

A GUIDE TO SELLING YOUR HOME



CAPTAIN  Co.™

REAL ESTATE LLC

Candace Thomas ~ Realtor Associate

Cell: (901) 612-0230

901-390-HOME | www.captainandco.realestate

Candace@captainandco.realestate



The Services I Provide Sellers

- Helping you determine THE BEST SELLING PRICE RANGE for your home.
- Suggesting what you can do to get your home in top selling condition.
- Supplying names of reputable repair companies if necessary.
- Developing a strategy to show your home.
- Entering your home in the Multiple List Service once repairs are completed and photos are complete.
- Advertising your property on several platforms.
- Developing a comprehensive marketing plan for your home.
- Keeping you updated with progress.
- Promptly advising you of changes in the market climate.
- Presenting all offers to you promptly.
- Helping you negotiate.
- Guiding you through the selling process & making sure everything flows together smoothly.

Congratulations on Selling Your Home!



If Available, Please Provide Us with the Following Information on Your Home:

- Copy of Deed
- Copy of Title Insurance Policy
- Copy of Survey
- Copy of Floor Plan of House
- Home Owners Association name, contact person phone number, amount of dues and how paid.
- Name, phone number and loan number of all Mortgages on property and Home Equity Line.
- Copy of Deed Restrictions and Restrictive Covenants
- If you would like to, you can provide the Utility Bills (Power, Natural Gas – if applicable, and Water) for the past 12 months. Many buyers are interested in how much their utilities will cost them in the homes they are considering purchasing.
- If you have filed any insurance claims against your homeowner's policy in the past 10 years please list the claims and circumstances.
- Copy of Appraisal
- List of improvements, upgrades and repairs (item, amount, and date) and note whether permits were acquired. Please email this to us.
- If spouse is deceased, please provide the death certificate.
- If there is a septic system, need map for certification before closing.

Preparing Your Home to Sell Imagine You are the buyer!

WITH BUYERS, FIRST IMPRESSIONS COUNT!

A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

When you sell your home, you're going to have to move. When you move you're going to have to pack.

Most of the principle of staging just mean that you're going to pack up some of your things early.

HERE ARE SOME SUGGESTIONS THAT CAN HELP YOU MAXIMIZE YOUR MARKET DOLLAR.

GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean & repair windows / screens
- Touch up any chipped paint
- Repair cracked plaster
- Repair leaking taps & toilets
- Clean & tidy entrance
- Functional doorbell
- Polish door hardware
- Paint the door
- Caulk & grout where needed
- Replace rotten wood
- Powerwash exterior
- Replace broken/old switch plates
- Clean fireplace/chimneys
- Glass doors should be cleaned
- Service AC units
- Check sump pump
- Replace interior burned out lights
- Make sure appliances work
- Replace broken seals in windows
- Clear any drains

SPIC AND SPAN

- Shampoo carpet
- Clean washer, dryer & tubs
- Clean refrigerator & stove
- Clean & freshen bathrooms
- Clean front door and all windows
- Wipe down baseboards, wainscot and trim
- Clean all floors
- Remove bathroom stains mildew
- Clean oven/range/microwave
- Sweep all decks, walks, porches and patios
- Secure gutters & downspouts
- Repair roof detects
- Make sure all hardware works

CURB APPEAL

- Mow lawns
- Trim shrubs & trees
- Weed & edge gardens
- Pick up any trash
- Clear walk & driveway of leaves
- Repair gutters
- Touch up exterior paint
- Display colorful flowered pots
- Remove outdoor toys
- Neatly store tools and equipment
- Clean front door
- Clean handrails
- Make sure gates are functional
- Make sure garages are functional
- Add annuals or pensies
- Make fence repairs
- Powerwash

THE SPACIOUS LOOK

- Clear stairs and hallways
- Store excess furniture
- Clear counters & stove
- Make closets neat & tidy
- Declutter as much as possible
- Clean off refrigerator magnets & remove pictures
- Store extra pots & pans
- Pack up all collections
- De-personalize by packing personal photos
- Clear off mantles and hearths
- Reduce clutter on decks, porches and patios so that they look bigger

Preparing Your Home to Sell Where Do I Store All the Stuff I Took Out?!

