

phd
REALTY, LLC.

SELLER'S GUIDE

LISTING IN THE CURRENT MARKET

Trusted by Generations

ABOUT THE BROKERAGE

At PHD Realty, LLC., our philosophy is simple: clients come first. We're dedicated to working tirelessly for you, whether you're listing a cozy cottage, a lavish mansion, or sprawling farmland. As a transaction brokerage, we prioritize fair representation for every client to help them achieve their real estate goals. Founded in 2013, we've proudly earned recognition as the Best of the Best Real Estate Company since 2014, and were honored as Business of the Month in March 2024.

Services Offered:

- Residential Sales
- Land Sales / Lease
- Commercial Sales / Lease

Areas Served:

PHD Realty serves 10 counties spanning South Alabama and the Northwest Florida Panhandle including Baldwin, AL, Escambia, AL, Escambia, FL, Santa Rosa, FL, and More!



The Team:

Led by Broker/Owner Taylor Helton Lee, our team of experienced agents, including Patty Helton Davis, Brett Helton, Bub Gideons, and Stacey Ward offers over 50 years of combined experience with licenses in both Alabama & Florida. Supported by our dedicated team members, including transaction coordinator Kristy Carnley and Office Administrator Jasmine Lawson, we are committed to thoroughness, accuracy, and customer satisfaction. You'll have a chance to meet the team in the following pages.

CLIENT TESTIMONIALS



Patty was absolutely wonderful to work with. As I am based in Rochester, NY and she made the process seamless. Thanks again for all of your due diligence.

-Jacob Berardi

It was an absolute pleasure working with PHD Realty any questions I had they were answered . I had all the direction I needed as I went though the process of buying my first home.

-Jewel Lambert

Your teams' persistence and perseverance has been greatly appreciated. We are very appreciative of all your efforts. Please accept our sincere thanks for your truly southern (business) hospitality! Wishing you continued success and

-Jay & Brenda Grant

Prompt in response to every detail. Fair minded and ensured everything worked together to timely complete the transaction.

-Gary Wiggins

ROADMAP TO



1.

FIND AN AGENT

Finding and choosing to work with an agent you're comfortable with will set you up for success from the start

2.

THE LISTING PROCESS

This is a detailed and lengthy look at your property and best strategies which we will lay out over the next few pages

- Prior to 1st appointment
- Staging and prep
- Listing appointment, pricing, photography & signing paperwork
- MLS

We do a one-and-done kind of appointment saving you time and letting you know everything upfront.

3.

SHOWINGS

Keeping your schedule flexible to accommodate showings

4.

OFFERS & NEGOTIATIONS

Reviewing and negotiating the best terms and price. You just tell us and we'll handle the rest!

5.

UNDER CONTRACT

We now have a legal and binding contract

6.

INSPECTIONS

Buyers typically include in the purchase contract a time period to inspect the property. Once they've done this we will respond and negotiate any requested repairs

7.

FINAL DETAILS

The title company or attorney will collect information for finalizing paperwork and closing documents

8.

CLOSING

Buyers will conduct their final walk through in the 24 hours prior to closing. Make sure the property is ready for the new owners, bring keys to hand over, and let's go to the closing table!

1. MEET THE BROKER



Taylor Hetton Lee

BROKER / OWNER

As a full-time Broker, I'm licensed in both states of Alabama and Florida. Under good leadership, PHD Realty and my team have experienced tremendous growth by raising the bar and providing outstanding customer service for our clients.

I was born and raised in Bratt and have lived in Atmore, AL for most of my life. With my sales career beginning in 1976, I became a Realtor in 1997. In 2013, I stepped out on faith to open my own business, PHD Realty. In my 25+ years as a Realtor, I have received numerous awards and accolades for outstanding performance and dedication to my clients. I have been recognized by the Pensacola Bay Area Chapter of the Women's Council of Realtors' Top Gun Award, which celebrates her exceptional sales for the past 15+ years. My business has been named Best of the Best Real Estate Company since 2014 by Atmore News. I was also awarded the Top Thousand Real Estate Professionals by Real Trends, as advertised in the Wall Street Journal, where I ranked 87th in the nation.

