

SELLERS GUIDE

SELLING YOUR HOME STRATEGICALLY



A COMPREHENSIVE
APPROACH TO SELLING YOUR
HOME IN TODAY'S MARKET



WELCOME TO YOUR HOME SELLING JOURNEY

The landscape of real estate is undergoing a significant transformation, driven by recent settlements from the National Association of Realtors (NAR). These settlements mark a pivotal moment, ushering in an era of enhanced transparency and revised practices, particularly concerning how real estate professionals are compensated. This shift is not merely a procedural adjustment; it represents a fundamental change in the way real estate transactions are conducted, impacting both buyers and sellers alike.

At the core of these settlements is a strong emphasis on transparency and negotiated compensation. Traditionally, the practice of sellers offering compensation to buyer's agents through the Multiple Listing Service (MLS) has been a common practice. However, the settlements introduce a new paradigm, prioritizing open discussions and agreed-upon terms for compensation. This move places greater control in the hands of all parties involved, fostering a more equitable and informed transaction process.

For sellers, understanding these changes is paramount. The new regulations directly influence how your property is marketed and how offers are presented. It's crucial to be aware of the implications for compensation and to strategize accordingly. This guide will provide you with the necessary knowledge to confidently navigate this evolving environment, ensuring you make informed decisions that align with your financial goals and objectives.

The Next Move Is Yours!

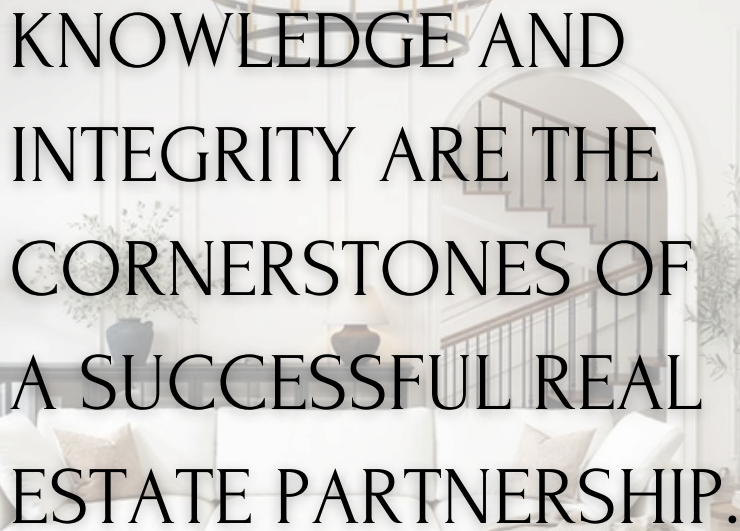
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STETSON BENTLEY
REAL ESTATE





KNOWLEDGE AND
INTEGRITY ARE THE
CORNERSTONES OF
A SUCCESSFUL REAL
ESTATE PARTNERSHIP.

In this new era, my role is to provide you with the information and guidance needed to make informed decisions. We will discuss various compensation strategies, analyze market trends, and develop a customized plan to achieve your selling goals. By working together, we can navigate these changes successfully and ensure a smooth, profitable transaction.

Key Takeaways from the NAR Settlement

Increased Transparency in Agent Compensation

The settlement emphasizes greater transparency in how real estate professionals are compensated. This means sellers will have a clearer understanding of how commissions and fees work.

Negotiated Compensation

There's a shift towards more explicit and negotiated compensation agreements. Sellers will have more opportunities to discuss and agree upon compensation structures.

Changes to MLS Practices

Offers of buyer agent compensation will no longer be allowed on the Multiple Listing Service (MLS). This changes how sellers and their agents communicate compensation offers.

Seller Options

- Sellers still have options for attracting buyer's agents, including offering concessions or other incentives outside of the MLS.
- Sellers maintain the ability to offer compensation to buyer brokers, but the way this is handled is changing.

What This Means for You

Focus on Seller Choice

Sellers will have more control over how, or if, they will offer compensation to buyers agents.

Concessions remain an option

Sellers can still offer buyer concessions on an MLS (for example, concessions for buyer closing costs).

Empowering Your Sale: Understanding the Impact of the NAR Settlements

COMPENSATION IS NO LONGER IN THE MLS

The recent NAR settlements, while representing a shift in industry practices, ultimately place more control and flexibility in your hands as a seller. This means that the traditional approach to buyer agent compensation is evolving, and we will work together to navigate these changes strategically. While the mandatory offer of buyer agent compensation via the MLS is no longer in place, this does not mean you are without options. Instead, it opens up new avenues for negotiation and allows for a more tailored approach to attracting buyers and their agents.

