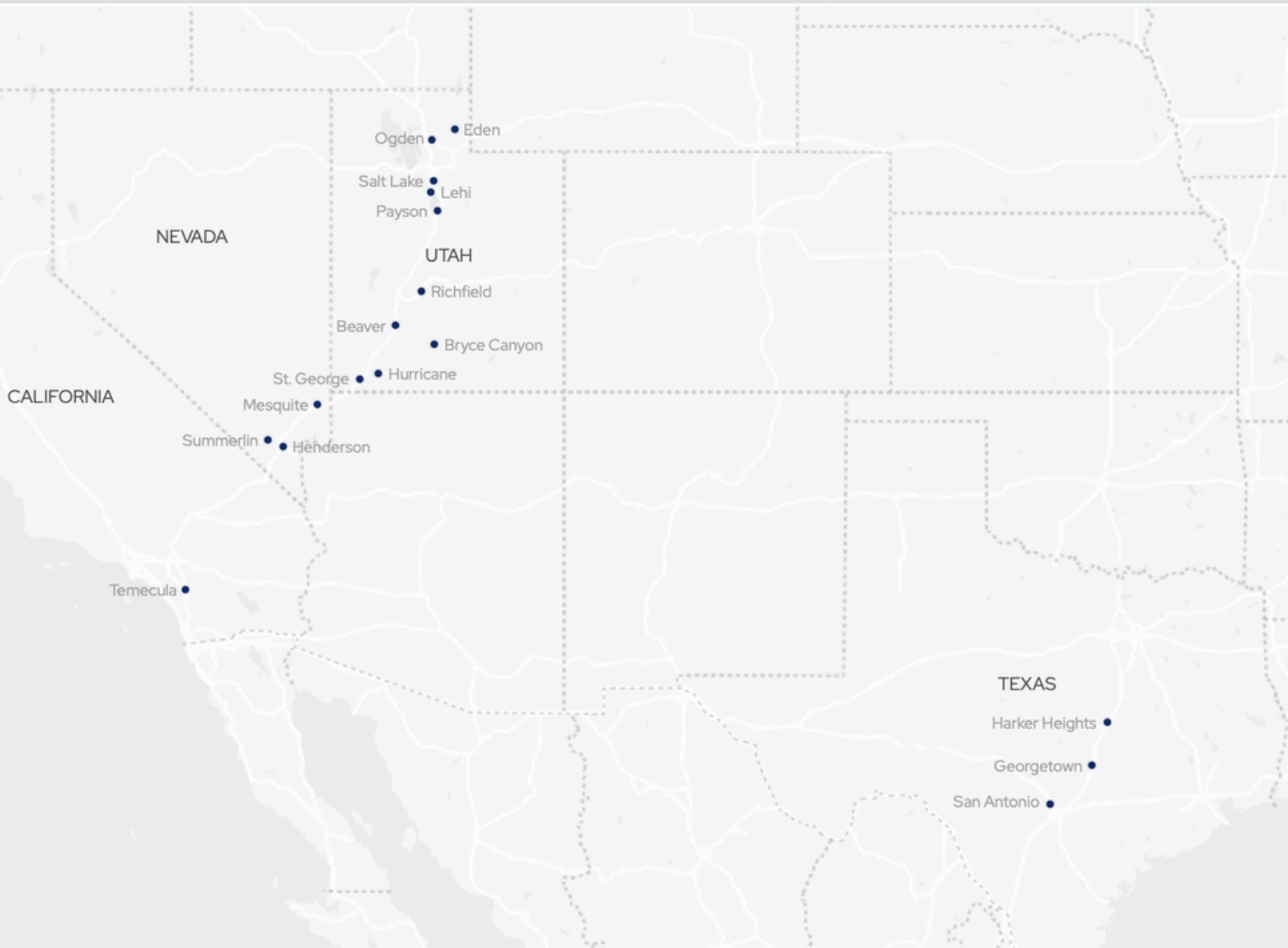
View all research at:  
[erabrokers.com/research](http://erabrokers.com/research)

### BETTER SUPPORT

- International Collection
- Property Management
- HOA Management
- Distinctive Luxury Properties
- Builder and Developer Services
- Corporate Services
- Farm & Ranch Group



Serving over 20 million people  
along the I-15 & I-35 Corridors





REALTRENDS  
FIVE HUNDRED



ERA REAL ESTATE  
CIRCLE OF SUCCESS  
PLATINUM COMPANY

## Providing Real Estate Services in California, Nevada, Utah, Arizona, and Texas

At ERA Brokers, ERA Colonial, and ERA Donahoe we are a brokerage infused with proprietary real estate technology. As part of Brokers Holdings, our organization operates commercial and residential brokerages in Arizona, California, Texas, Nevada, and Utah.

