



THE COMPLETE GUIDE



TO SELLING YOUR

Home

Step 1:

DAMAGE CONTROL

BEFORE TRYING TO SELL YOUR HOME, MAKE IT A HOME PEOPLE WILL WANT TO BUY.

Tips from Troy

Take a good look around to determine where your current home needs improvement.

Some fixes are mainly cosmetic and you may be able to handle them on your own; fresh paint, sprucing up the lawn, updating lighting, replacing doorknobs, etc.

Other problems that are more significant may require item replacement and/or hiring home maintenance professionals. Issues concerning heating, plumbing, ventilation, HVAC systems, mold, water damage, wood rot, water heater, gutters, foundation, or roof can all be deal-breakers if left unaddressed.

Once you've taken stock of it all, tackle what matters most.

Be smart. This initial investment of time and money can help generate a faster sale at a higher price.

Unless your prospective buyers are looking for a "fixer-upper" (which translates to a lower selling price), you'll want to assess the wear and tear on your property and address flaws that can lower your home's appeal and sales value.



Step 2:

GO
PRO

a few kind words...

"Troy is my superhero! We were with another listing agent for 21 days and had very little interest in our house. Troy did a walk through of our home, suggested a few easy changes to make the home more appealing from a buyer's eye, and sold our home in 24 hours! Troy is very communicative, I knew what was going on at every step, I was able to call or text him with any questions and he would get right back to me. He is very honest about what he thinks is going to work and gives great feedback. He listened to all of our questions, concerns and needs of our situation and did everything he could to sell the house! 10/10 would recommend!!"

"I am a first time home seller and I used Troy Kern as my Real Estate Agent. Troy is excellent at demonstrating his passion for real estate. During the selling process, Troy got back to me in a timely manner when I had questions, was very enthusiastic and made everything very clear and understandable. Troy provides superb customer service and it is very evident that he loves his job."

"Troy was a pleasure to work with throughout the selling process of our home. He was very knowledgeable and kept us informed all through the whole process. He made recommendations to help the process go super smoothly and answered any questions we had about the listing process. We didn't think selling our home could be so easy and fast. Our home was on the market literally two days and sold for the full asking price. We would definitely recommend Troy and his team to everyone. Thanks Troy for all your help and your friendship as a result of our business together"

"Troy took a difficult situation and turned it into a success! I would definitely recommend him for both buying and selling. His team was easy to work with, and he was very responsive to messages. He let me know what was going on with my house as things came up, so that we could work together to make the best decisions. He's great to work with and very good at his job."

"We have used Troy multiple times and each time it has been a great experience. He is as professional and punctual as they get! Any time we had a question or need, he was Johnny on the spot! He is kind, caring and compassionate and anyone would be lucky to have him as their Realtor! Thanks Troy!!"

"Troy recently listed a house for us in June, the photos and advertisements were excellent quality, the showings started immediately followed by offers. The house sold in a few weeks. Troy is fair, honest and very dedicated. As always we enjoyed working with him. He has a professional support team that will keep you informed of everything you need to know during the process. My wife and I have worked with Troy in the past and wouldn't consider working with anyone else in the future."

"I can't say enough positive things about Troy Kern. His professionalism, knowledge, and experience make him the best in the business. I worked with Troy twice in seven years and both instances have been easy and stress-free. Listen to him and let him go to work for you. You won't be disappointed in him or his team. Everyone with Troy Kern marketing was great to work with. Thank you Troy!"

"My property was in a difficult market. Troy worked with me in the proper way to prepare my home for listing. Troy's expertise paid off with the sale of my property at the asking price! Troy and his team know how to market property the right way to attract the most buyers. Troy Kern will be my go to for selling and buying property in the future! Thank you so much!"

"Troy and his team are absolutely top notch. They made the process of selling our home enjoyable. Troy was honest, fair and knew exactly how our home should be prepared to list - which led to a full price offer in a short period of time. Highly recommend Troy and his team!"

