

Moving

Johnson

A GUIDE TO SELLING YOUR HOME

CASEY BUDGE

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Casey Budge Realtor

a little about me...

@caseybudgerealtor

Casey is certified by the National Association of Realtors as a Military Relocation Professional (MRP). She has years of experience in the Real Estate field; first as a Realtor in Colorado, then working in the mortgage industry, and now as a Realtor in California. She knows the unique challenges of military relocation; having moved often growing up with her mother and father who were both in the military, and then with her husband, who enlisted in the military as an IT and is now a Naval Aviator. Casey is determined to help military buyers and sellers in the Lemoore and Hanford areas get the best deal on one of the biggest purchases and sales of their lives while providing excellent and personal service, education, communication, and peace of mind throughout the transaction. She has created a unique marketing plan, utilizing and leveraging social media and other techniques guaranteed to get in front of more buyers, ensuring her seller's homes sell quickly and for the highest price possible. Her strategies are above and beyond what any other agent in the area has implemented meaning sellers get more for the same cost. She has a network of lenders, home inspectors, title agents, and other professionals to help her clients ease through the process. She is proud to specialize in helping military families find their new home at their "new home"!

Let's connect CENTURY 21 Jordan-Link & Company 719.466.9828 ✓ CaseyBudge@gmail.com ⇒ sellyourplacewithcase.com № 1810 N 11th Ave Hanford CA 93230

@sellyourpacewithcase

MEET THE tedh



Casey Budge

My goal is to advocate and negotiate on your behalf to secure properties with the best terms for you, while keeping current on ever changing market trends. Education, communication, and cutting edge technology helps me, help you.



Casey Weitershausen TRANSACTION COORDINATOR

Casey ensures all documentation is correctly and fully completed, coordinates inspections, and keeps timelines on track. She files all necessary documents to facilitate a seamless close.



HOME SELLER'S Road mays

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!

1

FIND AGENT

Find a great agent that you're comfortable working with

2

PRICING

Work with your realtor to price your home competitively 3

STAGING

Prepare your home for showings

6

SHOWINGS

Be as flexible as possible to get the most potential buyers viewing your home 5

LISTING

Your home is live and viewable by potential buyers 4

MARKETING

Your realtor will ensure that your home is marketed across multiple platforms

7

OFFERS

Your realtor will help you consider all offers presented and negotiate fairly 8

UNDER CONTRACT

The contract becomes binding after you and the buyer agree on the contract terms

FINAL DETAILS

Prepare for inpspections and start packing

10

CLOSING

Move out, transfer keys and celebrate!



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REAL ESTATE Temps

PRE-QUALIFICATION

A pre-qualification is a preliminary evaluation conducted by the lender to show that a buyer meets the credit rrequirements, work history, and funds to purchase up to a certain amount. This is the first step and should be done prior to searching for homes.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, there are certain conditions that must be met before the sale is final. If those conditions are not met or satisfactory, a buyer can cancel.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance, title, and lender expenses.

EARNEST MONEY

Also known as "EMD" or "good faith" money, this is money sent by the buyer to escrow to hold during the transaction. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. There is also title insurance to ensure no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend qualified home inspectors for you.

DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. In California, you typically sign loan documents days prior to "closing".

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REAL ESTATE IS AN
IMPERISHABLE ASSET, EVER
INCREASING IN VALUE. IT IS THE
MOST SOLID SECURITY THAT
HUMAN INGENUITY HAS DEVISED.
IT IS THE BASIS OF ALL SECURITY
AND ABOUT THE ONLY
INDESTRUCTIBLE SECURITY.

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10 STEPS TO popular selling a popular

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- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 marketing
- 05 LISTING
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FINDING A GREAT

AGENT

A real estate agent is a huge asset to you as you you go through the home selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of selling - make sure you choose someone you trust.



Connect Your HOME TO BUYERS AND AGENTS

Getting your home in front of the most people possible will guarantee you get the most money and the best terms possible.

Knowledge OF NEIGHBORHOODS

Knowing details of your neighborhood and what homes typically sell for is imperative for marketing and pricing.

Attention TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you choose a strong offer and negotiate with the buyer on your behalf.

Expert MARKETING

Find an agent who will provide professional marketing, including photos, floorplans, virtual tours, and advertising both virtually and print.

2 ESTABLISH A PRICE

PRICING YOUR HOME STRATEGICALLY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers.

Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

WHAT DETERMINES THE PRICE?

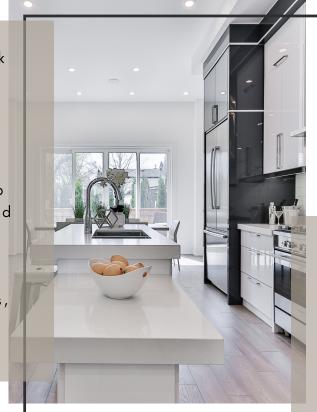
Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.



3 PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, replacing light bulbs, and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

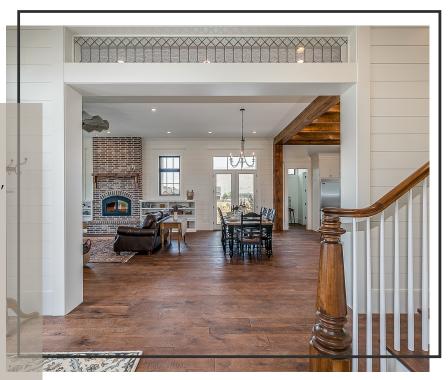
Home Staging typs...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox and setting appointments. While scheduling appointments try to be as flexible as possible.
- ALWAYS make sure your agent has professional photos taken as these determine the first impression the potential buyer will have of your house.

