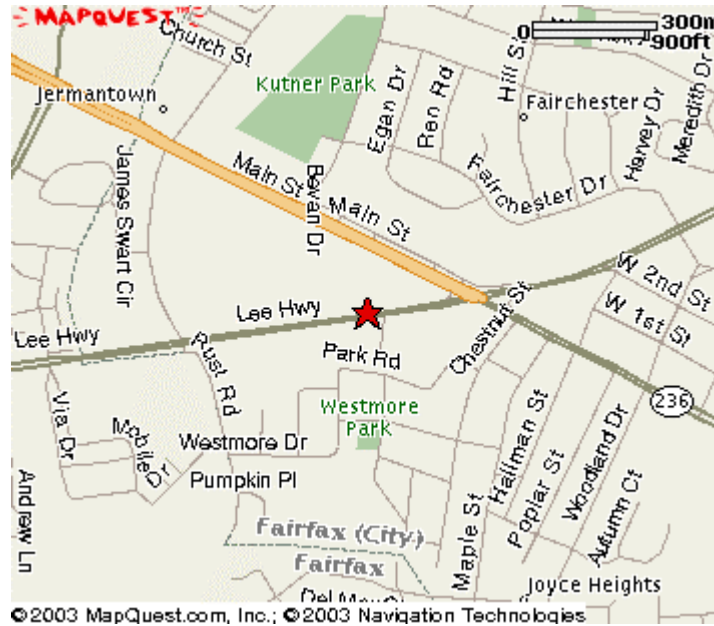


# Sellers Information Document



**THIS DOCUMENT IS DESIGNED TO PROVIDE SELLERS  
WITH A COMPLETE OVERVIEW OF THE SELLING  
PROCESS.**



## The Process

### A road map to success

1. Why Kurt Kuykendall & Associates?
2. Preparations for Market
3. The Listing
4. Marketing
5. The Contract
6. Processing
7. Pre Settlement Responsibilities
8. Settlement
9. Post Settlement



## **Why Kurt Kuykendall & Associates?**

### **The benefits:**

- a. 30+ years full time experience with Remax
- b. Methodical proven process
- c. Personally concerned and protective of your interests
- d. Excellent partnerships are formed with all our clients
- e. Hundreds of happy satisfied clients and written references from all N. Virginia locations

### **Our responsibilities:**

- a. Review with you the selling process
- b. Recommend cosmetic and spacial improvements
- c. Accurately determine your homes range of value
- d. Creatively present your home into MRIS
- e. Make attractive virtual tour, photos and brochure
- e. Showing agent follow up and provide you feedback
- f. Detailed weekly market update report, analysis and recommendations
- g. Negotiate the contract on your behalf and protect all your interests
- h. Post contract ratification – create a transaction time line/check list for follow through purposes
- i. High quality administrative oversight
- j. Weekly administrative reports
- k. Representation at settlement
- l. Post settlement counsel and advice



## **Preparations for Market**

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

We will walk through your home together discussing recommended cosmetic enhancements. You should make notes to create a plan. 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
2. Spic and span – make it pass the white glove test
3. Turn key condition – new paint and carpeting
4. Spaciousness – store excess furniture, closets/shelving 50% capacity, Kitchen and Baths – these key rooms sell houses
5. Garage – empty and organize

6. Exterior – repaint all trim, clean gutters, wash windows,  
Repair screens,

7. Landscaping- weed and mulch gardens, trim all plants

Many of today's buyers are working in demanding jobs and caring for young children. Due to their busy schedules, time is their enemy. To be successful in today's market a seller must present their home in 'move in condition' with zero deferred maintenance. Competition is simply too great to not prepare the house thoroughly.





## **The Listing**

- a. Discuss all disclosures
- b. Review CMA (competitive market analysis)
- c. Select price
- d. Identify conveyances
- e. 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
9. Your personal daily/weekly schedules
10. Point of contact



# Marketing

## OLD REAL ESTATE ENVIRONMENT

1. No multiple listings system (very local)
2. No buyer agency
3. No internet or home computers

## How Buyers located the inventory

1. Walk into office and ask "what's for sale in town?"
2. Drive by signs and call listing agent for showing
3. Call on newspaper ads – tedious process of trading your personal information in exchange for house information.
4. Open houses

