

GUIDE TO

Selling Your Home



ckm

CHRISTINA KABO MOORE REALTOR

Experience the Difference



When you decide to use us as your realtor, not only do you get detailed attention to the selling process, we also offer marketing solutions and features to help your home stand out from the local competition. In order for your home to get top dollar, it's imperative to work with an agent that does more than stick a sign in your yard.



LA comparative market analysis (CMA) is a document drawn from a local multiple listing service (MLS) database. To create a CMA, I will consider the average price of recently sold, active, and expired listings that are comparable to the home currently being sold by the agent (known in the industry as “comps”). While most often used by seller agents to determine a listing price for a home, CMAs can also be used by buyer agents.

Comparable properties you should incorporate into your CMA include:

- Evaluate Homes That Have Sold in the Last 180 Days. Currently For Sale, Currently Under Contract
- Evaluate Homes with the Same Number of Bedrooms & Baths
- Evaluate Homes Within Roughly 300 Square Feet of Yours
- Evaluate Homes That Are in the Same Neighborhood
- Evaluate Homes That Are in the Same or Comparable School Zones
- Evaluate Homes with a Similar Lot Size as Yours
- Evaluate Homes That Have Similar Amenities as Yours

THE MARKET

LISTING YOUR HOME

PROCESS

01

STEP ONE

DISCUSS YOUR HOME, YOUR SELLING NEEDS + GOALS AND MAKE A PLAN FOR GETTING YOU THE MOST MONEY!

02

STEP TWO

DISCUSS THE MARKET CONDITIONS AND EVALUATE THE BEST STRATEGY FOR SELLING QUICKLY

03

STEP THREE

SCHEDULE OUR STAGING DAY + PHOTOS/VIDEO DAY TO PREPARE TO LIST

04

STEP FOUR

GO OVER THE LISTING PROCEDURES LIKE THE SIGN, LOCKBOX, SHOWINGS AND OPEN HOUSES

05

STEP FIVE

IT'S GAME TIME- YOUR HOME IS NOW ON THE MARKET! WE WILL GO OVER WHAT THIS MEANS AND WHAT THE NEXT STEPS ARE ONCE WE GET OFFERS IN



The plan *for* your listing

The key to having a lower stress transaction is building good communication methods between you (the seller) and the agent.

Let's discuss:

- Where do you want to move to?
- Why are you moving?
- How long do you have to sell your home?
- What is your budget?

It is important to first understand your needs so we know what you are looking for at the time. As your agent, our goal is to help you achieve your goals in selling your home.

understanding.....

the sign + lockbox

- We make sure to keep your home safe with a professional grade lockbox. Only licensed realtors of our association have access to these bluetooth lockboxes.
- When a realtor enters the property we will be notified.
- In addition you will be able to approve and deny showings once the realtor has requested showing online.
- We also send you a sign to put in front of your home to display.
- When prospective buyers are coming to your open house or showings the sign will make sure your house stand out and easy for them to arrive.

social media

The buying process has been completely redefined from the past. In today's age looking for homes has become heavily dependent on the internet. This is why we hire only the best photographers to showcase your home.

Once your professional pictures and videos are taken we can upload them to our MLS, Zillow, Realtor.com, Trulia, etc to make sure the home gets as much exposure as possible!

Also when you list with me your property will be featured on all of my social media platforms to even ensure the property receives even more exposure. In today's age, social media is used with almost everybody! This why I believe it is crucial to do proper social media marketing to sell your home. A good social media presence for your home can drastically change the way potential buyers look at it.

photos + video

A high quality, professional photographer is essential for selling every home.

Buyers can be turned off by not using professional photos and videos which will cause them to lean towards homes with great pictures.

I also take a walk thru video to show buyers the flow of the home before they even make the appointment. This helps our listings stand out!

** Key takeaway- I will make sure your home is picture ready by staging it and styling where needed to showcase all the main selling features of your home. Our photographer will also be there to move things as needed to get the best shot possible.

now you
are
ready
for the
market



PREPARING YOUR HOME

When presenting your home to prospective buyers first impressions are crucial. It is important to put your home in its best light and to create a buzz regarding your home. This can be achieved by improving your home to impress buyers.

