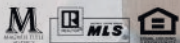


SELLER

guide

THE COMPLETE HOME SELLER HANDBOOK

Navigating the Path to a seamless home sale.



Not intended to solicit currently listed properties.

NICE TO MEET YOU



I wanted to officially introduce myself. I'm Steve Davidson, your local real estate expert and fellow neighbor.

I love what I do. Working with people to find the perfect property or to help others sell and move on to the next stage of their lives is a dream job for me. With a proven track record of success using custom high impact marketing strategies, hard work, and the knowledge and expertise that comes with over a decade of working in the real estate industry, I can help you successfully sell and/or buy anywhere in the Valley.

If you ever have any questions about buying, selling or investing, I'd love to chat.

Lets Connect

Steve Davidson | NV S.0077479 | Realtor®



702-275-6817



steve@davidsonrealestategroup.com



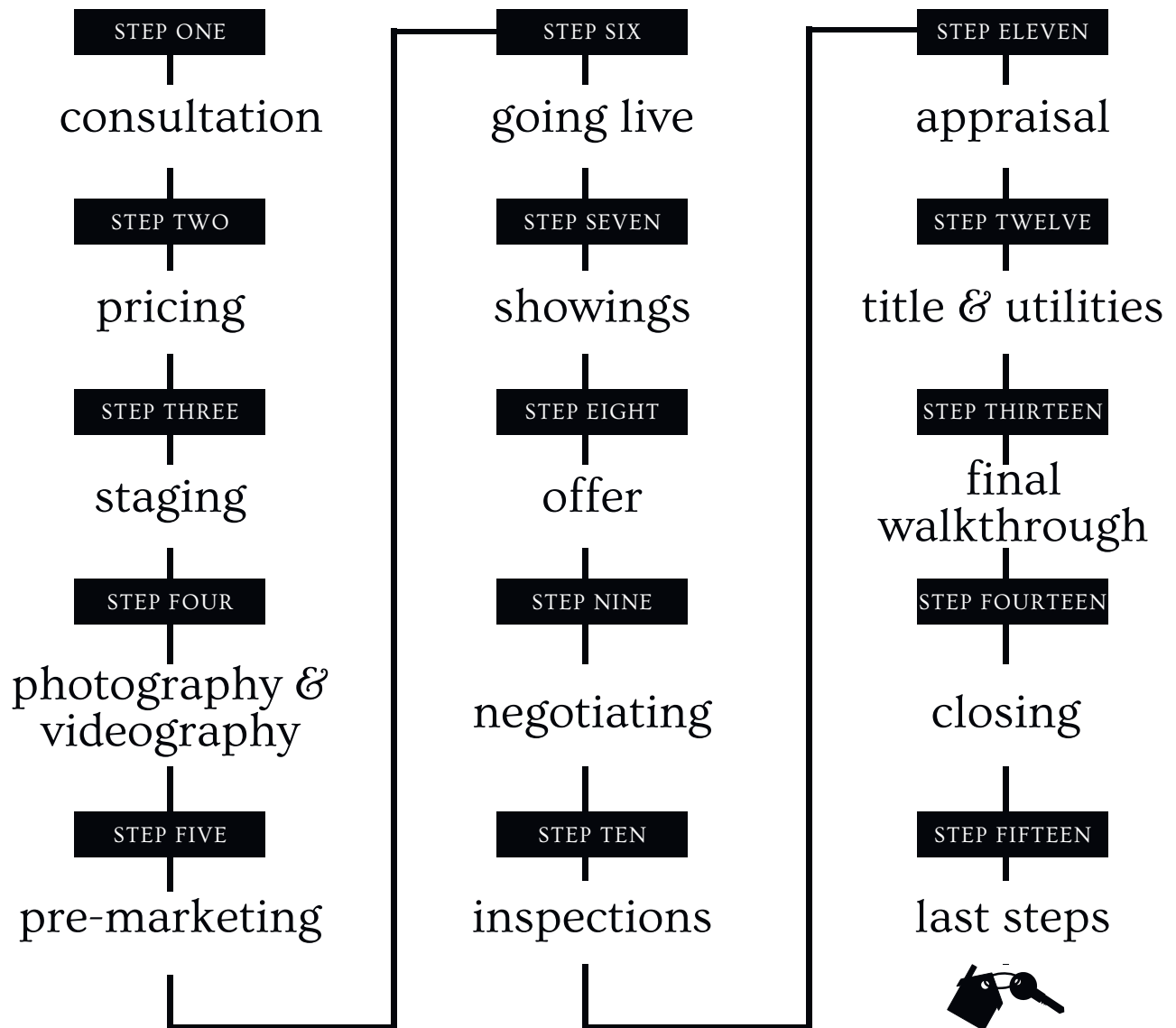
davidsonrealestategroup.com/



1780 West Horizon Ridge Parkway
#100 Henderson, NV 89012



HOME SELLING *process*



DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING is all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

PROFESSIONAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED

Prep to Sell CHECKLIST

GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned-out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked drywall

CLEANING + PREP

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms
- ☐ Clean and tidy entrance
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc. (if needed)



CURB APPEAL

- ☐ Trim shrubs and lawns
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint

SHOWING READY

- ☐ Turn on all lights + fireplace
- ☐ Open drapes in the daytime
- ☐ Play quiet background music
- ☐ Clear counters and stove