I am an active member and former President of the Atmore Lions Club. I am also a supporter of several community activities including Flomaton and Century, as well. I am married to Jerry Davis and have one son, four grandchildren, six great-grandchildren, and two stepdaughters. In my free time, I enjoy attending my grandchildren's sporting events and singing in the choir at Atmore First Assembly of God.

AWARDS AND RECOGNITION

Top Producer	2022
Mobile Bay Real Producers	2022
Keller Williams Agent of the Year	2021

MEET THE TEAM!



TAYLOR LEE

AL/FL Broker

251.294.2060

PATTY HELTON DAVIS

Associate Broker

251.294.2057



BRETT HELTON

AL/FL Realtor

251.359.4533



BUB GIDEONS

AL/FL Realtor

251.359.6523



STACEY WARD

AL/FL Realtor

850.336.0223



KRISTY CARNLEY

Transaction Coordinator



JASMINE LAWSON

Office Assistant



2. PRIOR TO FIRST APPOINTMENT

OUR WORK BEGINS BEFORE THE FIRST VISIT TO YOUR PROPERTY

Before meeting, we will do some basic research on your property including:

Researching information from the tax assessment data

Search of deed and/or certificate of title, if needed

Deed restrictions

Easements

Estimate property boundaries

Subdivision & HOA information

A general search of recent sales will be undertaken which will be refined after our 1st appointment

Begin pulling competitive comps for your property



LISTING APPOINTMENT

ASIDE FROM GETTING TO KNOW ONE ANOTHER AND HAVING A FORMAL INTRODUCTION, THE FIRST APPOINTMENT WILL INCLUDE:



A complete tour of your property together where you point out details, items of interest, updates, and features.

A consultation to get to know your goals and expectations for a sale.

A discussion of the current market trends and what to expect.

We will present our price opinion based on the price and Market Comps, trends, and local knowledge.

We will discuss the marketing plan for your property and any questions you have.

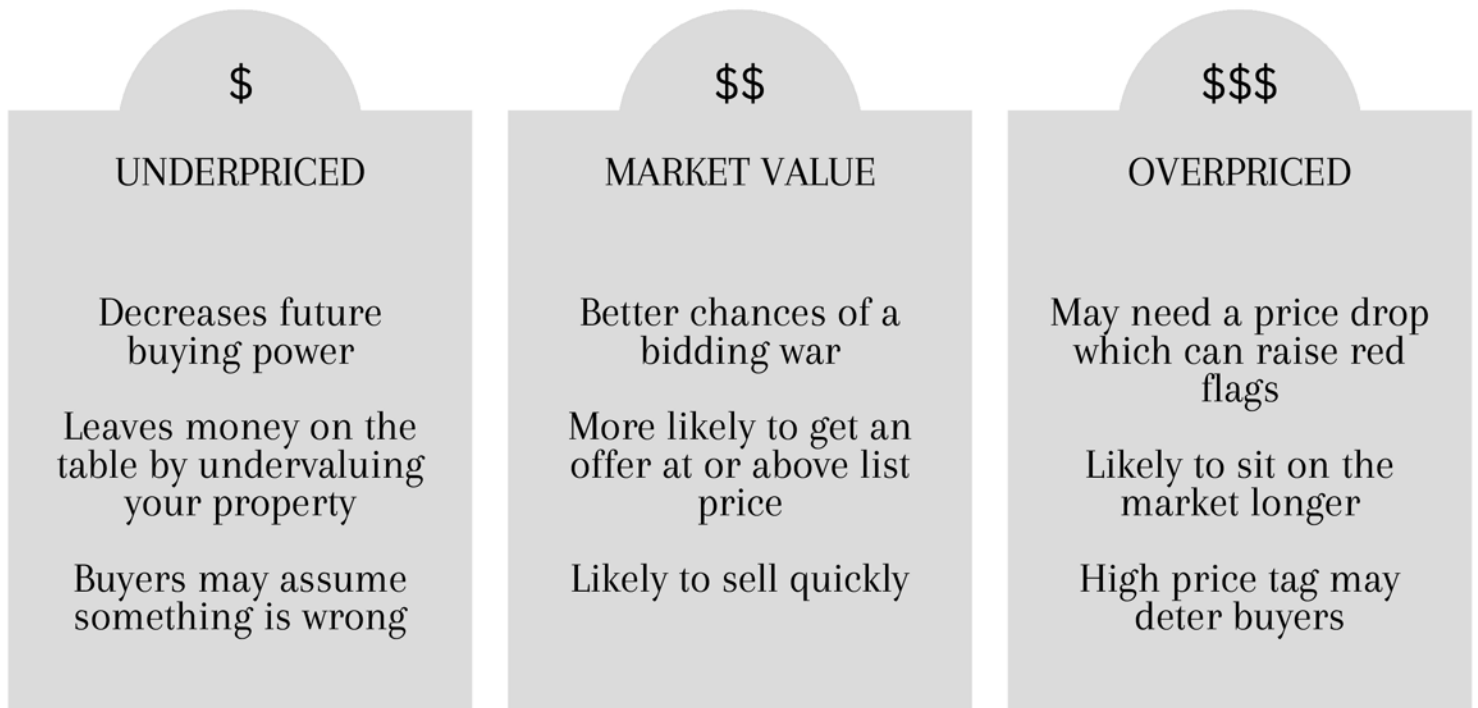
At this time we will also discuss what items will impact the sale and what specific to your situation you can do to prepare your property for the market and photography.