Here are some tips I recommend my sellers do before listing their home to get the most money!

Cost Effective Improvements

01

These can be improvements like freshening up your paint + trim, making sure all lightbulbs are in working order, freshening up lawn care, decluttering + light staging

Upgrades + Repairs

02

Replacing run down carpet, upgrading outdated lighting, adding or updating hardware on cabinets, fixing any appliances that aren't in working order, taking down any wallpaper

Maintenance Items

03

replacing an old or leaking roof, replacing an old or not working HVAC unit, water heater or furnace, pumping out your septic tank, servicing your fireplace, replacing any fogging windows, making sure all utilities are up to current building codes

Tips for Reorganization & Maintenance



EXTERIOR:

- Mow and rake the lawn. Trim hedges and shrubs, weed and edge gardens.
- Clean sidewalks and driveway, remove any litter.
- Power wash the porch, deck and patio.
- Clear out the garage of everything but cars. If yours has become a two-car attic, throw out all unnecessary items, and then thoroughly organize and clean everything that remains.

INTERIOR:

- Clean and tidy the "money rooms", these include the kitchen, master, and family room. These rooms are what buyers mainly look at and can help sell your home.
- Create space by getting rid of all excess furniture.
- Remove all odors and add air freshener, dishes of potpourri, etc for scent.
- Freshen up any paint or trim to make it look fresh

I will go room by room with you to help stage your home for photos and showings!



WHAT IS *an* OPEN HOUSE?

Open houses are a phenomenal way to generate foot traffic into your home, to give potential buyers an overview of all its unique features, and give them the opportunity to fall in love with it in person.

Once the property is LIVE we will prepare an open house for potential buyers. Our feedback forms allow us to capture the info of each potential buyer and gain insight into what they think of your home. We can then follow up with each visitor to see if they are ready to make an offer, and we can get your home sold.

Here are some tips to make sure your house can shine at its open house:

- Ideally, pets should be unseen. Pet areas should be clean and odor-free; not everyone may share your love for animals and some may be allergic to them.
- Bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma.
- Lock away and hide all cash, jewelry, small valuables, and prescription drugs, if applicable.
- You should be absent so buyers feel comfortable making comments.

ONCE UNDER CONTRACT



Get ready for the appraisal

As your realtor I will do the following:

1. Schedule appointment with appraiser
2. Provide the appraiser with the sales contract and comps
3. Answer any questions or concerns with the property

Wait for the buyers inspection

- After the buyer has an inspection done if they are requesting repairs they will present to us a repair request form along with the inspection reports.
- They will either send in a request for certain items to be repaired or request for a credit at closing. This will be applied towards their closing costs and/or down payment.
- These items need to be completed, re-inspected prior to closing. This is a cost for the buyer.
- Making sure any known defects are repaired prior to the listing will help reduce the amount of items the buyers might want to ask for



ARE YOU A HERO?

**We want to help you save money when buying,
selling or refinancing your home!**

We are able to do this through an organization that we have joined called Homes for Heroes, a reward program to give back to those in the community who give so much everyday!

Homes for Heroes® is Dedicated to Serving and Giving Back to Firefighters, Law Enforcement, Military (Active, Reserves and Veterans), Healthcare Workers, EMS and Teachers When You Buy, Sell or Refinance a Home.

If you are interested in how this program can benefit you, give us a call and we can walk you through the process.



Who Can Apply?



Law Enforcement



Active Military,
Veterans, Reserves



Teachers



Health Care Workers



Firefighters/ EMT

LET'S GET STARTED!

When it comes to listing with me, you're not just partnering with a real estate agent, you're partnering with a marketing professional. I've taken the courses, undergone the proper coaching, and completed the education necessary to ensure your home gets the best exposure in front of hundreds of thousands of people. With an expertise in social media marketing, we can ensure your home is viewed by all of the right candidates to bring you a buyer on your terms.

For more information about me, and how I get homes sold, check out my social profiles!

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