One of the most significant changes is the increased flexibility in how you approach buyer agent compensation. We will have open and honest discussions about various compensation strategies, analyzing their potential impact on your sale. This includes exploring options such as offering buyer concessions, which allow you to contribute towards the buyer's closing costs, potentially covering their agent's fees. We will also discuss the possibility of direct negotiation with buyer's agents, ensuring that all parties are aligned and that your interests are protected.

Transparency and open communication will be paramount throughout our partnership. I am committed to providing you with all the information you need to make informed decisions. We will discuss the pros and cons of each compensation option, analyze market trends, and develop a customized plan that aligns with your goals and market conditions. This proactive approach ensures that you are fully aware of your options and empowered to make choices that maximize your return on investment.

Knowledge and strategic planning are the keys to a successful sale in today's market.

Maximizing Buyer Interest in the New Landscape Compensation Options and Strategies

Offering a Buyer Concession

- This involves offering a credit or allowance towards the buyer's closing costs. This concession can then be used by the buyer to cover their agent's fees, among other expenses.
- This approach allows you to indirectly address buyer agent compensation without explicitly stating it in the MLS.
- We will discuss how to strategically structure concessions to maximize their impact.

Direct Negotiation with the Buyer's Agent

- We can engage in direct negotiations with buyer's agents to discuss compensation outside of the MLS.
- This allows for a more personalized and flexible approach, tailored to the specific circumstances of each transaction.
- This requires open communication, and a understanding of the local market compensation expectations.

Setting a Competitive Asking Price

- A well-priced home is always attractive to buyers and their agents.
- By setting a competitive asking price, we can generate strong buyer interest and potentially offset the need for direct compensation offers.
- We will analyze the market thoroughly to arrive at the most effective pricing strategy.

The recent NAR settlements have shifted the landscape of buyer agent compensation, providing sellers with more flexibility and control. We will explore these options together, tailoring a plan that aligns with your specific goals and market conditions.

Pricing your HOME



Setting the Stage for a Successful Sale

In today's market, where transparency and informed decisions are paramount, setting the right price from the outset is more critical than ever. We will work together to ensure your home is priced competitively and attractively, maximizing buyer interest and ultimately achieving the best possible return on your investment.



RECENT SALES OF COMPARABLE PROPERTIES

- We will analyze recent sales data for homes in your area that are similar to yours in terms of size, condition, and features. This provides a baseline for determining your home's market value.

CURRENT MARKET TRENDS

- We will consider current market conditions, including supply and demand, interest rates, and economic factors. Understanding these trends will help us anticipate buyer behavior and adjust our pricing strategy accordingly.

To determine the optimal price for your home, we will conduct a comprehensive Comparative Market Analysis (CMA). This in-depth analysis will consider several key factors:





Strategic pricing is the key to attracting the right buyers and maximizing your return.

THE CONDITION AND FEATURES OF YOUR HOME

- We will assess the unique characteristics of your home, including its condition, upgrades, and special features. These factors can significantly impact its value and appeal to potential buyers.

THE EFFECTS OF THE NEW COMPENSATION RULES

- We will analyze how the lack of a mandatory buyer agent compensation on the MLS might affect buyer agent behavior, and how that could indirectly effect the final sales price.

Ultimately, our goal is to arrive at a price that is both competitive and reflective of your home's true value.



Preparing Your Home

for Sale

CREATING A LASTING IMPRESSION: PREPARING YOUR HOME FOR MARKET SUCCESS

First impressions are paramount in real estate. Potential buyers form opinions within seconds of entering a property, making it crucial to present your home in its best possible light. Preparing your home for sale involves more than just cleaning; it's about creating an inviting atmosphere that resonates with buyers and highlights the unique features of your property. We will work together to ensure your home is staged and presented to maximize its appeal and attract qualified buyers.

KEY AREAS OF **FOCUS** DURING THE PREPARATION PROCESS INCLUDE:

Decluttering and Cleaning

- A clean and clutter-free home creates a sense of spaciousness and allows buyers to visualize themselves living in the space.
- We will discuss strategies for decluttering, organizing, and deep cleaning every area of your home.
- This includes paying attention to often overlooked areas, such as closets, cabinets, and storage spaces.

