

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 & Analysis – Pricing, follow up, & feedback.
6. The Contract – Negotiating and ratifying
7. Transaction check list/time line
8. Administrative/Processing
9. Pre Settlement Responsibilities
10. Settlement
11. Post Settlement



Why Kuykendall & Associates?

1. Proven track record – 1000+ closed transactions
2. Combined 45 years experience – Remax Hall of Fame
3. Methodical written process – no surprises
4. Hundreds of happy and satisfied clients, references from all N. Virginia locations
5. 100% referral – based on earned trust & strong partnerships
6. We will form a great team with you to help you achieve your goals & have a positive real estate experience

Our Responsibilities:

1. Review the selling process & example time line
2. Market Analysis – determine home’s reasonable range of value
3. Gather all pertinent information to market home
4. Inspect house – recommend cosmetic improvements
5. MRIS – creatively present your home in our regional multiple listing service
6. Media – photo shoot, create electronic brochures, and internet websites to maximize exposure.
7. Pre-marketing meeting – review process, contract, set expectations, place lockbox and sign. Go Active into MRIS.
8. Marketing phase – follow up on agent showings and obtain feedback on price and condition. Helpful in making needed changes.
9. Weekly market update – report, analysis & recommendations allowing you to make strategic adjustments.
10. The contract – interview lender to verify purchaser’s qualifications, meet to evaluate contract, recommend negotiation strategies and pre-plan counter offers. Our goal is to maximize your net proceeds and protect all your interests.
11. Post contract ratification & detailed administrative oversight – create a transaction check list/time line to help keep track of important deadlines and contingencies.
12. Pre-settlement preparation – action items check list.
13. Settlement – representation at closing & negotiate on your behalf any unexpected issues.
14. 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