- Rent a storage unit (we have a discount with PODS)
- Have a garage sale
- Put it in the attic
- Store it in the crawl space
- Use a portion or corner of the basement
- Use part or all of the garage
- As a last resort, sacrifice a third or fourth bedroom and fill it full
- Give it to charity (See below)

While Your House is On the Market:

- Make the bed everyday
- Keep closet doors closed
- Keep floors clean and free of laundry and clutter
- Move dog and cat dishes out of foot traffic
- Empty the garbage regularly to prevent kitchen odors
- Keep the kitchen sink clean and empty on a daily basis
- Keep light air fresheners throughout (linen scent or odor eliminating)
- Take valuable items to a safe deposit box

MOVING?
STRESS LESS. GIVE MORE.

*Your donated goods transform lives through
The Salvation Army Adult Rehabilitation Centers.*



DOING THE MOST GOOD

Free Pickup: 1-800-SA-TRUCK (1-800-728-7825)

WWW.SATRUCK.ORG

THE SALVATION ARMY - MEMPHIS ARC
2649 Kirby Whitten Road | Memphis, TN 38133-4734

For Showings

DO I NEED TO BE PRESENT FOR THE SHOWINGS?

The sales associates knows the buyer's requirements & can better emphasize the features of your home when you don't tag along. It is best that you leave the property during the showings to allow the Buyer to bond with the house and imagine their lives in the home.

LET THE SUN SHINE IN...

Open all the curtains & draperies to show how cheerful your home can be. Dark rooms do not appeal.

CAN YOU SEE THE LIGHT?

Illumination is a welcome sign. Turn on all of your lights for an evening showing, Potential buyers will feel a glowing warmth.

WHAT SHOULD I DO WITH MY PETS?

Keep your pets out of the way, preferably, out of the house.

A WORD TO THE WISE...

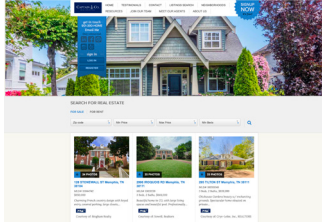
Let your Realtor® discuss price, terms & all other factors with the customer. You Realtor® is eminently qualified to bring negotiations to a favorable conclusion.



CAPTAIN & Co.™

REAL ESTATE LLC

When You List Your Home With Me, I Market Your Home to Sell!



WWW.CAPTAINANDCO.REALESTATE



WORLDWIDE EXPOSURE - FEATURED ON THOUSAND OF WEBSITES



DISTINCTIVE YARD SIGNS

SUB CONTRACTING



SOCIAL MEDIA



YouTube

VIDEO



COLOR BROCHURES



NETWORK OF AGENTS



VIDEO TOURS



APPOINTMENT CENTER OPEN 7 DAYS A WEEK

CANDACE THOMAS

901-390-HOME

For Sale By Owner – A Good Idea?

FSBO (pronounced fizz-bo), or For Sale By Owner, is a way of selling your home without the use of a professional real estate agent or broker. The idea behind being a FSBO is selling your home yourself, without an agent.

According to 2018 National Association of REALTORS® Profile of Home Buyers and Sellers, FSBOs accounted for 7% of home sales in 2017. Additionally, the typical FSBO home sold for \$200,000 compared to \$265,500 for agent-assisted home sales.

Only about 10% of sellers that decide to do FSBO are successful at it. Furthermore, not all of them end up saving themselves money. FSBO sellers often end up accepting a lower price for their home than they would with an agent. *According to a new study by Collateral Analytics, “a FSBO sale, on average, nets nearly a 6% lower price than a MLS sale for a similar property.” There are of course other issues as well. Can you afford to make selling your home your full-time job? Because for a lot of FSBO sellers, that’s exactly what it is. Do you have the time and capital to spend on the marketing, advertising, inspections, paperwork, phone calls, showings, and problems that come up when any home is sold?

Selling with a professional agent also has other advantages. An agent can get your home listed on the MLS (Multiple Listing Service) and other popular websites where not only homebuyers, but also other agents can easily find it. Professional real estate agents also have an extensive network that allows them to more easily find a buyer.

So before you decide to sell your home yourself, thoughtfully consider just how much time and effort you can spare for selling your home, as well as how important it is that your home sell sooner rather than later.

Sins of Overpricing

1. APPRAISAL PROBLEMS

Even if you do find a buyer willing to pay an inflated price, over 90% of buyers use some kind of financing to pay for their home purchase. If your home won't appraise for the purchase price, the sale could fail.

2. NO SHOWINGS

Today's sophisticated home buyers are well educated about the real estate market. If your home is overpriced they won't bother looking at it, let alone make you an offer.

