

# Sellers Information Document



Our Road Map to Success

## The Process

1. Kuykendall & Associates – Our Record and Responsibilities
2. The Listing
3. Preparations for Market
4. Modern Marketing – The post Internet era
5. Research & Analysis – Pricing, follow up, & feedback.
6. The Contract – Negotiating and ratifying
7. Transaction check list/time line
8. Administrative/Processing
9. Pre Settlement Responsibilities
10. Settlement
11. Post Settlement

# Why Kris Kuykendall?



1. Proven track record – 1000+ closed transactions
2. Over 20 years experience – Remax Hall of Fame
3. Methodical written process – no surprises
4. Hundreds of happy and satisfied clients, references from all N. Virginia locations
5. 100% referral – based on earned trust & strong partnerships
6. Will form a great team with you to help you achieve your goals & have a positive real estate experience

## **My Responsibilities:**

1. Review the selling process & example time line
2. Market Analysis – determine home’s reasonable range of value
3. Gather all pertinent information to market home
4. Inspect house – recommend cosmetic improvements
5. MLS – creatively present your home in our regional multiple listing service
6. Media – schedule photo shoot, create electronic brochures, and 3rd party websites to maximize exposure.
7. Pre-marketing meeting – review process, contract, set expectations, place lockbox and sign. Go Active into MLS.
8. Marketing phase – follow up on agent showings and obtain feedback on price and condition. Helpful in making needed changes.
9. Weekly market update – report, analysis & recommendations allowing you to make strategic adjustments.
10. The contract – interview lender to verify purchaser’s qualifications, meet to evaluate contract, recommend negotiation strategies and plan counter offers. Our goal is to maximize your net proceeds and protect all your interests.
11. Post contract ratification & detailed administrative oversight – create a transaction check list/time line to help keep track of important deadlines and contingencies.
12. Pre-settlement preparation – action items check list.
13. Settlement – representation at closing & negotiate on your behalf any unexpected issues.
14. Post settlement – lifetime advice & consultations

# The Listing

1. Discuss all disclosures
2. Review CMA (competitive market analysis)
3. Select price
4. Identify conveyances
5. Target listing date

## Information needed from you:

1. Homeowners  
Association  
information
2. Current loan(s)  
statements and  
balances
3. Old MLS print outs + room dimensions
4. Average monthly utilities
5. Recent updates and improvements
6. Age of major components
7. Copy of owners title insurance
8. Extra key for lock box

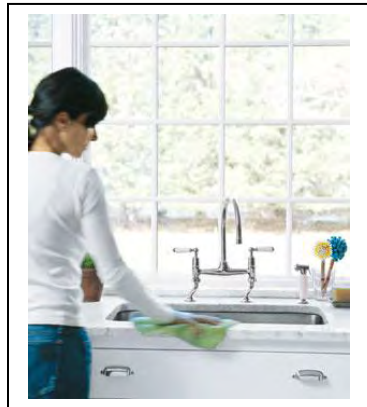


# Preparations for Market

The old saying, “first impressions are lasting impressions” is certainly true in real estate marketing.

We will walk through your home together discussing recommended cosmetic enhancements. Recommendations will fall into one of three categories (must do, maybe, do not do). Putting your home in ‘turn key move in condition’ will maximize the value of your home and help it sell in the least amount of time and inconvenience.

1. Atmosphere – Light and bright sells, turn on all lights
2. Spic and span – detailed cleaning, pass the white glove test
3. Turn key condition – new paint and carpeting
4. Spaciousness – store excess furniture, closets/shelving 50% capacity
5. Priority Rooms - Kitchens and Baths sell houses
6. Garage – empty and organize



7. Exterior – repaint all trim, clean gutters, windows, repair torn screens, reseal driveway, paint mailbox
8. Landscaping- weed and mulch gardens, trim all plants

“Time is the enemy”. Most of today’s buyers are working in demanding jobs and/or caring for young children. Due to their busy schedules, new houses they consider must be in “turn key condition” with zero deferred maintenance. Competition is too great and free time too short.





