

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-Follow up & feedback.
6. The Contract-negotiating and ratifying
6. Transaction check list/time line
7. Administrative/Processing
8. Pre Settlement Responsibilities
9. Settlement
10. Post Settlement



Why Kuykendall & Associates?

1. Remax Hall of Fame-33+ years experience
2. Methodical proven process
3. Protective of your interests – will earn your trust
4. Strong partnerships formed with all our clients
5. Hundreds of happy and satisfied clients, references from all N. Virginia locations
6. 100% referral – based on ‘friends referring friends’

Our Responsibilities:

1. Review the selling process
2. Inspect house-recommend cosmetic improvements
3. Market Analysis-determine home's reasonable range of value
4. Gather all pertinent information
5. MRIS-Creatively present your home
5. Media – photo shoot, attractive virtual tour, create electronic and hard copy brochures and internet websites to maximize exposure.
6. Pre listing meeting – review process, contract, set expectations, place lockbox and sign. Go Active into MRIS.
7. Post Listing-follow up and feedback, obtain showing agent input on price, condition and location. Helpful in making needed changes.
8. Weekly market update-reports, analysis & recommendations allowing you to make strategic adjustments
9. The contract-pre qualification, evaluate contract, negotiation strategies, counter offers and ratification. Our goal is to protect all your interests and maximize your net proceeds.
10. Post contract ratification–create a transaction check list/time line, monitor and advise you on all important issues.
11. High quality administrative oversight-home & radon inspections, ARB violations, termite, appraisal, title issues & final loan approval.
12. Pre settlement preparation-action items. Representation at closing.
13. 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
9. Your personal daily/weekly schedules
10. Point of contact



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. 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, 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 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.

Go to link for home staging information, articles, & short videos:
<http://kurtkuykendall.topproducerwebsite.com/house-staging.asp>





Marketing

Old/Pre Internet

1. No MLS
2. No buyer agency
3. No internet or PC's

New Internet Era

1. MRIS-multi state exposure
2. Buyer agency

How Buyers located the inventory

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

New Internet Era

1. On line/websites

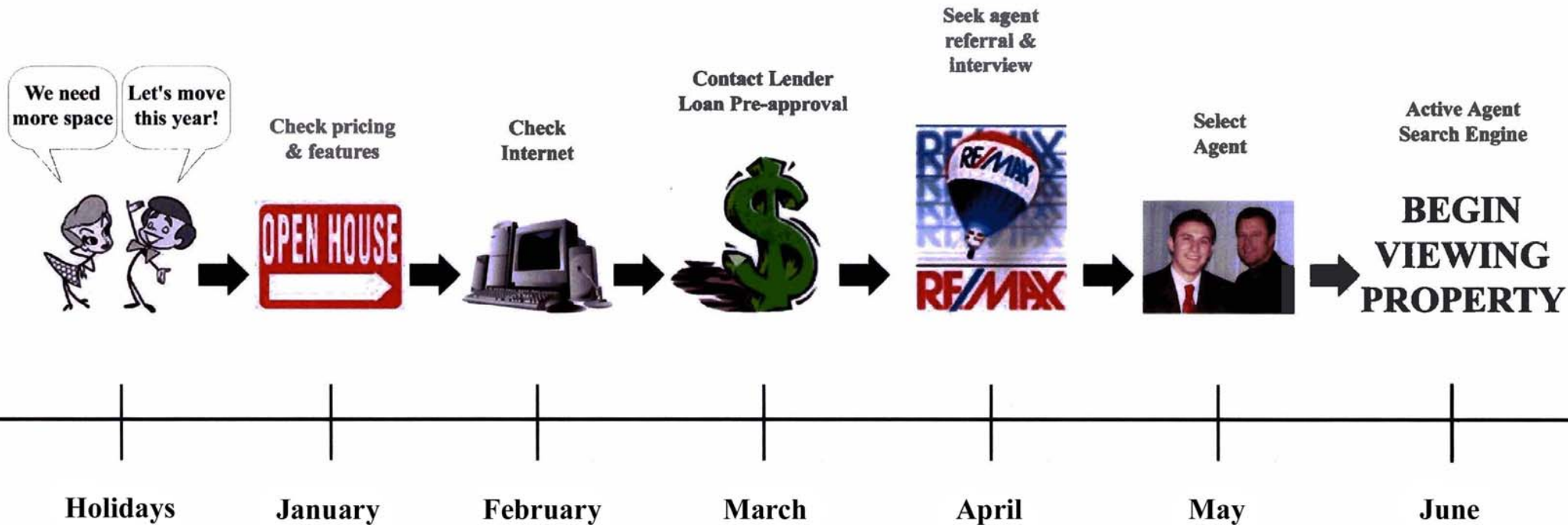
How Sellers marketed their houses

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

New Internet Era

1. On line/websites
2. E-brochures
3. MRIS-17,000 agents
4. Auto notice listing service

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



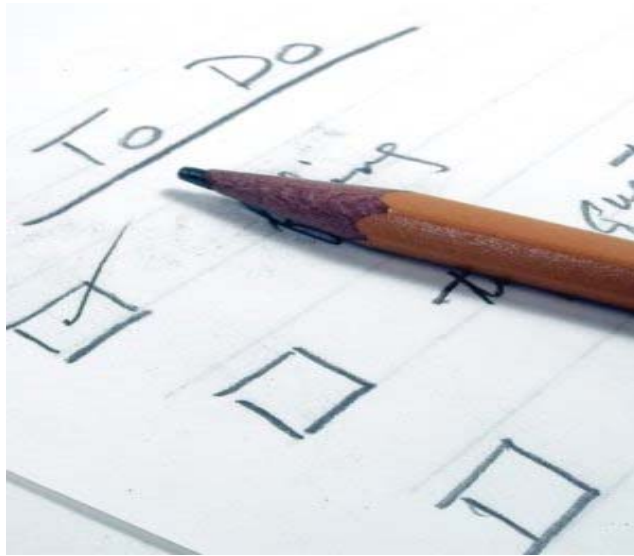
The Contract

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:

1. Complete all home inspection repairs & fax me paid receipts
2. Comply with all HOA architectural review board violations.
3. Thoroughly clean and vacuum house
4. Complete move
5. Tag all keys
6. Leave on counter all appliance/equipment manuals
7. 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 (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:

1. Insure loan is fully approved and lender gets the title company loan 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 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 – deposit slip or wire instructions
 - c. All repair receipts per terms of contract
 - d. All keys and garage door openers
 - e. 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 seller's 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