STAGING Checklist

EXTERIOR

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows
- Ensure all lights are working and bright (daylight bulbs are best)



INTERIOR

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room

4 LISTING

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections, technology, and marketing to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed with be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

6 MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

Marketing Typs

- Advertise across multiple channels
- Craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children's and pet toys out of sight
- Try to be as flexible as possible for showing appointments
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

6 SHOWINGS

The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings, and possibly an Open House, to get as many potential buyers in your home as possible. Keep your house tidy so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

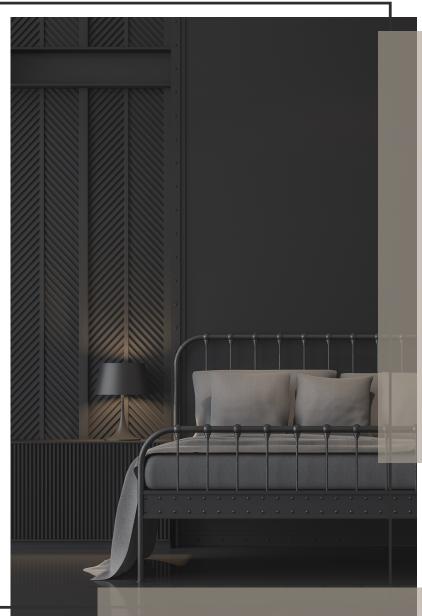
SHOWING Checklist

...if you have ten minutes

Make all beds
Put all clutter in a laundry basket, then take with you in the car
Empty all garbage cans and take out trash
Wipe down all countertops and put all dishes in dishwasher
Put out your nice towels
Pick up all toys and personal items
Turn on all lights

Do everything on the ten minute list above
Vacuum all carpet and rugs
Sweep all hard surface floors, mop if you have time
Wipe down major appliances
Wipe down all glass and mirrored surfaces
Put away all laundry
Quickly dust highly visible surfaces
Sweep all hard surface floors, mop if you have time
Set out an air freshener or freshly baked cookies

OFFERS & NEGOTIATIONS



Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you. Make sure you don't only look at the offer price - other terms are also important!

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer, or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

8 UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... disclosures, home inspection, title search, appraisal, and a final walk-through by the buyer within 5 days of the closing.

TITLE AND ESCROW

Once you and the buyer have agreed on price and terms - Congratulations - you're under contract!

The buyer will wire the agreed earnest money deposit to the escrow company. The deposit is the buyer's "good faith" that they intend on buying your home. The title company will hold the deposit until close, or until the contract is cancelled. If the buyer withdraws from your contract using any of their contingencies, they will get this deposit back. If they cancel for any reason other than inspections, appraisal, or loan reasons, you may be entitled to keep the deposit.



The time between you accepting an offer and closing is called the "escrow" period. This is typically between 30-45 days. During this time, the buyer will complete your inspections, appraisal, loan, and all title requirements.

The title company will verify you are the true owner of the house and have the right to sell it, and will start their search for any liens, clouds, or issues with the title of the property to make sure the buyer is purchasing it without any encumbrances from previous owners. Simplified; the title company will make sure all mortgages have been paid and any debts against the property are no longer there when it is transferred. They will issue "title insurance" to protect the buyer against future debtors claiming ownership of the property. It ensures they have full and clear legal ownership.

You do not need to worry about this in depth, but make sure you ask the lender and Realtor if they see any issues or red flags when the Preliminary Title Report is received.

INSPECTION

The buyer will conduct any and all inspections they deem necessary. These may include a general home inspection, roof inspections, HVAC inspections, sewer or plumbing inspections, electrical inspections, pool inspections, etc. Make sure everything in your home is in good working order prior to these inspections or repairs will be called out and the buyer may ask for you to make repairs, or worse, cancel the contract.



APPRAISAL

The lender will often require an appraisal of the home before finalizing the loan.

The home appraiser will take into account the neighborhood, housing market, age, condition of the home, and any special features.

In strong seller's markets, buyers often offer "appraisal gaps", meaning they guarantee a certain dollar amount in cash over what the appraised value is.

9 FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurance and house payments. Complete all requested buyer repairs prior to close. Also, be prepared as delays can happen. You will want to get movers scheduled as soon as possible but DO NOT schedule the move and closing on the same day if possible.

10 CLOSING

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the costs are paid.

Some of your final documents will be signed prior to close at the title company or with a notary. Keep in mind what you may be required to pay at closing including agent commissions, mortgage payoff fees, title insurance charges and recording filing fees. These fees are typically paid out of the equity, if you have enough to cover them.

Congratulations on selling your home!

RECOMMENDED Pros

Lender



Rickelle Stockton | Maciel Mortgage

559.589.6044 office 559.572.5554 cell rickelle@macielmortgage.com www.VALoanChick.com

802 N Douty St, Hanford, CA 93230

Home Inspector



Brad Smith | Valley Home Inspections

559.333.1147 office valleyhomeinspectionsca@gmail.com

Pool Inspection / Repair / Maintenance



Matt Beliveau | Blue Gator Pools

555.123.1234 office 555.123.1234 cell

michelle@lendercompany.com www.lendercompany.com

123 S. Main St. Charleston, SC



Asuncion Duarte | Valley House Cleaning

facebook @Valleysbestcleaning93230

ADDITIONAL resources



Landscaping Company

Jose Lemus phone 559.836.9310



Termite Company

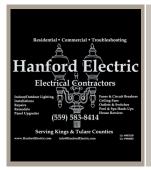
San Joaquin Pest Control phone 559.582.5282 sanjoaquinpestcontrolinc.com



Plumbing Company

A1 Allstar Plumbing phone 559.584.0476

a-lallstarplumbing.com



Electrical Company

Hanford Electric, Inc phone 559.583.8414 www.plumbingcompany.com