We will take as long as necessary to answer your questions and gather sufficient information to get your listing ready to market as soon as possible.

Lastly, we will review the necessary paperwork required by our state or local association such as disclosures, listing agreement, etc.

PRICING

Especially today, your asking price sends a message to potential buyers. Pricing your property right takes expertise to ensure you can get the most out of your sale. We look specifically at the value of the property in your neighborhood, the condition of your property, current market trends, and buyer demand to decide on a recommended list price.



CONSIDERATIONS FOR DETERMINING PRICE



TIPS FOR PREPARING

Your home for Sale

By showing your property as clean and well-maintained, you can optimize your chances of selling quickly. For homes, you'll also want to declutter and depersonalize so the future buyers can visualize it as their property too!

CLEAN, DECLUTTER, AND MAKE IT APPEALING

- Organize closets to create empty space
- Minimize items on counters
- Reduce the amount of wall art if distracting
- Store, sell, or donate any items or knickknacks you no longer need
- Deep clean all bathrooms and tile grout
- Put clothing and laundry out of sight
- Eliminate odors to leave your property smelling fresh and clean
- Arrange furnishings to make rooms appear larger and more open

SHOW IT'S CARED FOR

- Clean your windows inside and out
- Repair and touchup scuffs on the walls
- Check and replace lightbulbs
- Clean debris from roof and gutters
- Fix leaky faucets and loose toilets
- Ensure windows and doors open, close, and latch properly

BOOST CURB APPEAL

- Give the mailbox an update if needed
- Remove clutter from the yard
- Mulch around flowerbeds and trees
- Sweep patios, decks, and walkways
- Create an inviting front porch
- Keep the yard freshly mowed, edged, and fertilized

STAGING YOUR HOME

Staging a property for sale is the process of making sure that your property looks its absolute best and presents itself in the most attractive way possible.

This can be done with simple changes like adding décor, moving furniture around, or replacing old items with new ones. Staging a property for sale can also include additional work like repainting walls, replacing carpets, or even rearranging rooms entirely.



BENEFITS OF STAGING:

- Highlight the best features of a property
- Less time on the market
- Makes a property look more "move-in ready"
- Prospective buyers can visualize easier
- Increase the perceived value
- Takes little time to create
- It's cost-efficient

A recent survey from the International Association of property Staging Professionals shows that staging helps sell property three to 30 times faster than nonstaged competition. Further, staging can help increase the sale price by up to 20% on average.