FROM PAST CLIENTS

ENLIST THE HELP OF A PROFESSIONAL REAL ESTATE AGENT

as your professional agent I will:

1. Provide you with complete disclosure, loyalty, confidentiality, obedience and accountability
2. Help you determine the best asking price
3. Extensively market your home
4. Offer expert advice on ways to prepare and show your property
5. Assist you, if necessary, in finding any home related services you need
6. Provide feedback from all showings and open houses
7. Update you on market changes that could affect your property's sale
8. Be available to help pre-qualify potential buyers
9. Promptly present and evaluate each offer to you
10. Negotiate the highest possible price and best terms in partnership with you
11. Manage contractual, title and transaction details
12. Ensure that mandatory items are signed, sealed and delivered on closing day
13. Assist in arranging for a moving company and relocation company if needed

**SIT BACK &
RELAX,
YOU'RE IN
GOOD
HANDS!**





PLAY THE PRICE IS RIGHT

Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market or possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

CMA

A Comparative Market Analysis (CMA) is a document drawn from a local Multiple Listing Service (MLS) database that presents pricing information, property details and photos of homes similar to yours (termed comps) that recently sold, pending, or are currently on the market in your area.

I will provide you with a CMA during your listing presentation that I will deliver at your home. This CMA will include the price or price range that I suggest for your home. Generally, studying what has worked in your area-and what hasn't- will help you strategically price, position and present your property to sell for top dollar in a reasonable time frame, with the least inconvenience to you.

ALLOW ROOM TO NEGOTIATE

Adding a bit of cushion to your asking price is a wise move. Most buyers will want to engage in some wheeling & dealing, so set your sale price to allow for this. As your agent, I will help you determine the amount of wiggle room. Another way to seal the deal is offering to cover closing costs, while sticking to a higher sales price.



GO TO MARKET



HOW DO BUYERS FIND OUT ABOUT HOMES FOR SALE?

Strategically preparing and pricing your home are fundamentals to attract serious, financially qualified buyers. Equally important is reaching the maximum number of potential buyers with your home listing.

Today the internet, mobile apps, and direct contact with real estate professionals are the main sources of home information for searching buyers. The internet has revolutionized real estate advertising, which is why it is so important to select a professional agent, such as myself, with a robust online marketing strategy.

THE MAIN ITEMS INTERNET BUYERS LOOK FOR:

- Property Photos
- Detailed Property Information
- Virtual Tours/Videos
- Real Estate Agent Contact Information
- Neighborhood Information

As your agent, rest assured that you will receive professional photography, personalized videos and virtual tours. I will also market your community as well as your home. It's crucial to highlight amenities such as proximity to quality schools, restaurants, shopping, local parks, attractions and any other benefits that impact lifestyle.

Step 5: SET THE STAGE

SEND CLUTTER PACKING

Putting your home on the market is a lot like putting up a profile on an online dating service. You want to put your best face forward, minimize flaws and set the stage for an appealing and harmonious match.

Systematically address each room and living area. Rid your home of clutter, extraneous objects and mess. Aim for an attractive, well organized environment free of untidiness and confusion. Allow homebuyers to picture themselves living in the space by getting rid of personal items such as framed photos, your kids drawings on the fridge or your collection of ceramic frogs.

BUT DON'T JUST STUFF THOSE THINGS IN A CLOSET

Potential buyers will definitely be checking out the closet space and you don't want it crammed with ceramic frogs. Instead, find a place for it all and store neatly in the attic, basement, friends house or storage facility.

BOOST YOUR CURB APPEAL

It's time to take a hard look at the outside of your home. After all, that's the first thing buyers will see when they pull up. You've got to work that curb appeal!

Check the condition of exterior paint, your lawn & landscaping, your front door (check the hardware & doorknob), the driveway, your pool and even the mailbox. If any of those appear to be neglected or damaged, do something about it or you may drive your would-be buyers away before they even park their car.