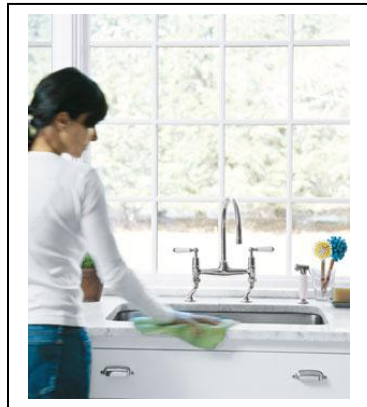


Preparations for Market

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>





Modern Day Marketing

Old/Pre Internet

1. No MLS
2. No buyer agency
3. No internet or computers

New Internet Era

1. MRIS – worldwide 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

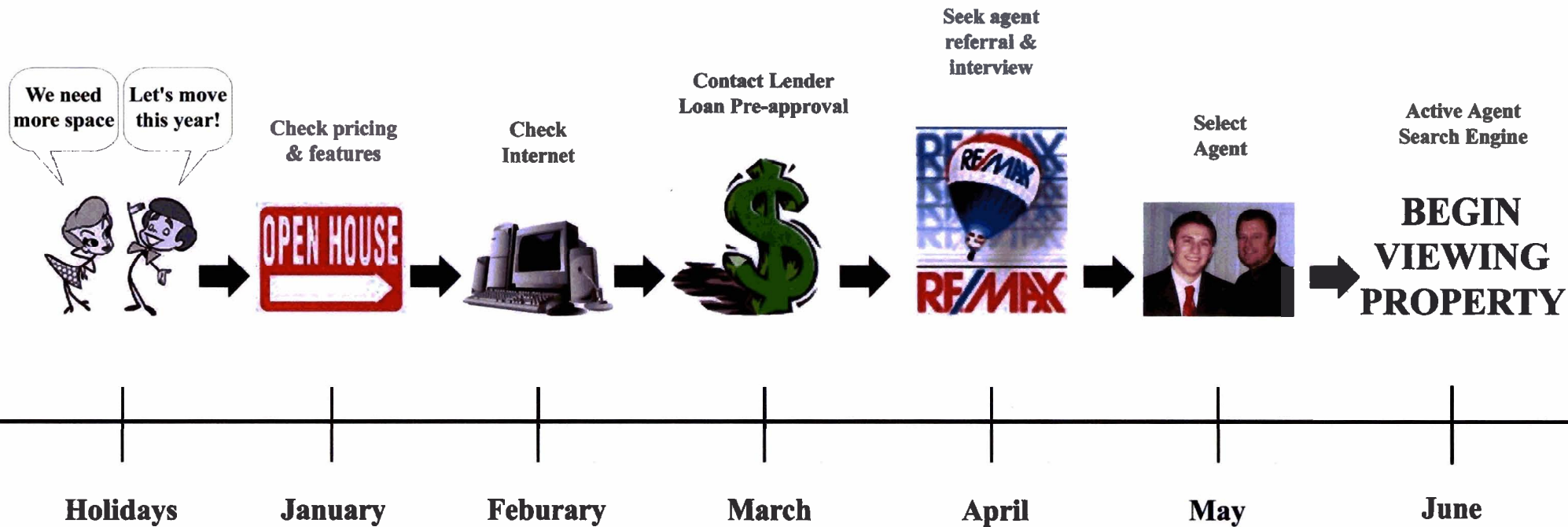
How Sellers marketed their houses

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 – 10,000+ agents
4. Auto listing notice program

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 Winning Combination

Price, condition and location are the 3 most important factors in selling real estate. Only price and condition can be altered. Like the tumblers on a lock when price, condition and location line up the lock opens and the house SELLS!

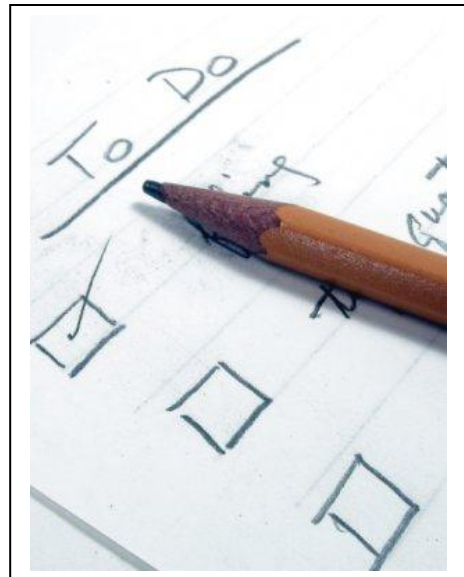


The Contract

1. **Who?** The buyer's agent not the listing agent will write the contract.
2. **What?** We will review the standard Regional Sales Contract prior to your listing going on the market.
3. **When?** Upon receipt of a contract we will immediately do the following: call you with the basic terms & email you the complete contract.
4. **Where?** We will call or meet with you as soon as possible to discuss and make any necessary changes in a counter offer.

Processing the contract – transaction time line/check list

1. Copies of contract to all parties-clients, lender and title company - KK
2. Transaction Time line - KK
3. Order appraisal - Lender
4. Deliver POA documents to purchaser. Starts 72 hr review period. - KK/You
5. Order radon, mold, & home inspections – Buyer’s agent
6. Expect call and visit from the appraiser
7. Provide title company loan payoff and HOA information - You
8. Order termite inspection – KK or Buyer’s agent
9. Follow up on appraisal and final loan commitment – KK
10. Schedule final walk through inspection – Buyer’s agent
11. Attempt to obtain a draft of seller’s papers from title company prior to settlement - KK
12. Schedule settlement time/date (seller early signing if possible) - KK



Pre-settlement responsibilities

Sellers Action Items:

1. Complete all home inspection repairs & send me paid receipts
2. Satisfy all HOA architectural review board violations requirements & provide compliance letter
3. Complete move, clean, & vacuum house by midnight the day before settlement
4. Leave all keys, existing appliance/equipment manuals on kitchen counter top
5. 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. Make a special note to confirm all home inspection repairs are completed as per contract.

Selling Agent/Purchaser action items:

1. Insure loan is fully approved and lender provides the title company loan closing 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 clear 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

1. Seller's funds – the title company will record the new deed and wire funds within 3 business days of closing date
2. Homeowners Insurance Policy – upon receipt of funds the seller should call their insurance agent to cancel the policy
3. Escrow Account/over collected interest – the current lender at receipt of payoff will audit seller's account and return any funds within 30 days of settlement
4. Original title insurance policy – place in safety deposit box and keep for life
5. Settlement/Closing Disclosure – place in safety deposit box for future tax purposes
6. Copy of final walk through inspection