3. BRANDING PROBLEMS

When a new listing hits the market, every agent quickly checks the property out to see if it's a good fit for their clients. If your home is branded as "overpriced", reigniting interest may take drastic measures.

4. SELLING THE COMPETITION

Overpricing helps your competition. How? You make their lower prices seem like bargains. Nothing is worse than watching your neighbors put up a sold sign.

5. STAGNATION

The longer your home sits on the market, the more likely it is to become stigmatized or stale. Have you ever seen a property that seems to be perpetually for sale? Do you ever wonder - What's wrong with that house?

6. TOUGHER NEGOTIATIONS

Buyers who do view your home may negotiate harder because the home has been on the market for a longer period of time and because it is overpriced compared to the competition.

7. LOST OPPORTUNITIES

You will lose a percentage of buyers who are outside of your price point. These are buyers who are looking in the price range that the home will eventually sell for but don't see the home because the price is above their pre-set budget.

Reasons a Property Sells

1: LOCATION

You have no control over the location of your home, but its location helps to determine the value.

2: PRICE

The RIGHT PRICE can only be determined by a well-researched market evaluation. As a home seller, you should get a written market analysis comparing your home to similar properties that have recently sold and those currently on the market.

3: CONDITION OF PROPERTY

Your home's condition is vital to a sale. A clean, well-maintained home ensures your home will sell faster. You'll sell faster and at a higher price if you stage your home to enhance its appeal.

4: THE REALTOR® YOU SELECT

I will advise you on the market conditions, pricing and staging recommendations, contracting, financing, title work, appraising and closing activities. Just as you insist on an experienced, well-prepared doctor to treat your family, you want a REALTOR® with a proven track record who does their homework representing you in the sale of your home. These are the reasons people have chosen me in the past and continue to choose me today!

Let's Sell Your Home Together!



WE OFFER PRE-LISTING EVALUATIONS!

What is the Pre-listing Evaluation?

We have created a 30-point evaluation checklist based on what is frequently found on home inspection reports. These items can include issues found with HVAC, electrical, wood rot, plumbing, and much more! Once we complete the evaluation of the property, you will receive a package with pictures explaining what we found during the evaluation. We'll even give you a free quote for what it would take to do the repairs!

\$150



Home Inspection Solutions

901-592-1008

QUOTES@TIMELYSOLUTIONS.NET



-  **IT SAVES MONEY!**
Average pre-listing home inspections cost \$300-\$400.
-  **IT SAVES TIME!**
It can reduce required time for repair amendments.
-  **IT SAVES CLOSINGS!**
Buyers are more confident with a smaller inspection list.

Let Andrew O'Fee Help You **GET A MORTGAGE** that Fits Your Needs.



Since joining Crump Mortgage in 2009, Andrew has quickly gained the trust of both his clients and realtors by focusing on three core principles: the client experience, an attention to detail, and an iron-clad commitment to simply getting the job done. By staying true to these values and leveraging his valuable experience in the bond market, he has been able to close consistently on time, without surprises, and at the most optimal rates.

In addition to performing beyond expectations, Andrew also prides himself on being an advantageous tool for realtors by offering them insight into the markets and “outside-the-box” solutions - allowing realtors to worry less and do what they do best: **SELL**.

Andrew graduated from the University of Delaware with a degree in International Business. He is married to Caitlin Soma, and they are the proud parents of a baby boy named Tate Seven O'Fee and owners of two golden retrievers - Red and Emme.



Andrew O'Fee

The Yankee Closer
NMLS License # 161130

andrew@crumpmortgage.com
Office (901) 684-2721
Cell (901) 237-3526
www.yankeecloser.com

Andrew specializes in the following Tennessee Mortgage Loans:

Home Purchase Loans
Home Refinance Loans
Jumbo Home Loans
FHA Loans
VA Loans
And Much, Much More!

Do You Have Reserve Funds?

When a Buyer purchases a home with appliances already installed, their first concern is how long before the appliances will need to be replaced. As a Seller, it is a good idea to either set aside some contingency funds to replace any appliances that may become an issue, or talk to The Captain about a Seller Warranty Coverage. Listed below is the average life expectancy for many common household appliances.

These are only estimates and were derived from manufacturers' web sites and consumer resources.

