

INNOVATION. MARKETING. RESULTS.



Sellers Guide



THE PLAN TO SELL YOUR HOME

ERIC FREE REAL ESTATE

SELLERS QUESTIONNAIRE

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

REASON FOR SELLING

When do you want to sell by? Is there urgency?

DO YOU OWN YOUR HOME FREE AND CLEAR?

Do you owe anything on the property? Are you currently paying a mortgage?

DO YOU KNOW WHAT YOUR HOME MAYBE WORTH?

What amount are you wanting to receive from the sale of your home?

MOVING

Will you need to move before you sell? Are you looking for a new home? Are you working with an Agent?

TIMEFRAME

Do you need to close on a new home? Ideal move out time?



ERIC FREE

YOUR FOREVER AGENT

Eric has been passionate about helping people since his early years growing up in "Sweet Home Alabama". He always knew that he wanted to chart a course helping others and that path led him to real estate serving his clients and guiding them through one of the biggest investments in their lives. For years, Eric has been involved in the sales and marketing of millions of dollars worth of real estate in the Greater Dayton area and has won several awards including the Ohio Realtors Presidents Sales Club and Dayton Realtors Sales Leader Club.

Eric joined Irongate Realtors in January of 2021 and feels incredibly blessed to work with amazing clients who many times become friends and a strong part of his referral network.

Eric, his wife Christy, and their 3 kids currently reside in Beavercreek. They love to travel and enjoy taking cruises whenever possible.



IRONGATE INC. REALTORS

Our Company Story

Irongate Inc. Realtors is Dayton's largest local real estate company, with over 325 professional Realtors achieving more than \$525 million in annual sales. Irongate offers the most comprehensive and professional real estate services available in the Miami Valley. With seven highly visible offices covering the Miami Valley conveniently located in Beavercreek, Bellbrook, Centerville, Englewood, Kettering, Washington Township, and Springboro, and a professional support staff of 20, including relocation, property management, IT and marketing specialists, we are well equipped to serve you and help you reach your real estate goals. We have become the most recognized and trusted name in the Dayton community and have been #1 in service since 1975.



"Real People for Real Results"



The Process

A QUICK GUIDE TO THE SELLING PROCESS

01

INITIAL CONSULTATION
Meet with your Real Estate Agent. Discuss preparing your home, listing price, terms and contracts.

02

PREPARE YOUR HOME
Make upgrades or repairs. Stage your home to sell, declutter to show.

03

LIST & SHOW
Your agent will place your home on the open market, schedule open houses, private & virtual showings and more.

04

OFFERS & NEGOTIATION
Negotiate offers and send counter offers, and accept an offer to sell!

05

UNDER CONTRACT
You have accepted an offer from a buyer and both parties have signed agreements.

06

FINAL DETAILS
While under contract, the buyer will perform home inspections & work with their lender to finalize the loan, & get an appraisal.



07

CLOSING
Sign papers and pop the bubbly! Congratulations, your home is SOLD!





WORKING WITH ME

THE ABSOLUTE MUST -HAVES

I would love to opportunity to help you sell your home. Here are some of the perks you receive by working with me.

- Professional Photos, Videos, 3D Tours
- Custom property flyers & brochures
- Award Winning Yard Sign
- Full MLS Exposure
- Direct mail campaign
- Local, National, & International Advertising
- Cutting edge online marketing
- Live & Virtual Open Houses
- Access to Preferred Vendors
- Agent to Agent Outreach
- Secure Electronic Lockbox
- Comparable Sold/Active Updates
- Constant Market Analysis
- Advanced Negotiation Training

PRICING YOUR HOME

Buyers make their pricing decision based on comparing your property to other properties sold in the area. Historically, your first offer is usually your best offer.

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. It's very important to price your home properly in the current market for maximum exposure. Using my competitive marketing analysis tools I will suggest a listing price.

Let me get to work for you today!





PRICE TO PROFIT



SETTING THE RIGHT PRICE

It can be challenging to set the right price for your home. If you price too high you will push away buyers and lose the sale, but pricing too low will have you losing out on money.

The goal is finding the optimal price – one that will maximize your sale price, but won't keep your house on the market too long.

You will find that agents spend their careers refining and mastering setting the optimal prices for homes. We need to combine location and national market knowledge, research and study similar home for sale, come up with the analysis of past sales to get your optimal price that fits your home!

It's not an easy task, but it's the most critical one when it comes to listing and selling a home. Pricing your home right the first time results in more exposure, showings, more offers and in the end results in the highest price for your home.

Price your home right and you will get the most bang for your buck – within a reasonable time frame.



CONVEYING THE STORY OF YOUR PROPERTY

POTENTIAL SELLING POINTS

- >Highly-rated schools
- >Golf course Access
- >Neighborhood Amenities
- >Location
- >Custom Features
- >Views
- >Parks & Recreation
- >Historical/Green Building
- >Outdoor Living Spaces

Help buyers develop an emotional connection with your home.

Every property has a story. We will work to create a captivating narrative around the unique selling points of your home and highlight them to prospective buyers. Buying a home is an emotional experience and you want any interested buyer to feel emotionally invested in your home.

We will use the story of your property to decide on aspects of marketing to make your story come to life online, in print, and in person.





HOW TO NEGOTIATE

YOU HAVE AN OFFER!

