

Start to Finish: Selling

Presented by Candace Thomas



**Welcome to the homebuying
experience!**

*the
pretty investor*

CAPTAIN & Co.™

REAL ESTATE LLC

the
pretty investor

Put a SOLD Sign in My Yard!



Overview

- **Seller Consultation**
- **Net Proceeds**
- **Go Over Pricing Your Home**
- **Preparing the Property**
- **Home Selling Process**
- **Marketing**
- **Qualified Buyers**
- **Appraisals**
- **Questions**

Seller Consultation

- Interview
- Go over comparables
- Best price range
- Go over the selling prices
- Good fit



Net Proceeds

Net Proceeds

Calculate how much money you will have when you sell your existing home:

Sales Price of the Home:

Real Estate Commission:

Balance of First Mortgage:

Balance of Other Liens:

Select the Month of Your Closing:

Select Your Property State:

Other Fees Paid by the Homeowner:

Email Address : *

(unless known, use a 1.5% assumption)

Calculate Below

Clear Everything

Results

The above is a rough estimate for a better evaluation please contact us for a property visit. Based on the information you have provided, the sales price of the property will be distributed as follows:

Real Estate Commission: \$30,000

Amount Due Lien Holders: \$425,000

Property Taxes Due at Closing: \$3,125

Other Fees Paid by Seller: \$15,000

Amount Owed at Closing: \$473,125

Net Proceeds to Seller: \$26,875

Contact us

Contact us for a property visit and a more thorough evaluation

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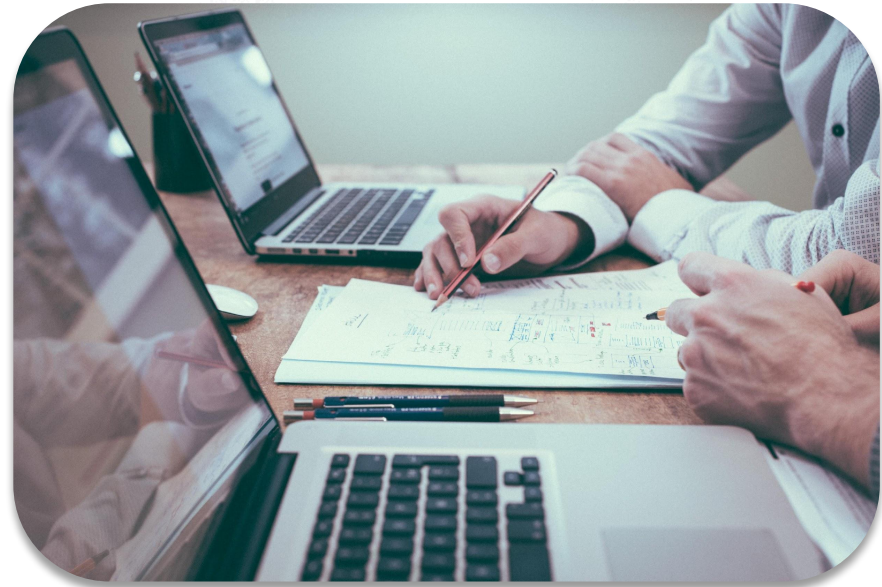
ANCHOR LOVE | ANCHOR AGENTS | ANCHOR MEMPHIS
FEATURED PROPERTIES

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Positioning Your Home

Ready when searching:

- Discussing the price range
- Understanding similar kind homes
- Understanding your audience
- Understanding your competition
- Understanding renovations
(personal and marketable)
- Overpricing



Getting your home ready

- Decluttering
- Deep clean
- Servicing units
- Making the bed

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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

www.captainandco.realestate

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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.



Deferred Maintenance

- “It was like that when I bought it”
- Wood rot
- Plumbing leaks
- Holes in fences
- Fresh coats of paint



Curb Appeal

- First impression
- Landscape: fresh flowers
- Fresh trim of trees
- Mow grass
- Power wash driveways
- Don't leave trash on the curb
- Painting/cleaning the front door



Why Hire a REALTOR?

- 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
- Advertising your property on several platforms.
- 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.

Marketing

- Professional photos
- Distinctive yard signs
- Social media
- Color brochures
- Network of Agents
- Video tours



Open Houses: Pros & Cons

PROS

- More Visibility
- Opportunity to market
- More traffic

CONS

- Not always qualified buyers
- Additional foot traffic
- REALTOR benefit vs. yours



Qualified Buyers

- Pre-qualified vs. Pre-approved
- Knowing the Lender
- Job Status
- Speaking with the Lender (if needed)



Appraised Value

- Working with the Appraiser
- Discussing the upgrades
- Discussing multiple offer situation (if any)
- Telling the story of your house
- Providing comparables



What happens if it doesn't appraise?

Questions





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**Let me know if
you have any
questions.**

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