Showcase Your Home's Best Features

- Staging involves arranging furniture and decor to create a welcoming and stylish atmosphere.
- We will discuss staging strategies that enhance your home's best features and create a positive emotional connection with buyers.
- This may involve rearranging existing furniture, adding decorative accents, or even bringing in professional staging services.



the **PREP YOUR HOME** CHECKLIST.

GENERAL THROUGHOUT THE HOUSE

- Remove unnecessary items, personal photos, and excess furniture.
- Pack away seasonal items and rarely used belongings.
- Organize closets, cabinets, and drawers.
- Deep clean all surfaces, including floors, walls, and ceilings.
- Dust thoroughly, including light fixtures and fans.
- Clean windows and mirrors for maximum light.
- Vacuum or mop all floors.

KITCHEN

- Countertops: Clear countertops of all unnecessary items.
- Organize and declutter cabinets and drawers.
- Clean appliances inside and out.
- Appliances: Ensure all appliances are in working order.
- Clean the oven, stovetop, and refrigerator thoroughly.
- Remove any magnets or clutter from the refrigerator.
- Sink & Faucet: Clean the sink and polish the faucet.
- Remove any sponges or dish soap from the sink.
- Floors: Sweep, mop, and polish floors.
- Garbage: Empty all garbage cans.

BEDROOMS

- Bedding: Make beds with clean, neutral bedding.
- Remove any personal items from nightstands.
- Organize closets and drawers.
- Floors: Vacuum or sweep floors.
- Remove clutter from under beds.
- Lighting: Ensure all light fixtures are working.
- Open blinds or curtains to let in natural light.

REPAIRS

- Fix leaky faucets, running toilets, and other plumbing issues.
- Repair any damaged drywall, trim, or baseboards.
- Touch up paint where needed.
- Replace light bulbs.

ODORS

- Eliminate pet odors, smoke smells, and other unpleasant scents.
- Open windows to air out the house.
- Use air fresheners or scented candles sparingly.

BATHROOMS

- Countertops: Clear countertops of all personal items.
- Organize and declutter cabinets and drawers.
- Clean and polish mirrors and fixtures.
- Shower/Tub & Toilet: Clean the shower, tub, and toilet thoroughly.
- Remove any soap scum or mildew.
- Hang fresh, clean towels.
- Floors: Mop and sanitize floors.
- Toiletries: Remove all personal toiletry items.

LIVING ROOM

- Furniture: Arrange furniture to create a welcoming and spacious feel.
- Remove excess furniture to maximize space.
- Clean or vacuum upholstery.
- Decor: Minimize personal decor and family photos.
- Add neutral, tasteful decor to enhance the space.
- Ensure window treatments are clean and functional.
- Electronics: Hide or organize cords and cables.
- Turn off and tidy any visible electronics.

IN TODAY'S COMPETITIVE REAL ESTATE MARKET, A ROBUST AND STRATEGIC MARKETING PLAN IS ESSENTIAL TO ATTRACT THE RIGHT BUYERS AND ACHIEVE A SUCCESSFUL SALE. WE WILL LEVERAGE A MULTI-FACETED APPROACH TO SHOWCASE YOUR HOME'S UNIQUE FEATURES AND REACH A WIDE POOL OF POTENTIAL BUYERS.



REACHING YOUR IDEAL BUYER: A COMPREHENSIVE MARKETING STRATEGY

3 Point Marketing system

Print Marketing: Targeted Impact, Tangible Results. Our strategic print marketing initiatives are designed to reach specific audiences with a tangible, lasting impression. I leverage high-quality materials and targeted distribution to ensure your property stands out in a crowded market, creating a sense of exclusivity and generating genuine interest.

Digital Marketing: Maximizing Online Exposure, Driving Qualified Leads. My comprehensive digital marketing strategy ensures your home is seen by the right buyers, at the right time. I utilize cutting-edge technology and targeted online campaigns to maximize exposure across major real estate platforms and beyond, driving qualified leads directly to your listing and creating a dynamic online experience.

Social Media Marketing: Connecting with Buyers, Building Buzz. My social media marketing strategy is designed to build buzz, connect with potential buyers, and generate excitement around your listing.

1. PHOTOS AND VIDEO

- Professional Photography and Videography: High-quality visuals are crucial for capturing buyers' attention. We will utilize professional photographers and videographers to showcase your home's best features in stunning detail.
- This includes high-resolution photos, virtual tours, and engaging video walk-throughs.