YOUR SHOWING APPOINTMENT

Checklist

- ✓ **Let It Shine!** Clean windows and screens, replace burnt-out bulbs, open curtains and blinds.
- ✓ **Maximize Comfort!** In summer, shut A/C vents on the first floor so more airflow will circulate upstairs. Reverse the process in the winter.
- ✓ **Perform a Sniff Test!** Open the windows to air out the house. Consider potpourri, scented candles & diffusers.
- ✓ **Tidy Up Outdoors!** Cut the grass, rake the leaves, add new mulch, trim the bushes, edge the walkways and clean the gutters. A pot of bright flowers near the entry way adds great curb appeal.
- ✓ **Make the Bath Luxurious!** Make sure personal toiletry items are out of sight, along with old towels and toothbrushes. Add a new shower curtain and fancy guest soaps.
- ✓ **Send the Pets to the Neighbors!** If that's not possible, crate or confine them to one room and let us know where they will be to eliminate surprises.
- ✓ **Lock Up Valuables & Medication!** We can't watch everyone at all times.
- ✓ **Head Out 15 Minutes Early!** It can be awkward for everyone if you're home at the time of a showing.

INTERIOR TIPS FOR SHOWING YOUR HOME

- The kitchen & bathrooms should sparkle - don't forget appliances
- Floors should be clean, carpet & rugs cleaned and vacuumed
- Place fresh flowers where they'll stand out (add a touch of color)
- Open all doors and windows beforehand to circulate fresh air
- Wash all windows - inside & out
- Pets should be unseen. Pet areas should be clean & odor free
- Remove all cash, jewelry and small valuables from view

EXTERIOR TIPS FOR SHOWING YOUR HOME

- Keep the lawn cut and edged
- Trim all bushes and weed the garden
- Keep the porch swept
- In winter, shovel driveways and sidewalks
- If you have pets, clean up debris daily
- Pressure wash the driveway, sidewalk and deck
- Keep children's toys out of the front yard, sidewalks and front porch
- Paint the exterior siding and trim
- The front door greets the buyer - Make sure it's fresh and welcoming



Step 6:



NEGOTIATING

The reality is that most negotiations proceed without much difficulty. In the event that there are obstacles, I will be your strongest ally and best resource for solutions.

THE BASIC PROCESS:

When a buyer makes an offer on your home they'll do so using a contract developed by your local real estate association in conjunction with legal counsel. These contracts enable the buyer to set a sale price and also include any clauses for specifying various terms of the purchase, such as the closing, possession dates, the deposit amount and a variety of other conditions. I will deliver this offer to you as soon as I receive it from the buyers agent. We will closely review the detail of the offer together. You may then accept, reject or counter the offer. The negotiation begins.

BASIC PRINCIPLES FOR A *Successful* NEGOTIATION

-  Disclose everything
-  Ask questions
-  Respond quickly
-  Stay calm & be patient
-  Meet halfway
-  Be cautious with contingencies
-  Rely on me as your real estate professional 

Tip from Troy

Knowing the current market conditions can give you leverage when negotiating. This is where having the right agent by your side can really make a difference!

Step 7:

CLOSING



Once you and your buyer have both efficiently taken care of your respective contractual obligations associated with finalizing the sale, the process of completing the transaction will go smoothly with no surprises.

COMMON CONTINGENCIES & CONDITIONS

- The buyer securing of financing
- A title search - review of all legal documents relating to ownership on the property to ensure that there are no claims against the title of the property
- Purchasing of title insurance in the event records contain errors or mistakes in the review process
- A professional appraisal of the home, requested by the lender, ensures the home's actual value justifies the loan amount
- Any additional contractual promises made in connection with the buyer's incentives, home improvements, etc.
- An independent inspection of the home's structural and functional condition along with an independent termite inspection
- A final walk-through by the buyer to verify the home is in the same condition as when the sale was agreed upon