## How Sellers marketed their houses

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

## THE MODERN REAL ESTATE ENVIRONMENT

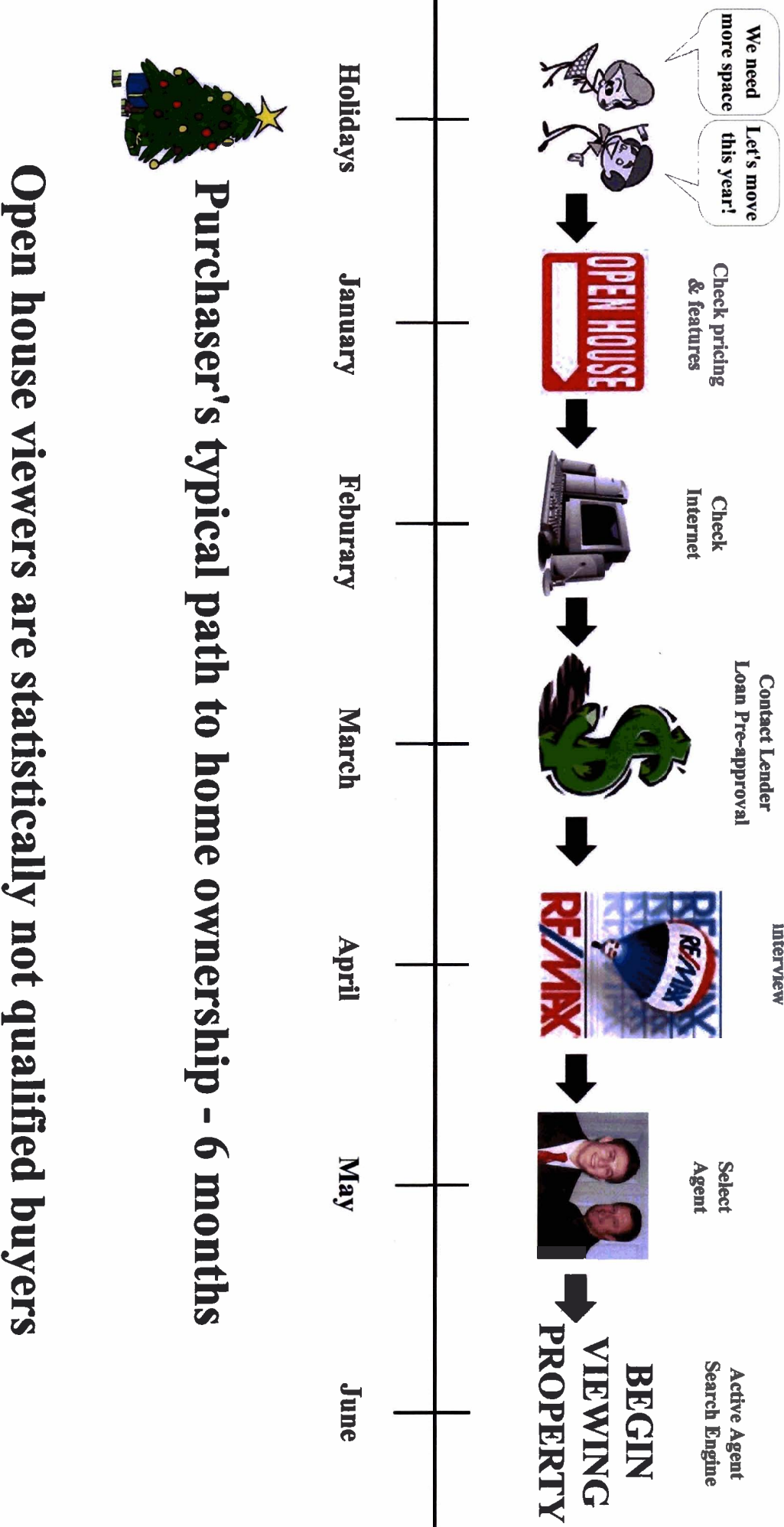
### Two types of Buyers

1. **Unattached buyers**- investigating the market but **not** working with an agent.
2. **Attached buyers**- using the services of a **“buyer’s agent”**

### How modern buyers locate the inventory

1. Personal computers (our region has the most computers per household in the nation)
2. Internet websites -Homesdatebase.com, realtor.com, etc, 24hrs per day
3. Internet virtual tours-24 hrs per day
4. MRIS - the nations largest MLS - covers the multi state region
  - a. Can remotely search a wide area
  - b. No longer need a local broker to obtain listing information
  - c. Active Agent program - A search and notification system used by buyers with agents. Buyers set up and save their desired criteria – price, location, bedrooms, etc. **Thereafter, emails are automatically sent (real time) to the buyer and agent when new listings come on the market.**
5. Newspaper adds, for sale signs, open houses, and broker opens/tours are no longer effective. Buyers can get information without dealing with an unknown agent.