2. ONLINE LISTINGS ON MAJOR REAL ESTATE PORTALS

- I will ensure your property is listed on all major real estate websites, including the MLS, Zillow, Realtor.com, and others, maximizing online visibility.
- I will craft compelling property descriptions that highlight your home's unique selling points.

3. SOCIAL MEDIA MARKETING

- I will leverage the power of social media platforms to reach a targeted audience of potential buyers.
- This includes creating engaging content, running targeted ads, and utilizing social media channels to promote open houses and showings.

4. TARGETED ADVERTISING

- I will utilize targeted advertising strategies to reach specific demographics and buyer profiles.
- This may include online ads, print advertising, or direct mail campaigns.

5. OPEN HOUSES AND PRIVATE SHOWINGS

- I will host well-organized and effectively promoted open houses to attract potential buyers.
- I will also schedule private showings for qualified buyers, ensuring a personalized and attentive experience.

B O N U S

- I will notify all of the agents in our brokerage, and other local agents, that your home is for sale.
- I will use my network to help get the word out about your property.

NAVIGATING OFFERS: SECURING THE BEST TERMS FOR YOUR HOME



WHEN EVALUATING OFFERS ON YOUR HOME, IT'S CRUCIAL TO LOOK BEYOND JUST THE TOP-LINE NUMBER. HERE ARE 10 KEY FACTORS TO CONSIDER:

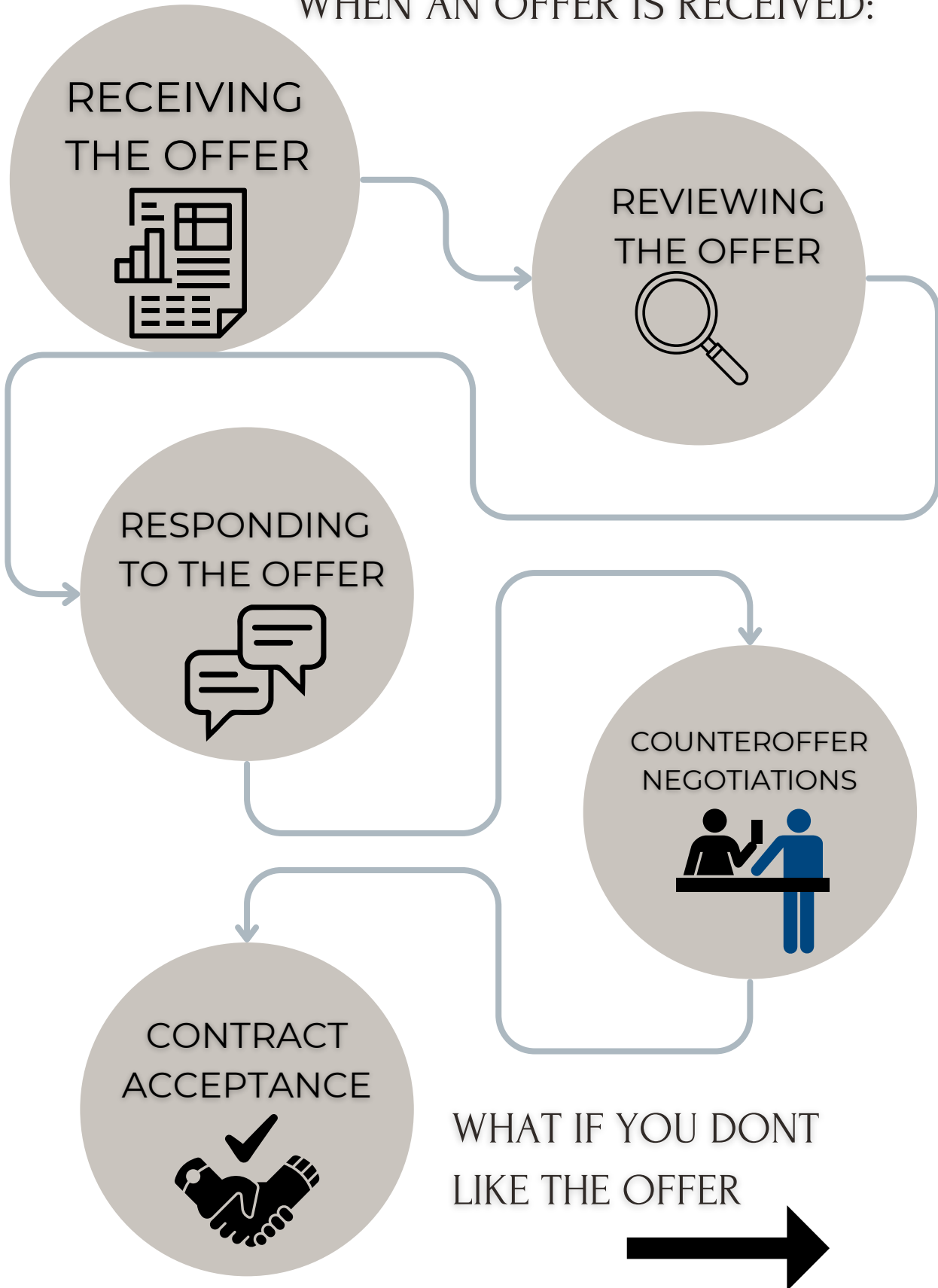


The Offer and Negotiation

Process

RECEIVING AN OFFER IS A KEY MILESTONE IN SELLING A HOME, BUT THE PROCESS CONTINUES WITH IMPORTANT NEGOTIATIONS TO SECURE FAVORABLE TERMS. I WILL GUIDE YOU THROUGH THIS PHASE, ADVOCATING FOR YOUR BEST INTERESTS TO MAXIMIZE YOUR RETURN.

WHEN AN OFFER IS RECEIVED:



YOU HAVE OPTIONS

IF YOU DON'T LIKE THE OFFER, YOU HAVE SEVERAL OPTIONS BEYOND SIMPLY ACCEPTING OR REJECTING IT. HERE'S A BREAKDOWN OF WHAT HAPPENS AND WHAT YOU CAN DO:

INITIAL REACTION AND COMMUNICATION:

- DON'T PANIC: IT'S COMMON TO RECEIVE OFFERS THAT AREN'T IDEAL. TAKE A MOMENT TO ASSESS THE SITUATION CALMLY.
- DISCUSS WITH YOUR AGENT: YOUR AGENT WILL BE YOUR PRIMARY ADVISOR. DISCUSS YOUR CONCERNS AND REASONS FOR DISLIKING THE OFFER. THEY CAN PROVIDE VALUABLE INSIGHTS AND NEGOTIATION STRATEGIES.

IDENTIFYING THE ISSUES:

- PINPOINT THE PROBLEM: IS IT THE PRICE? THE CONTINGENCIES? THE CLOSING DATE? BE SPECIFIC ABOUT WHAT YOU DISLIKE.
- EVALUATE THE MARKET: CONSIDER CURRENT MARKET CONDITIONS. IS THE OFFER REASONABLE GIVEN RECENT SALES IN YOUR AREA?
- ASSESS YOUR NEEDS: HOW FLEXIBLE ARE YOU ON PRICE, CLOSING DATE, AND OTHER TERMS?

COUNTEROFFER:

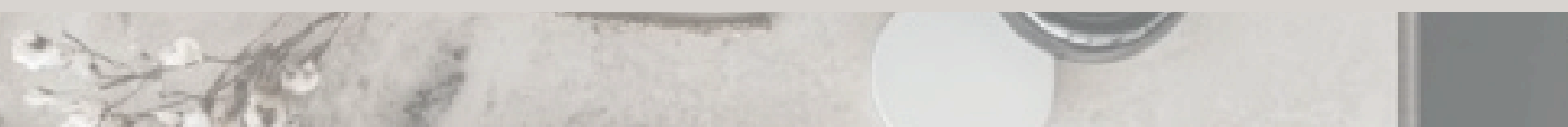
- MOST COMMON RESPONSE: A COUNTEROFFER IS THE MOST COMMON WAY TO RESPOND TO AN UNACCEPTABLE OFFER.
- CHANGING THE TERMS: YOU CAN COUNTER ON ANY ASPECT OF THE OFFER, INCLUDING:
 - PURCHASE PRICE
 - CLOSING DATE
 - CONTINGENCIES (E.G., SHORTENING INSPECTION PERIODS, LIMITING REPAIR REQUESTS)
 - EARNEST MONEY DEPOSIT
 - INCLUSIONS/EXCLUSIONS

REJECTION:

- WHEN TO REJECT: IF THE OFFER IS SIGNIFICANTLY BELOW YOUR EXPECTATIONS OR CONTAINS UNACCEPTABLE TERMS, YOU MAY CHOOSE TO REJECT IT OUTRIGHT.
- FORMAL REJECTION: YOUR AGENT WILL FORMALLY NOTIFY THE BUYER'S AGENT OF YOUR REJECTION.
- MOVING ON: REJECTING AN OFFER MEANS YOU'RE OPEN TO RECEIVING OTHER OFFERS.

