



5 STEPS

To Selling A Home

SAIKIN
TEAM

#01



PRE-LISTING APPOINTMENT

The first step in the selling process is an in-person meeting at your home. This is the time to discuss the process, gather pertinent information, and plan the timeline.

Planning the Timeline

When do you want to sell? Are there any limitations?

Coordinating the next move

If you are still living in the home, are you prepared to move? Is this sale contingent on a purchase?

Prepping to Declutter/Clean

Removing clutter can make a home feel larger and more inviting.

Going over the Process

Your agent will discuss the selling process, marketing tools, and what happens when an offer is accepted.

Discussing the Market

Having an understanding of the market conditions will ensure that your home is priced and marketed correctly.

Addressing Inspection Concerns

This is the time to go through the home and identify anything that a buyer might find concerning.

Home Details

Specifications of the home, upgrades that have been completed, specific highlights, etc.

Building Details

If you live in a condo, it is important to gather building details such as the financials, by-laws, and any restrictions.

MARKETING TOOLS

Your agent will discuss which tools will be used in the marketing of your home.



Professional Photos

Photos are the centerpiece of the listing.

Professional Videos

Videos can help buyers understand the space.

Regular/Virtual Staging

Staging can help a vacant home feel welcoming.

3D Tour

For very large homes, a 3D tour allows a buyer to do a virtual walk-through.

Drone Footage

When the exterior is a selling point, it helps to have aerial views.

Floorplan

Floorplans can help buyers understand the space.

Online Advertising

For all of the major sites such as Zillow, Trulia, Redfin, Realtor, etc.

Open Houses

Helps to funnel buyers in and spread word-of-mouth marketing.

Social Media

Buyers can be found anywhere so it helps to spread awareness on social media sites.

Street Sign

If there is space for a sign out front, then this can be easy marketing for pedestrians.

Postcards

The best way to target rental buildings where many buyers are coming from.

Listing Brochure

A visually appealing info sheet of the listing.

Email Marketing

Spreading awareness to all local agents and buyers in the database.

Broker Outreach

Personal calls to top agents in the area.

#03



• **Choosing The Listing Price**

The price is a factor of the home's condition, comparable sales, and current market conditions. The market will ultimately determine the fair value of a home, but picking the right listing price can greatly improve results.

• **Schedule Marketing**

Once the home is ready for photos, a bright and sunny day should be chosen in which 1-3 hours will be spent taking photos and videos.

• **Prepare Marketing Materials**

Getting all the materials ready to bring the home to market. Making sure everything is precise.

• **Finalize Timeline**

The final timeline will depend on when the marketing materials are finished and when the home is ready for buyers to visit.

• **Sign Listing Paperwork**

Listing paperwork is signed electronically. The paperwork will specify the commission amount and length of the agreement with your agent.

#04



ON MARKET

When your home hits the market, buyers will begin to request showings. Your agent will ensure a smooth showing process and you will receive weekly progress reports.

Listing Date

This is the day that the listing hits the market. It is best to list the home on a Tuesday–Thursday and avoid listing before major holidays.

Open Houses

If possible, open houses will be held. This allows for buyers and agents to come during a designated timeframe, which helps to consolidate showings.

Showing Availability

The property must be available to show at least 2 days of the week. Having flexibility in the showing schedule helps to bring in more buyers.

Showing and Entry Instructions

Showing requests, specific instructions, key lockbox, and safety.

Weekly Reports

Weekly reports are important for understanding how many buyers are seeing the home, their feedback, and how the listing compares to the rest of the market.

OFFER AND ACCEPTANCE

Offers will be submitted directly to your agent. It is their fiduciary duty to present all offers that are received. Once an offer is accepted, the transaction begins. You will be guided by both your agent and attorney on the steps to closing.



Negotiation

Once an offer is received, you can accept, counter, or decline. If an offer is accepted, you would execute the contract and attorney review would begin. Although there is an executed contract, it is not binding until attorney review is conducted and concluded.

Attorney Review

Attorney review must be initiated within 3 business days of both parties obtaining a copy of the fully executed contract. Attorney review can last as long as necessary, but is usually 3-5 business days. During this time-frame, the attorneys will make necessary changes to the contract and obtain any pertinent documents regarding the home or condo association. The contract becomes binding when the attorney review Rider (addendum) is executed by both the buyer(s) and seller(s).

Buyer Due Diligence

- Home Inspection
 - The home inspection is an objective examination of the physical systems and components of a home. This would include the electric, heating/cooling, ventilation, plumbing, interior, windows/doors, built-in appliances, etc.
- Appraisal
 - If a mortgage is involved, the buyer's lender will send an appraiser to the home to determine its market value. Buyers and sellers are not present.
- Mortgage Commitment
 - One of the last steps before setting a closing date is obtaining the mortgage commitment letter from the buyer. This means that all of the lender's requirements to issue the loan have been satisfied.

Closing

For closing of title, you will meet at your attorney's office or may choose to close by mail. Your attorney will walk you through the documents that need to be signed.

PITFALLS TO AVOID



#01

Attorney Review

The buyer or seller can cancel the deal at any time during attorney review without providing a reason and will not incur a loss. Prolonging attorney review can increase the risk that the buyer sees another home, but you can also accept a better offer and terminate the current contract.

#02

Inspection

If both parties cannot come to an agreement on repairs or credits for damages found at the inspection, then the buyer may cancel the contract without incurring a loss.

#03

Appraisal

If there is a difference in purchase price and appraised value, it can be covered by the seller lowering the price, the buyer covering the difference, or negotiating agreeable terms. If terms cannot be agreed upon in an under-appraisal, the buyer may cancel the contract without incurring a loss.

#04

Mortgage Commitment

If the lender denies the loan for any reason, the buyer can cancel the contract without incurring a loss.

#05

Final Walkthrough

A final walk-through is a final look at the home before closing. It is performed anywhere from a few hours to five days before closing. The primary purpose is to ensure that the property is in the condition you agreed to sell - that agreed-upon repairs, if any, were made and nothing has been damaged in the home since the inspection.

SALES IN 2022

\$51.6 Million in Sales
68 Homes Sold

TOP 1%

In Sales Volume for
Jersey City and Hoboken

OVER 100

5-STAR
REVIEWS

OVER \$270M

IN TOTAL
SALE VOLUME