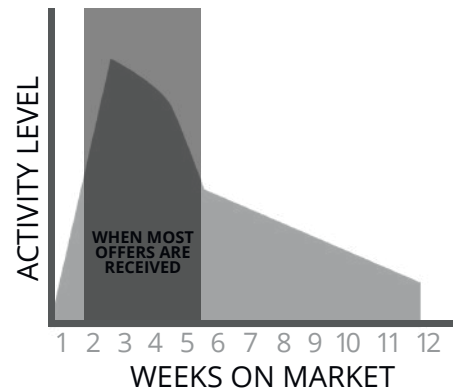
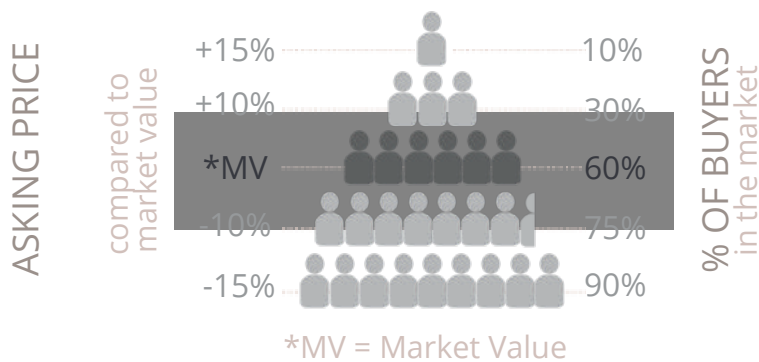
LISTING STRATEGY

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involves real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month and increasing brand awareness.

Photography



a picture says a thousand words

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

Interesting facts:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

PROPERTY brochures



timeless elegance

THIS LUXURIOUS HOME IN MAPLE HILL FEATURES IMPECCABLE FINISHES THROUGHOUT. FROM BEAUTIFUL, ORIGINAL HARDWOOD FLOORS, TO A GORGEOUS ANTIQUE STONE FIREPLACE, THE UPDATED INTERIORS FEATURE A SOFT MONOCHROMATIC PALETTE AND CLEAN LINES. OUTSIDE, THE BEAUTIFUL, LANDSCAPED LOT IS THE WORK OF THE POPULAR LANDSCAPE ARCHITECTURE FIRM LANGSTON DONAVAN

Sarah S
SARAH@SARAH



living room



kitchen



lower level

theater room



3 BEDROOMS
4.5 BATHS
5,456 SQFT.

main level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMODO TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.

kitchen

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMODO TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.

finished lower level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMODO TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



ROBUST *Marketing*

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

MARKETING FROM ALL ANGLES

PUBLISHED ON MLS

Your home will be listed on the MLS, making it visible to real estate agents who are searching for properties for their clients. Additionally, your listing will be posted on popular websites such as Zillow and Realtor.com, where potential buyers can discover your home.

DRIVE BY SIGNS

A "For Sale" sign will be placed in front of your home, and "Open House" signs will be displayed prior to any scheduled open house events.

SHOW YOUR HOME

A lock box will be placed on your door once your home is on the market. It's best for sellers to be absent during showings, and the lock box allows agents to access your home with interested buyers who have scheduled appointments.

SHOWING EVENTS

An open house will be strategically scheduled to draw attention to your property. These events are an effective way to generate interest and increase the number of potential buyers viewing your home.

DIGITAL OPTIONS

We will create a virtual walkthrough to give your listing an edge over others by allowing buyers to explore your home in greater detail online.

showings

A few tips to help your home showings go as smoothly as possible



FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME
TYPICALLY 4-8 DAYS AFTER SIGNING THE
CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN
5 DAYS

COSTS
NO COST TO THE SELLER. THE BUYER WILL
CHOOSE AND PURCHASE THE INSPECTION
PERFORMED BY THE INSPECTOR OF THEIR
CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS ARE
USUALLY ONE OF THE TOP REASONS A SALE
DOES NOT CLOSE.

COMMON PROBLEMS
COULD BE FOUNDATION, ELECTRICAL,
PLUMBING, PESTS, STRUCTURAL, MOLD, OR
RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents for payment of a commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS FOR SELLERS

✓ CANCEL POLICIES

Once title transfer has occurred, contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



Steve made
it SO freakin' easy!



“Steve was a blessing throughout the journey of buying our first home. He was knowledgeable about the city and market trends, provided us with multiple buying options and helped us decide which option was best for us. He was patient and kind from walkthroughs to contracts. Not only that, he was a huge support system for us. He made each part of the buying process fun and exciting. This experience wouldn’t have been the same without Steve.

“What^{they} Say

*There's no
place like
home*

Verified By Rate My Agent

“I am beyond grateful for Steve! His incredible guidance and support made the home-buying process not only seamless but also fun and enjoyable. I felt so taken care of every step of the way and truly couldn’t have done it without him. His expertise and dedication made this exciting new chapter in my life so much easier. I feel so lucky to have had him by my side. Thanks a million for everything!”

Verified By Rate My Agent

TITLE AND ESCROW EXPERIENCE

Title Insurance Covers Things Like...

- A defect in title caused by forgery, fraud, undue influence, duress or incompetency
- A defect in title caused by undisclosed error mortgage or other liens
- No right of access to and from the land
- A defect in title caused by improper execution of documents
- A defect in title caused by documents not being properly filed, recorded or indexed in the Public Records

Homeowners Insurance Covers Things Like...

- Damage caused by windstorm, or vandalism
- Damage to the contents of your home
- Theft of personal property in your home
- Living expenses if your home is uninhabitable
- Damage to your home caused by fire, hail, windstorm and vandalism
- Personal liability for bodily injury or accidents to guests in your home
- Structural damage to your home or detached structures



Thank you!