## Modern Day Marketing

Old/Pre Internet

Internet Era

1. No MLS
2. No buyer agency
3. No internet or computers

1. MLS – worldwide exposure
2. Buyer agency

How Buyers located the inventory

Internet Era

1. Walk ins
2. Signs calls to listing agents
3. Newspaper ads
4. Open houses

1. On-line/websites/apps

How Sellers marketed their houses

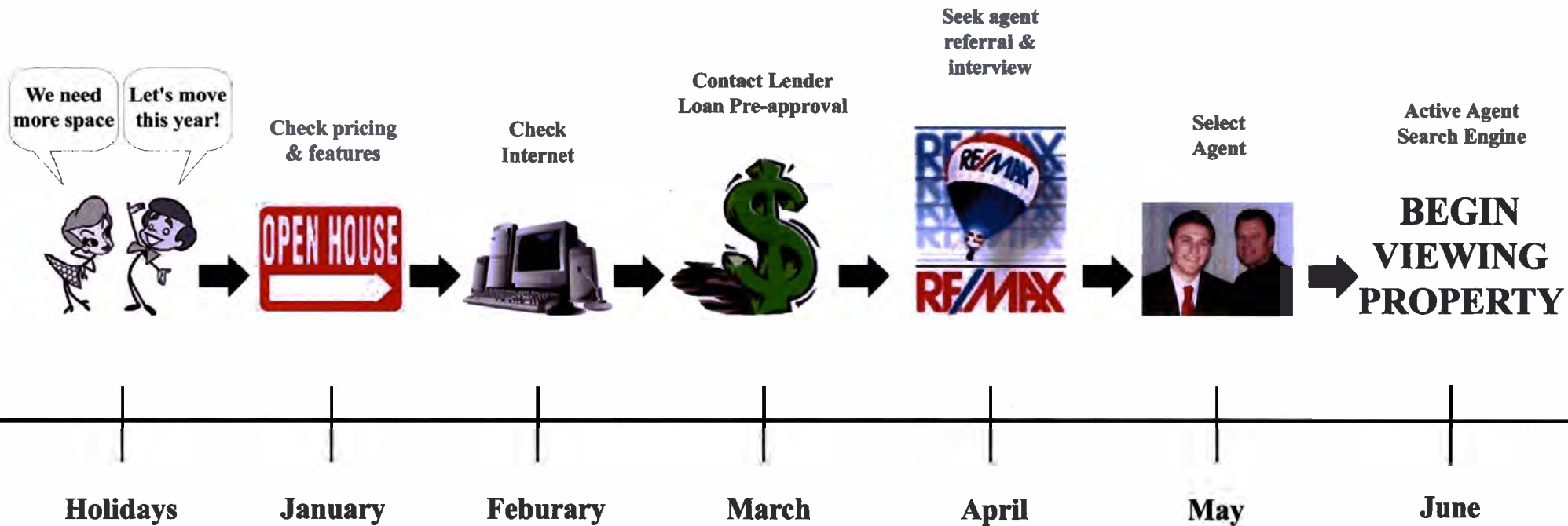
Internet Era

1. Open houses
2. Broker opens
3. Agent/office tours
4. Newspaper advertising
5. Flyers

1. On-line/websites/apps
2. MLS – 10,000+ agents
3. Auto listing notice program



# Why open houses only account for 1% of all sales



**Purchaser's typical path to home ownership - 6 months**

**Open house viewers are statistically not qualified buyers**



### The Winning Combination

Price, condition and location are the 3 most important factors in selling real estate. Only price and condition can be altered.

Like the tumblers on a lock when price, condition and location line up the lock opens and the house SELLS!



## **The Contract**

1. **Who?** The buyer's agent, not the listing agent, will write the contract.
2. **What?** We will review the standard Sales Contract prior to your listing going on the market.
3. **When?** Upon receipt of a contract we will immediately do the following: email you the complete contract & schedule a time to discuss
4. **Where?** We will call or meet with you as soon as possible to discuss and make any necessary changes in a counter offer.

# Processing the contract – transaction time line/check list

1. Copies of contract to all parties-clients, lender and title company - KK
2. Transaction Time line - KK
3. Order appraisal - Lender
4. Deliver POA documents to purchaser. Starts 72 hr review period. - KK/You
5. Order radon, mold, & home inspections – Buyer’s agent
6. Expect call and visit from the appraiser
7. Provide title company loan payoff and HOA information - You
8. Order termite inspection – KK or Buyer’s agent
9. Follow up on appraisal and final loan commitment – KK
10. Schedule final walk through inspection – Buyer’s agent
11. Attempt to obtain a draft of seller’s papers from title company prior to settlement - KK
12. Schedule settlement time/date (seller early signing if possible) - KK



# **Pre-settlement responsibilities**

## **Sellers Action Items:**

1. Complete all home inspection repairs & send us paid receipts
2. Satisfy all HOA architectural review board violations requirements & provide compliance letter
3. Complete move, clean, & vacuum house by midnight the day before settlement
4. Leave all keys, existing appliance/equipment manuals on kitchen counter top
5. Transfer all utilities out of your name effective the day after closing (consult with us)

\* Important – Sellers should conduct their own pre-closing walk through inspection. Make a special note to confirm all home inspection repairs are completed as per contract.

## **Selling Agent/Purchaser action items:**

1. Ensure loan is fully approved and lender provides the title company loan closing instructions and funding on time
2. Transfer all utilities effective day of closing (unless seller is renting back)
3. Conduct final walk through inspection (Listing agent and sellers are not normally present)
4. Provide seller a clear final walk through inspection form



## **Settlement**

1. Discuss results of final walk through inspection
2. Things to bring:
  - a. Photo id's
  - b. Deposit instructions – voided check or wire instructions
  - c. Personal check book - just in case

## Post Settlement

1. Seller's funds – the title company will record the new deed and wire funds within 3 business days of closing date
2. Homeowners Insurance Policy – upon receipt of funds the seller should call their insurance agent to cancel the policy
3. Escrow Account/over collected interest – the current lender at receipt of payoff will audit seller's account and return any funds within 30 days of settlement
4. Original title insurance policy – place in safety deposit box and keep for life
5. Settlement/Closing Disclosure – place in safety deposit box for future tax purposes
6. Copy of final walk through inspection