TIPS FOR PREPARING

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CLEAR UP ACCESS POINTS

- Clear up brush and overgrown vegetation
- Make any reasonable repairs to the road
- Remove any debris and fallen trees
- Keep any cleared areas cut
- Deep clean all bathrooms and tile grout
- Put clothing and laundry out of sight
- If there are any roads or paths, make sure they are cleared and neat looking.
- Arrange furnishings to make rooms appear larger and more open

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PHOTOGRAPHY

Oftentimes, a buyer's first impression of your property is through viewing photos online which will result in them prompting to schedule a showing. That is why it is important to work with a real estate agent in getting professional photography done before putting your property on the market.

TYPES OF PHOTOGRAPHY OFFERED:

PROFESSIONAL
PHOTOGRAPHY

VIDEOGRAPHY

DRONE PHOTOGRAPHY

VIRTUAL TOURS



LISTING PAPERWORK

Lastly, before putting your property on the market, we will review and complete the necessary paperwork required by our state or local requirements, these include but are not limited to:

Listing Agreement

The listing agreement is essentially a contract between you and your agent, as well as other brokers and agents who will be showing your property to potential buyers. It lists all the terms of the agreement, including the price, commission to be paid, how the property will be shown, if there will be a lockbox and signage, and more!

Disclosures

The property disclosure is a vital piece of real estate paperwork for any buyer or seller. For buyers, it provides a clearer picture of the property's condition and history, as well as potential defects that may not be obvious. For sellers, the Seller's Disclosure statement can protect them from being sued by the buyers after the sale is complete.

Other documents that are not required but helpful to have:

Certificates of compliance with building and zoning codes (if any)

Tax records (We will print)

Preliminary title report (if any)

Property survey

CC&Rs for properties with HOAs

A list of Major Updates (i.e. new roof, floors, hvac, ect.)

*You have officially listed
your property for sale!*

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3.

PROPERTY SHOWINGS

MAKE SURE EVERYONE IN THE IS INFORMED

Ensure family, roommates, or anyone who lives on your property knows when showings are scheduled so they can keep their spaces tidy and not have any mix-ups when a buyer's agent and client arrive.

KEEP A FLEXIBLE SCHEDULE

If you're still living in your property, be ready to break daily routines if showings are requested. Making your property easily accessible gives more opportunities to snag buyers on tight schedules. You may find that some buyers and their agents arrive early, some arrive late, some stay for a long time, and some are in and out in a few minutes.

VACATE YOUR PROPERTY

When a buyer is viewing your property, it's always helpful to vacate. This allows the buyer to feel more comfortable in the space while they're there, and it prevents you from being a distraction. If you cannot leave, sit outside or out of sight, and do not engage the buyers in conversation.

SECURE VALUABLES & PERSONAL ITEMS

If you have a safe or secure cabinet you can lock, please lock up expensive items such as jewelry. Medications should be kept locked away as well, as theft of prescription drugs is becoming more common during showings. Consider keeping confidential documents with private information in your possession, rather than leaving them at property.

PETS AND FURRY FRIENDS

It is also a great idea to take your pets with you when you vacate the property during showings. Seeing or smelling any evidence of a pet in the property can be a turn-off to many potential buyers. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter if possible. Consider giving your dog baths regularly to make sure they're smelling fresh and clean.

CLEAN DAILY OR KEEP TIDY

To prevent any unwanted odors, regularly empty trash cans in every room and make sure you're not cooking foods that leave a lasting smell. Buyers can also have a difficult time looking past clutter and a dirty property. Be vigilant about cleaning up daily messes, wiping the counter after every meal, residues in bathrooms, and keeping the floors spotless!

4.

OFFERS AND NEGOTIATIONS

The “best offer” can vary based on your needs, the terms of the sale, the right timing, and of course, the right price. Understanding the different components of an offer will help you choose or negotiate the offer that makes the most sense for you.

CONTINGENCIES

Contingencies are benchmarks buyers set that need to be met for the transaction to continue moving forward. From a seller's point of view, the fewer chances the buyer has to exit the transaction, the better.

EARNEST MONEY DEPOSIT

A sizable earnest money deposit, also known as a good-faith deposit is paid by the buyer to prove they are serious about purchasing the property.