KEY CONSIDERATIONS:

- EMOTIONAL DETACHMENT: TRY TO REMAIN EMOTIONALLY DETACHED FROM THE PROCESS. IT'S A BUSINESS TRANSACTION.
- AGENT'S ADVICE: RELY ON YOUR AGENT'S EXPERTISE. THEY CAN HELP YOU NAVIGATE THE PROCESS AND MAKE INFORMED DECISIONS.
- WRITTEN COMMUNICATION: ENSURE ALL OFFERS, COUNTEROFFERS, AND REJECTIONS ARE IN WRITING.



THE CLOSING *Process*



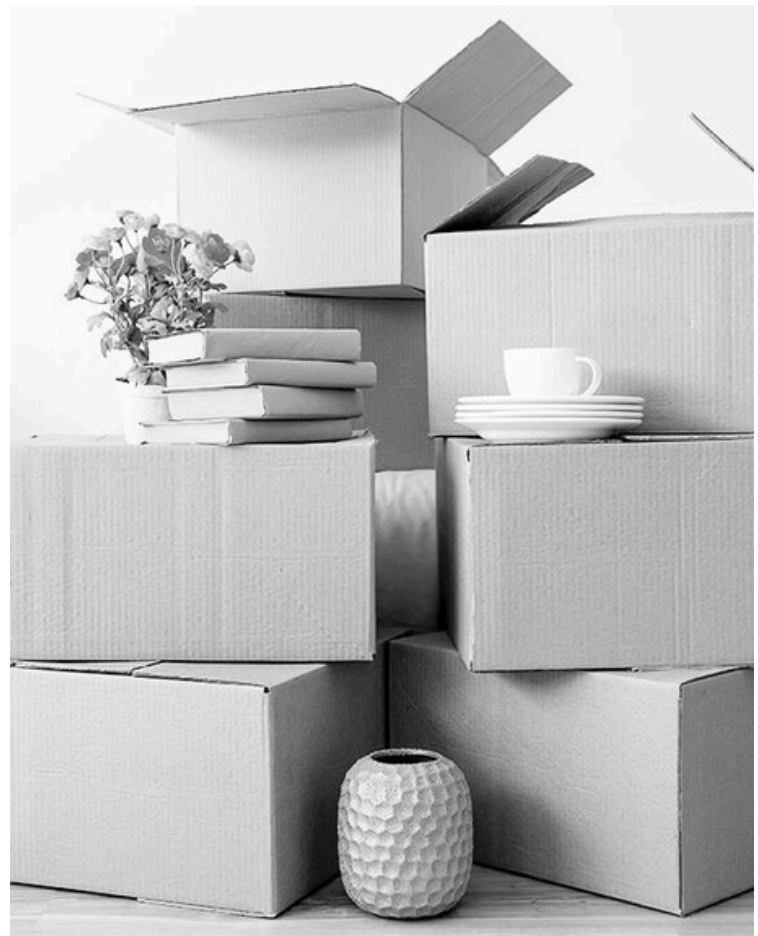
From Contract to Closing:
A Smooth Transition to
Your Next Chapter

1. Coordinating with the Title Company and Escrow Agent

- *I will work closely with the title company and escrow agent to ensure all necessary documents are prepared and executed correctly.*
- *The title company will conduct a title search to verify clear ownership of the property.*
- *The escrow agent will hold and distribute funds according to the terms of the contract.*

Addressing Final Inspections and Appraisals

- *The buyer will typically conduct a final inspection to ensure the property is in the agreed-upon condition.*
- *The lender will order an appraisal to determine the property's market value.*
- *I will coordinate these activities and address any issues that may arise.*



Preparing for the Final Walk-Through

- THE BUYER WILL CONDUCT A FINAL WALK-THROUGH TO ENSURE THE PROPERTY IS IN THE SAME CONDITION AS WHEN THE OFFER WAS MADE.
- I WILL ENSURE THAT ALL AGREED-UPON REPAIRS HAVE BEEN COMPLETED.
- I WILL ENSURE ALL THE ITEMS THAT WERE AGREED TO STAY WITH THE HOUSE, ARE PRESENT.