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





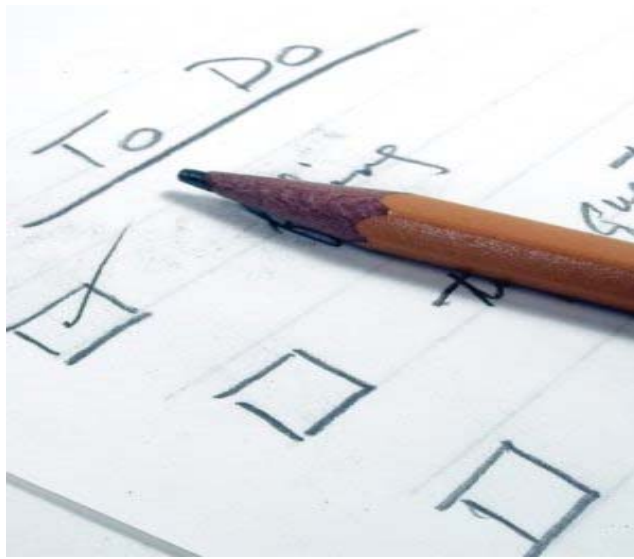
## Contract

**Who?** The selling/buyers agent not the listing agent will statistically write the contract.

**What?** We will be working with the standard Regional sales contract. We would have already reviewed it and left you a copy.

**When?** We will call you immediately with the terms upon receipt and email/fax you the contract for review.

**Where?** We will meet that same day at a place convenient with you to discuss and make any necessary changes in a counter offer.



## **Processing the contract**

- a. Copies of contract to all parties-clients, lender and title company – KK
- b. Transaction/Time line – KK
- c. Order appraisal with lender – Selling agent
- d. Deliver POA documents to purchaser. Starts 72 hr review period. – KK
- e. Work through contingencies for HI, Radon, etc
- f. Expect call and visit from the appraiser
- g. Provide title company the sellers loan payoff and HOA information to derive precise adjustments – KK
- h. Order termite inspection – KK
- i. Schedule final walk through inspection – Selling Agent
- j. Attempt to obtain a draft of seller's papers from title company prior to settlement – KK
- k. Schedule settlement time/date– KK

# **Pre-settlement responsibilities**

## **Sellers Action Items:**

- a. Complete all home inspection repairs & fax me paid receipts
- b. Comply with all HOA architectural review board violations.  
Send me all repair receipts if applicable.
- c. Thoroughly clean and vacuum house
- d. Complete move
- e. Tag all keys
- f. Leave on counter all appliance/equipment manuals
- g. Transfer all utilities out of your name effective the day after closing (consult with us)

\* Important – Sellers should conduct their own final walk through inspection (carefully read paragraph 7). Make sure the property is in the same condition as time of contract after movers are finished.

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

- a. Insure loan is fully approved and lender gets the title company loan instructions and funding on time
- b. Transfer all utilities effective day of closing (unless seller is renting back)
- c. Conduct final walk through inspection (Listing agent and sellers are not normally present)
- d. Provide seller a final walk through inspection form



## **Settlement**

- a. Discuss results of final walk through inspection
- b. Things to bring:
  - 1. Photo id's
  - 2. Deposit instructions – deposit slip or wire instructions
  - 3. All repair receipts per terms of contract
  - 4. All keys and garage door openers
  - 5. Personal check book



## Post Settlement

- a. Seller's funds – the title company will record the new deed and wire funds within 3 business days of closing date
- b. Homeowners Insurance Policy – upon receipt of funds the seller should call their insurance agent to cancel the policy
- c. Escrow Account – the current lender at receipt of payoff will audit sellers account and return any funds within 30 days of settlement
- d. Original title insurance policy – place in safety deposit box and keep for life
- e. HUD 1 settlement sheet – place in safety deposit box for future tax purposes
- f. Copy of final walk through inspection