CLOSING TIMELINE

The closing date is typically 14-45 days after a purchase agreement has been executed, but can vary depending on the method your buyer chooses to finance the property purchase. Make sure you choose an offer or negotiate a closing date that fits your needs.

CLOSING COSTS

Seller closing costs are often deducted from the proceeds of the property sale. Buyers typically pay their costs out of pocket which they may ask you to pay a percentage of at closing.

INSPECTION TIME PERIODS

An inspection (or due diligence contingency) gives the buyer the right to have the property inspected by a set date or in a time period. Some offers will also include a 'resolution period' to negotiate the repairs requested.

OFFER PRICE

In evaluating an offer, remember the offer price is just a starting point. A high offer price might outweigh the other variables mentioned above, or it might not. It's important to evaluate the impact of all contingencies.

FINANCING - LOAN TYPE

There are multiple types of mortgages, and some are easier to deal with than others. Appraisal contingencies also come with financing, lenders want to be sure the amount their lending is in line with the value of the property.

CASH

A buyer may use a cash offer as an incentive to pay less for your property because they are removing contingencies and permitting a faster sale. Ultimately, you'll need to determine whether the discount on price is worth the time saved.

5. YOU'RE UNDER CONTRACT!



Congratulations, you've accepted an offer! The next steps of your unique property sale may vary some but here's a quick overview of what's next:

1. Earnest money must be deposited by the buyer
2. Buyers lender documents must be submitted and processed
3. The buyer must order the property appraisal
4. The title must be reviewed and cleared
5. The property inspection will be scheduled and conducted
6. Negotiated repairs must be made
7. The buyer must take out a property insurance policy

Closing will be here before you know it!

6. INSPECTIONS & REPAIRS

The property inspection is one of the most crucial stages of the process, and one of the most likely to end the deal after the offer has been accepted.

Typically property inspection
timeframe:

7-14 Days

What you need to do as a seller:

Prepare your property so both the buyer and inspector can view and access various points in the house such as crawl space, attic, furnace, & electrical panels.

After the buyer completes their inspection, they can:

1. Accept the property as-is
2. Send a repair proposal for defective or marginal items to be repaired
3. Terminate the contract and we go back on the market

There are many strategies to help negotiate with the buyer after a property inspection, like getting repair quotes, knowing the market, or prioritizing certain repairs.

What is an reasonable repair request?

- Major health and safety concerns (like mold, water damage, or fire hazards)
- Structural issues (like foundation or roof problems)
- Some building code violations (like improperly functioning electrical or HVAC systems)

What is a unreasonable repair request?

- Cosmetic repairs (like paint colors, landscaping, or trim work)
- Normal wear and tear (like driveway issues or floor scuffs)
- Inexpensive repairs (like holes in walls from pictures or loose fixtures)

7.

FINAL DETAILS

....So close to closing now!

In the time between negotiating repairs and closing you will be busy with the following:

Completing the agreed upon repairs if any

If the buyers need an appraisal for their loan, you will need to provide access to the property for the appraiser at a scheduled time

Schedule movers and ensure you're making the necessary change of address updates

Scheduling a time for closing with the title company and providing them with information regarding the property sale such as mortgage status, HOA contact, marital status, and more



8.

CLOSING

The Buyers will typically complete a final walk through of your property the day before or directly before closing to ensure repairs have been made and the property is in the same or better condition. Keep receipts from repairs on hand to provide these.

Make sure you've removed all personal belongings from the property and have reviewed the closing disclosures that the title company will send out a few days early.

At closing make sure to bring photo identification and your set of keys to give to the new owners! The closer will go over all the required documents and will release the proceeds from your sale once buyers have completed their signing!

BEST PRACTICES FOR SELLING

Last year, the housing market slowed down in response to higher mortgage rates, and that had an impact on property prices. If you're thinking of selling your property soon, that means you'll want to adjust your expectations accordingly.

AVOID OVERPRICING YOUR PROPERTY

Especially today, your asking price sends a message to potential buyers. An experienced real estate agent can help determine what your ideal asking price should be.