Signing Closing Documents

- YOU AND THE BUYER WILL SIGN THE NECESSARY CLOSING DOCUMENTS, INCLUDING THE DEED, SETTLEMENT STATEMENT, AND OTHER LEGAL DOCUMENTS.
- I WILL REVIEW ALL DOCUMENTS WITH YOU TO ENSURE YOU UNDERSTAND THEIR CONTENTS.

Transferring Funds and Keys

- THE BUYER WILL TRANSFER THE REMAINING FUNDS TO THE ESCROW AGENT.
- THE ESCROW AGENT WILL DISTRIBUTE THE FUNDS TO YOU AND OTHER PARTIES INVOLVED IN THE TRANSACTION.
- YOU WILL HAND OVER THE KEYS TO THE BUYER, OFFICIALLY TRANSFERRING OWNERSHIP OF THE PROPERTY.



Your Next Steps & Contact Information

Frequently Asked Questions (FAQs):

Q: How will the new NAR rules affect buyer agent behavior?

A: Buyer agents still have a fiduciary duty to their clients, meaning they must act in their best interests. While the way they are compensated may change, they will continue to show properties that meet their clients' needs.

Q: Can I still offer buyer agent compensation?

A: Yes, you can. However, the offer of compensation will no longer be made through the MLS. We can discuss alternative strategies, such as offering buyer concessions or direct negotiations.

Q: What are buyer concessions?

A: Buyer concessions are credits or allowances offered by the seller towards the buyer's closing costs. These concessions can be used by the buyer to cover their agent's fees, among other expenses.

Selling your home involves many important decisions, and it's natural to have questions along the way. To help you navigate the process with clarity and confidence, I've compiled a list of frequently asked questions. These answers are designed to address common concerns

More Frequently Asked Questions



Q: How does this affect current listings?

A: For current listings, we will need to re-evaluate the compensation strategy and ensure compliance with the new regulations. I will work with you to adjust our marketing approach and communicate effectively with buyer agents.

Q: What is a Comparative Market Analysis (CMA)?

A: A CMA is an analysis of recent sales data for comparable properties in your area, used to determine the market value of your home.

Q: How do I prepare my home for showings?

A: Declutter, clean thoroughly, and stage your home to highlight its best features. Pay attention to curb appeal and address any necessary repairs.

Q: How long does the selling process typically take?

A: The timeline varies depending on market conditions, the condition of your home, and other factors. I will provide you with a realistic timeline based on your specific situation.

YOUR NEXT STEPS:



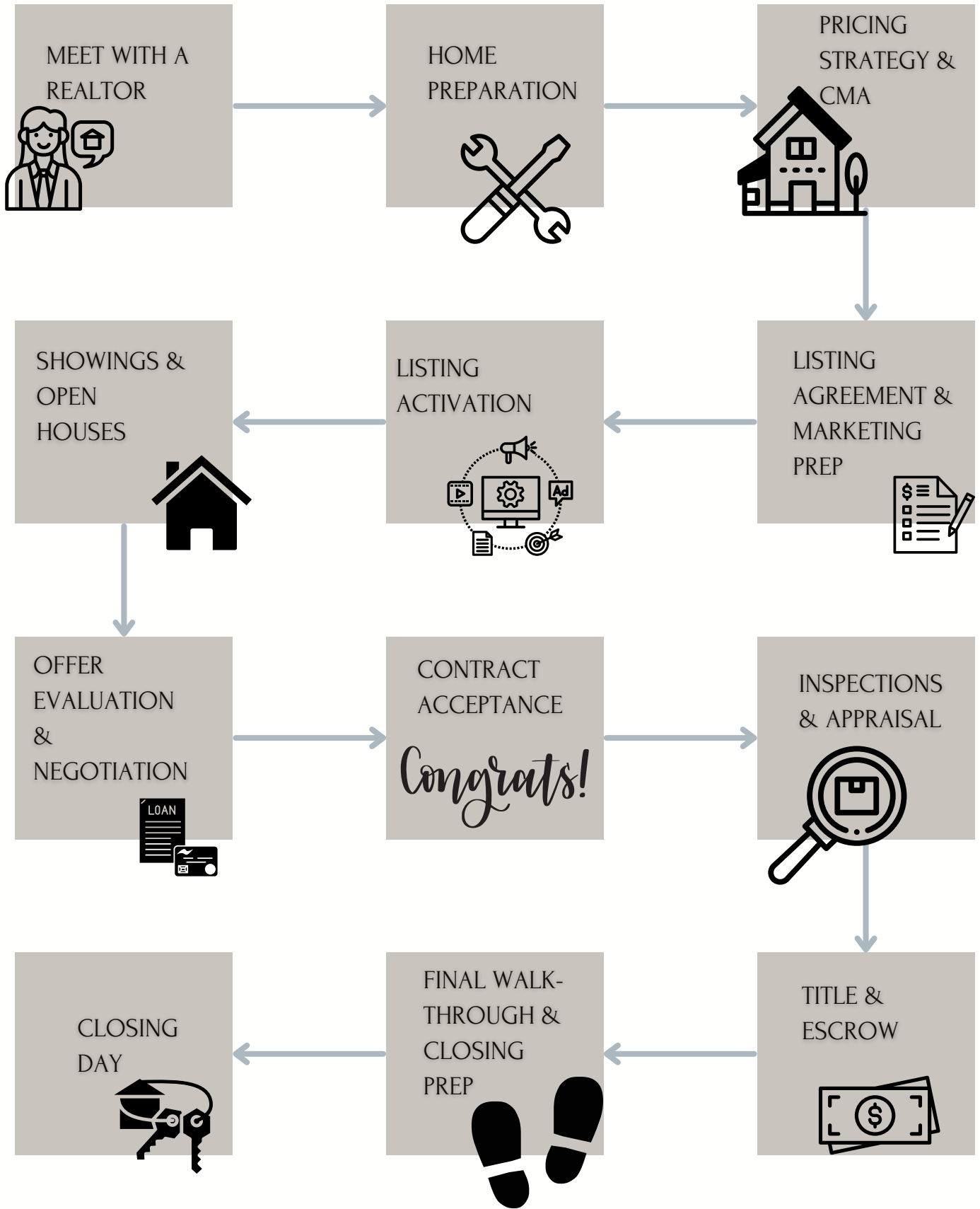
Schedule a Consultation: Contact me to schedule a free, no-obligation consultation. We can discuss your specific needs, answer any remaining questions you may have, and develop a personalized plan for selling your home.

Prepare Your Home for Sale: I will work with you to prepare your home for the market, offering guidance on decluttering, staging, and making any necessary repairs or improvements.

Property Evaluation: I will conduct a thorough evaluation of your property, taking into account its condition, features, and location. This will help me determine its market value and develop a strategic pricing plan.

Launch a Marketing Campaign: I will implement a comprehensive marketing plan to showcase your property to potential buyers, utilizing professional photography, online listings, social media, and other effective strategies.

HOME SELLER TIMELINE



WHERE I SERVICE: YOUR LOCAL REAL ESTATE EXPERTS

I proudly serve the vibrant communities of Edmond, Oklahoma, and the surrounding metro areas. This region is more than just where I conduct business; it's my home. I live, work, and deeply invested in the well-being of these communities. My intimate knowledge of the local market, neighborhoods, and amenities allows me to provide you with unparalleled service and expertise.

Why Choose a Local Realtor?

In today's fast-paced real estate market, having a realtor who lives and works in the area you're interested in is invaluable. Here's why:

- **In-Depth Market Knowledge:** I possess a deep understanding of local market trends, pricing fluctuations, and neighborhood dynamics. This knowledge enables me to accurately assess property values and provide you with strategic advice.
- **Neighborhood Expertise:** I can provide detailed insights into specific neighborhoods, including school districts, amenities, and community events. This information is crucial for making informed decisions about where to live.
- **Established Local Network:** I have built strong relationships with local professionals, including lenders, inspectors, and contractors. This network can expedite the transaction process and provide you with access to trusted resources.
- **Timely Information:** I am constantly monitoring local market activity, ensuring you receive up-to-date information on new listings, pending sales, and market changes.
- **Personalized Service:** As local residents, I am committed to providing personalized service and building long-term relationships with my clients. I understand the unique needs of our community and strive to exceed your expectations.
- **Understanding of Local Nuances:** Every area has its own unique features. I understand the small things that make each town special.

A note from Jennyfer

I believe that selling or buying a home should be an exciting and positive experience. I am dedicated to making that a reality for you. I am committed to providing you with the expert guidance, support, and care you need to achieve your real estate goals. Thank you for considering me. I look forward to partnering with you!

Remember, I'm here to support you every step of the way. Whether you have questions about home values, staging or even making that lasting first impression, I'm just a phone call or email away.

chat soon



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