With over 850 agents and staff, we collectively close over 5,000 transactions worth more than \$2 billion in value annually. In addition, we manage nearly 2,500 property management units worth over \$1 billion for our clients.

2017

ARTI® Transact Launches  
Quality 1 in Mesquite, NV  
Joins ERA Brokers

2019

ARTI® Academics & ARTI®  
Studio Launches

2022

ERA Donahoe  
& ERA Colonial  
Joins ERA Brokers  
Payson, UT Office

2016

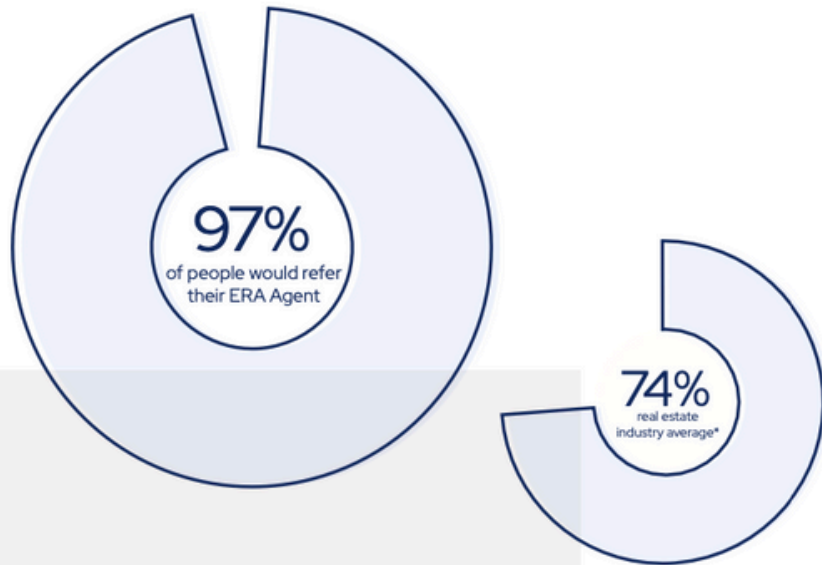
TOP 1/2 OF 1% OF  
REAL ESTATE BROKERAGES  
IN THE COUNTRY  
Lehi, UT Office  
Realty Executives of  
Nevada in Las Vegas  
Joins ERA Brokers

2018

Salt Lake, UT Office  
Sterling PM  
Joins ERA Brokers

2021

ERA Skyline  
Joins ERA Brokers  
Monarch PM  
Joins ERA Brokers  
Tico Realty Group  
Joins ERA Brokers



#### Marketing Methods as Reported by Sellers\*

YOUR LISTING		INDUSTRY AVERAGE
100%	Multiple Listing Service	86%
100%	Yard Sign	59%
100%	Realtor.com	49%
100%	Agent's Website	48%
100%	Company's Website	42%
100%	Zillow, Trulia, etc.	45%
100%	Social Media	22%





# Testimonials

## SHANNON JENNINGS



I worked with Brayden when I moved up to Utah from out of state. He made working with him remotely a breeze made our transition so smooth. He is so knowledgeable about everything and spent so much time getting to know us and our needs. He is open and honest with you and always has your best interests at heart. He made escrow and closing so easy and informed us every step of the way.



## KINZIE HANKES



With our first time selling a home and buying a new one, she made it easy and understandable! Our home sold within days of listing all while getting our offer on a different home accepted during the same time, I really don't think we would've had an outcome like this without McCall!

## THE HANSESN



Brayden provided professional real estate sales advise. Found a buyer quickly and took care of all of the details with a minimum of problems. He had professional quality photos of the home taken and posted on the internet as part of the advertising process. He is very knowledgeable of market and sold the home for more that I thought was possible.



## ANDIE COOK



"We had a rental home we wanted to sell... McCall made us feel like we were her top priority. She kept us in the loop at all times and made the selling process easier than we could have hoped for! She explains things well "



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