KEEP YOUR EMOTIONS OUT OF YOUR PROPERTY SALE

For some propertyowners, it's difficult to separate the emotional value of the property from the fair market price. By knowing how emotions affect your decision-making, you can make the best choice for your family during the sale process.

DO THE PREP WORK BEFORE GOING ON THE MARKET

It's so important to make sure you focus on your property's first impression so it appeals to as many buyers as possible. That's why you need to put the effort, in the beginning, to make it inviting, show it's cared for, and boost curb appeal.

HOW WE CAN HELP YOU

With today's housing market changing as quickly as it is, working with a real estate professional is more essential than ever. Here are 5 reasons you'll want to use a local pro when selling your property:

WE KNOW WHAT BUYERS WANT TO SEE

Before you decide which projects and repairs to take on, connect with me for advice on your specific situation. We have first-hand knowledge and can provide a perspective of what today's buyers expect.

WE CAN HELP MAXIMIZE YOUR BUYER POOL

Real estate professionals have an assortment of tools at our disposal, such as social media followings, agency resources, and Multiple Listing Services (MLS) to ensure your property is viewed by the most amount of buyers.

WE UNDERSTAND THE FINE PRINT

Disclosures and regulations are mandatory when selling a property. We know exactly what needs to happen, what all the paperwork means, and how to work through it efficiently. We'll help you review documents and avoid any costly missteps if you were to handle them on your own.

WE ARE TRAINED NEGOTIATORS

Instead of going toe-to-toe with buyers, buyer agents, inspection companies, and appraisers lean on an expert. We'll know what levers to pull, how to address all concerns, and when to get a second opinion.

WE KNOW HOW TO SET THE RIGHT PRICE FOR YOUR PROPERTY

We'll compare your property to recently sold properties in your area and assess the current condition to make sure it's priced to sell quickly while getting you the highest price possible.

RESOURCES AND VENDORS

PROPERTY INSPECTORS

Glenn Wilson, CPI
Wilson Home Inspections
251-238-0379
Services AL & FL

Ron Zundel, Home Builder/Inspector
Legend Timber Construction &
Remodeling
251-655-6303
Services AL & FL

Aaron T. McDonald, CPI
ATM Home Inspections, LLC
251-359-0722
Services FL Panhandle

Beau Crum
Crum Home Inspections
251-359-0722
Services FL Panhandle

Steve Bradley
Bradley Home Inspection
251-362-9173
Services Southwest AL

Billy Coley, CPI
ProComp Home Inspections
251-367-3196
Services AL

LAND SURVEYORS

Patrick Reeves
Reeves Surveying, LLC
251-363-0368
Services AL & FL

Coral Bowman
Merrill, Parker, Shaw, Inc.
850-478-4923
Services FL

Coral Enfinger
Benchmark Surveying & Land
Planning, Inc.
850-994-4882
Services FL

Krissy McKee
Empire Land Surveyors
850-477-3475
Services FL

Timothy "Brandon" Bailey
Professional Land Surveyor
251-561-7295
Services AL & FL

Dolly & Larry
Lands' End Surveying
850-433-8545
Services FL

ELECTRICIANS & PLUMBERS

Scotty Flowers
H & H Electric
251-253-8512
Services AL

Nick Anthony
North End Services, LLC
850-393-0147
Services FL

John Carter
Coastal Blue Electric
850-909-BLUE [2583]
Services FL

Anthony Patrick
Patrick Plumbing
251-253-1673
Services AL

Roto Rooter
AL Office: 251-765-2156
FL Office: 850-477-7349
Services AL & FL

PROFESSIONAL MOVERS

2 Men And A Truck
twomenandatruck.com
877-720-0411
Services AL & FL

College H.U.N.K.S.
collegehunkshaulingjunk.com
833-626-1326
Services AL & FL

All My Sons Moving & Storage
allmysons.com
850-427-6923
Services FL

Please note this is a generalized list and you are not required to use any of these vendors. PHD Realty or it's agents are not liable for any of the above vendors work and/or performance.

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"The Noblest Art is that of Making Others Happy." - PT Barnum