WE WILL CAREFULLY REVIEW THE SALES AGREEMENT TOGETHER TO ENSURE YOU HAVE A CLEAR UNDERSTANDING OF YOUR OBLIGATIONS

COMPLETING THE TRANSACTION

While different areas handle the final settlement in slightly different ways, generally a closing agent - a third party professional, often a lawyer - reviews the sales agreement and does the following:

- Determines the total amount due from the buyer and collects the check
- Determines the adjustments and ensures that they're factored into the transaction (seller prepayment of taxes, utilities, etc)
- Assures the transaction costs (closing, legal fees, etc) are paid
- Determines the seller's payments, credits and adjusted net proceeds
- Witnesses the seller's signing of the property title and all other associated documents
- Collects the keys and any necessary items
- Provides the seller with net proceeds as well as copies of documentation pertaining to the sale
- Ensures the buyer's title is properly recorded along with any mortgage liens



YOU DID IT!

Congratulations!

Glossary

APPRAISAL

An estimated value of the property. As part of the loan approval process, the lender will hire an appraiser to assess the property and determine whether the loan amount is including its size, location, condition and the sales price of recently sold comparable properties in the area.

CLOSING

The point at which the property's sale becomes final. The borrower signs the mortgage papers and in return receives the deed to the property. It is at this point that the down payment and closing costs are paid to the lender.

CLOSING COSTS

All costs incurred during the purchasing of the property, not including the sales price itself. Closing costs vary but your Loan Officer will be able to give you an estimate when you apply for your loan.

COMPARATIVE MARKET ANALYSIS

A CMA is a report on comparable homes in the area that is used to determine an accurate value for the home in question.

CONTINGENCIES

This term refers to conditions that have to be met in order for the purchase of a home to be finalized. For example, there may be contingencies that the loan must be approved or the appraised value must be near the final sale price.

EARNEST MONEY

A deposit paid by a potential homebuyer to a realtor upon bid acceptance that indicates their intention to purchase the house.

ESCROW

An escrow account is somewhat like a forced savings account, in which a portion of the monthly mortgage payment is set aside by the lender for payment of such expenses as property taxes or hazard insurance. This assures the lender that when these types of payments come due adequate funds will be available.

EQUITY

The amount of a property that is "owned" by the homeowner, versus the amount still owed on the mortgage.

FORFEITURE

The loss of money, property, rights or privileges due to a breach of a legal obligation.

HOMEOWNERS' ASSOCIATION

An organization of homeowners residing within a particular area whose principal purpose is to ensure the provision and maintenance of community facilities and services for the common benefit of the residents.

INSPECTION

A thorough review of the home's structural and mechanical condition performed by a qualified home inspector hired by the buyer.

PRE-APPROVAL

A preliminary evaluation of a potential borrower by a lender to determine whether they can be given a pre-qualification offer. It also shows the seller that you are serious about purchasing a home and can also give you an advantage during negotiations. This is mandatory when putting in an offer.

RADON

A toxic gas found in the soil beneath a house that can contribute to cancer and other illnesses.

REAL PROPERTY

Land and anything permanently affixed thereto — including buildings, fences, trees and minerals.

TERMITE INSPECTION

An inspection to determine whether a property has termite infestation or termite damage. In Illinois a home must be inspected for termites before it can be sold using most financing types.

TITLE

The legal documents guaranteeing ownership of a piece of property.

TITLE COMMITMENT

An offer to issue a title insurance policy. The title commitment will describe the various conditions, exclusions and exceptions that will apply to that particular policy.

UNDERWRITING

The "behind-the-scenes" process of reviewing a loan application to verify all information given and evaluate the borrower's credit history to determine whether the borrower qualifies for the loan for which they have applied.

WALK-THROUGH

A common clause in a sales contract that allows the buyer to examine the property being purchased at a specified time immediately before the closing, for example, within 24 hours before closing.

TROY KERRN

HOME MARKETING



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Check us out online!