In most cases the price you listed your home for, will not be the selling price. When it comes to settling on the magic number, you are going to be negotiating. Even though I will be guiding you and helping you negotiate, here are some key strategies for you:

Don't get offended by low offer and conditions. Just remember everyone likes to bargain and get a deal! No one is forcing you to accept the offer. Just think of it as a starting point. You have 3 choices when you get an offer Accept, Reject or Counteroffer.

If you receive multiple offers – don't be tempted to jump on the highest one, it's not always the best choice! I will prepare a Estimated Net sheet for every offer you receive to determine how the offer works for you in real dollars.

Remember price is not the only thing! You may be negotiating other conditions, assets in the home, renovations and repairs, if needed, timeframes, home warranty, closing costs, taxes, title insurance, and more.

When negotiating remember that even asking for 1% more can mean thousands of dollars to the sale price!

For each offer, carefully review and evaluate:

- Offer price
- Pre-approval letters
- Contingencies (financing, appraisal, inspections, repairs, etc)
- Earnest Money Deposit
- Closing Date





CALCULATE YOUR PROCEEDS

HOW MUCH ARE YOU GETTING?

For the sale of your home, there are a number of closing costs to consider.

Title Fees – Title/Closing fees vary, but generally title companies have structured fees for the sale of homes posted on their website. In our area, the buyer customarily chooses the title company to handle the closing. Typically the fees are around \$500–\$1000 to close a home for the seller.

Mortgage Fees – If you owe on your home, check with your lender to determine any costs that will occur if you need to transfer or release your mortgage. Sometimes there is a \$100–\$300 fee to remove the mortgage from the title. Although rare, make sure you do not have a pre-payment penalty.

Disbursements – These fees cover additional legal expenses such as travel, copies, couriers, registration, document preparations, etc. This can also include any escrow fees, home appraisal costs, recording and transfer of the property, Homeowners and Title Insurance.

Moving Costs – Your moving costs will vary based on location and the amount of possessions being moved. If you choose to move yourself, factor in gas, rental vehicles and moving boxes and supplies.





PREPARE YOUR HOME

CLEAN, DECLUTTER & DE-PERSONALIZE

After you have priced your home, it's time to prepare your home for photos and to amaze your future buyer!

- Consider hiring a cleaning service to do the prep-work for you
- Host a garage sale to declutter or sell the items that you don't need
- Flooring: Shampoo, Vacuum, and clean carpets and rugs
- Bathroom: wash and/or replace shower curtains, treat mildew or mold in the shower or tub and clear the countertop of all personal toiletries
- Kitchen: clean the countertops and store away small appliance. Remove any artwork, photos and magnets from the refrigerator. Keep the sink and trash clean.
- Dust off furniture, lights, blinds and other surfaces.
- Wash windows and mirrors
- Organize closets and storage spaces, buyers tend to peek inside those areas during an Open House!
- Make beds and fold blankets.. even consider buying new bedding and throw pillows
- Store magazines, books, toys, games, etc.
- Place all valuables, like jewelry and money in a safe and secure place.
- Weed, mow, rake and water your lawn.
- Store garden tools, toys and trash bins neatly on the side of the house or in the garage.
- Power wash your driveway to remove oil stains.
- Buy a new welcome mat for the front door.
- Replace house numbers, light fixtures and other hardware if needed.



HOME SELLING CHECKLIST

YOUR PROPERTY LOOKS GREAT

Here's how to get ready quickly for a scheduled home showing!

- PUT ALL THE TOILET SEATS DOWN, HANG TOWEL, PUT A FRESH MAT OR RUG OUT
- OPEN ALL THE DRAPES AND WINDOW SHADES
- OPEN ALL THE DOORS BETWEEN ROOMS
- TURN ON ALL THE LIGHTS, INCLUDING LAMPS
- TURN OFF THE TV
- LOOK AROUND FOR CLUTTER, CLEAR AWAY PAPERS, MAGAZINES AND MORE
- CLEAN KITCHEN COUNTERS FROM UNNECESSARY ITEMS (STORE THE SMALL APPLIANCES), PUT DIRTY DISHES AWAY.
- TAKE THE TRASH OUT. IF YOU HAVE PETS PUT UP FOOD AND CLEAN LITTER AREA
- MAKE SURE BEDS ARE ALL MADE AND CLOTHES ARE PICKED UP
- SWEEP AND VACUUM FLOORS
- REMOVE EVERYTHING FROM THE FRIDGE DOORS
- HIDE OUTDOOR TOYS AND GARBAGE BINS IN THE GARAGE OR ON THE SIDE OF THE HOUSE.
- GRAB A BASKET & PUT PERSONAL ITEMS IN THE TRUNK OF CAR
- GATHER KIDS IN ONE ROOM, WHILE YOU PREPARE THE HOUSE. THEN PUT THEM IN THE CAR WITH SNACKS AND TOYS UNTIL YOU ARE FINISHED.
- GO TO THE PARK, GROCERY STORE OR FRIENDS HOUSE UNTIL THE SHOWING IS OVER.
- STAY CLEAR OF STRONG SCENTED CANDLES OR AIR FRESHENERS. THEY CAN AGGRAVATE ALLERGIES OR CREATE A SENSE OF COVERING UP OR MASKING ISSUES.