MAJOR APPLIANCES

Water heater, gas	11-20 years
Water heater, electric	13-20 years
Refrigerator, side by side.....	14 years
Refrigerator, single door.....	19 years
Washing machine, top load.....	14 years
Washing machine, front load.....	11 years
Dryer	13 years
Range, electric.....	17 years
Range, gas	15 years
Dishwasher	10 years
Cook top	13-20 years

MECHANICAL SYSTEMS

Air conditioning compressor.....	10-15 years
Forced air furnace, heat pump.....	10-15 years
Baseboard electric heat system	20 years
Water pump	7-10 years
Water softener.....	20 years

What Is A TITLE SEARCH?



A title search is a MUST when selling any real estate. This careful examination of records is used to provide early warnings of anything that will have to be dealt with before the property can be sold. This is typically paid for by the seller. A title search will show, first, that the seller has the legal right to sell the property, and also, that the title is free from any liens, mortgages, property line issues, or any other problems that could prevent you from closing.

**GC
E&M**

Griffin Clift

Everton & Maschmeyer, PLLC



Real estate closings have and continue to be the forefront of our law practice here at Griffin, Clift, Everton & Maschmeyer, PLLC for over 40 years. This area of practice extends to client representation for residential closings and refinances, construction loans, development projects and any type of commercial real estate transaction. Our clients include buyers, sellers, borrowers, lenders, contractors and developers.

“

When I send my Sellers to Griffin Clift Everton & Maschmeyer, PLLC, I know they will be taken care of from the start to the finish. Rob always ensures my clients are satisfied. He has a great personality and makes the closing process an enjoyable experience. Rob's team is always available for questions and concerns. In the rare instance that we are in a pressing situation, we have been able to overcome the obstacles and work together as a team. I will never forget the day when my clients were pressed for time on their closing. Rob had his car keys out at the table, after my client was complete with signing papers, Rob hopped in his car and made sure the swap took place, he returned back within 10 minutes and we were closed. He's a rare find in this industry, I don't know what I'd do without him and his team!

~ Fara Captain

”

**ROB M. DRAUGHON, III
ATTORNEY**

Griffin, Clift, Everton & Maschmeyer, PLLC

6489 Quail Hollow, Suite 100

Memphis, TN 38120

(901) 752-1133

rob@gcemlaw.com

www.gcemlaw.com

Your Moving Planner

6 TO 8 WEEKS BEFORE

- Contact a moving company and tell them the dates you plan to move; Set up a time for them to come out and provide an estimate.
- Decide if you will pack yourself or have the movers do it.
- Organize personal records, i.e. insurance, dental, prescription, financial etc.
- Start to use up things that can't be moved.

4 TO 6 WEEKS BEFORE

- Alert Post Office and subscriptions.
- Plan to cancel/transfer phone and utilities.
- Prepare a list of people to notify of your move and new address.
- Consider a garage or yard sale for unwanted items.

2 TO 3 WEEKS BEFORE

- Consider helping your children host their own "going away" party.
- Assemble packing materials (boxes, tape, markers, knife).

3 DAYS BEFORE

- Defrost freezer so it can dry for at least 24 hours.
- Set aside valuables and personal documents not to be packed on moving van.
- Think about items to pack, but leave off the moving van... items that you will need upon arrival, such as: paper towels, toothpaste, tool kit, soap, toilet paper, bath towels, trash bags, snacks, pencil and paper and paper plates.

1 DAY BEFORE

- Leave mirrors and pictures on the walls for the movers to pack.
- Take sheets and blankets off beds.
- Unplug all TV sets 24 hours before move. Moving a set that has retained heat can cause damage.

MOVING DAY

- Save all documents that will be needed for tax returns.
- Remain with movers until all your goods are loaded.
- Be sure you discuss exact address and directions with driver.
- Leave a note with new address and telephone number so new occupants can forward mail.
- Make sure to call MLGW to disconnect services. If there will be an overlap with 2 residences, make sure to let MLGW know. Call 901-820-7878
- IMPORTANT! Make sure to let your agent know the day you have set up for services to end. If the buyer does not arrange for transfers before you disconnect, buyer can be without services for days or has to arrange to be absent at work for MLGW to show up. PLEASE let your agent know!
- If your new house is in a unincorporated area, you will need to find out the waste services provided. Contact your agent for info.

CAPTAIN CO.™

REAL ESTATE LLC

901-390-HOME | www.captainandco.realestate
841 S. Cooper St. | Memphis, TN 38104

