



Seller's Guide

Seller's Guide Contents

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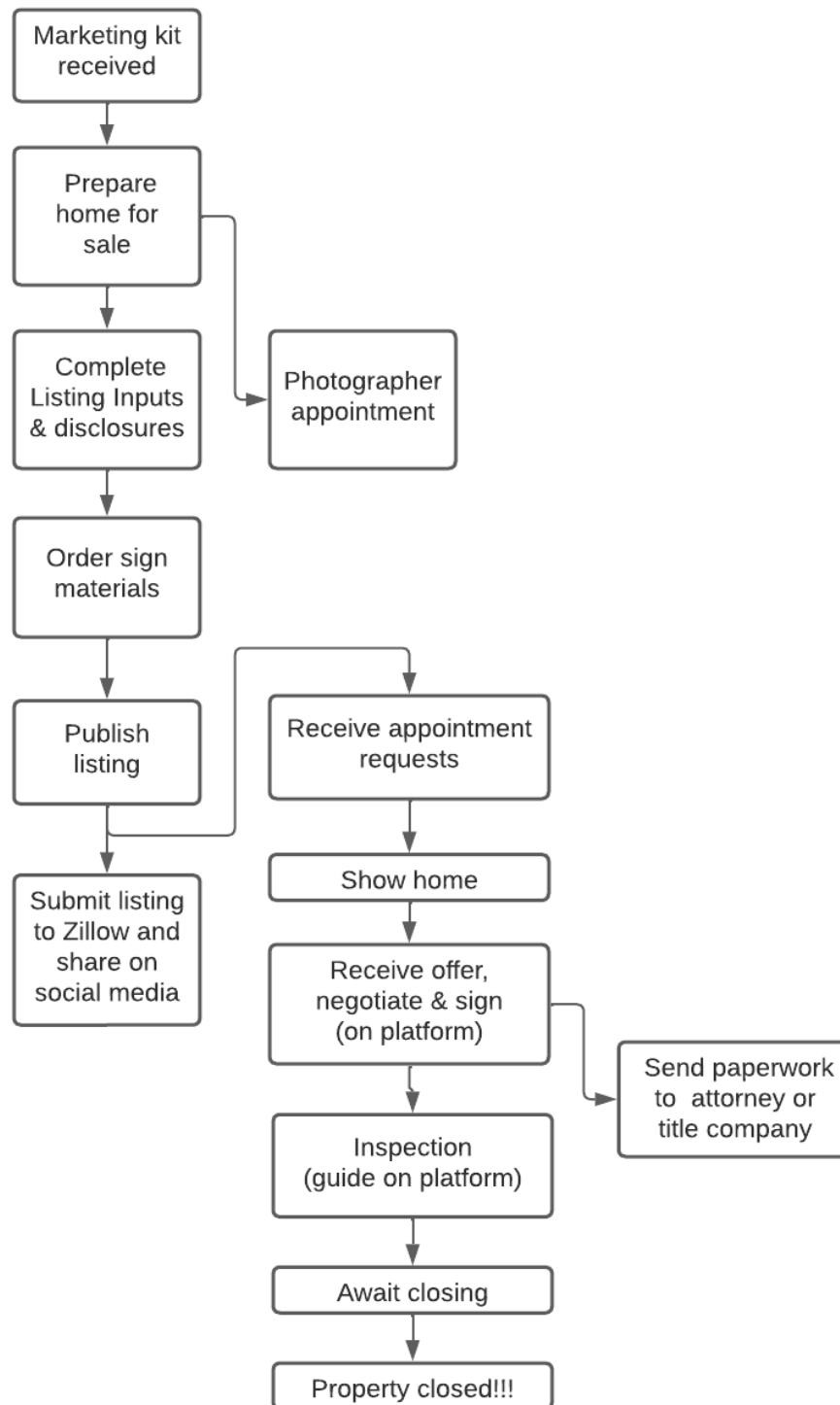
What Makes a House Sell

- Effective communication of features and benefits
- Professional photos
- Pricing it well
- Great showing condition
- Making it easy to get buyers in to see it
- Good experience during showings

Price is certainly an important component in getting your home sold, but the rest are key as well.

- A home priced correctly but not supported by showing condition will have a hard time achieving that price.
- If it's not easy to get buyers in to see the home, it will take longer to sell – the longer a home is on the market, the lower the price in the buyers' minds.

The Home Sale Process for Sellers



Your Marketing Materials – Broker in a Box

Your premium agent-designed marketing materials will arrive in a box



Shoe covers, basket, shoe cover sign

- Un-bundle the shoe covers and place them loosely in the basket, with the shoe cover sign over the basket.
- A thoughtful chair or bench near the front door helps for putting on and taking off shoes/shoe covers.
- Your shoe cover bin is reusable, after your sale. A tree is planted for every box – scan the QR code to locate yours.

Sign-in Sheet

Keep a record of open house visitors.

Lock Box and Key Fob

1. Put a key on the fob and put the key/fob in the lockbox.
2. Set a unique code for the lockbox.
3. Use the lockbox at your discretion as appropriate:
 - If you are familiar with the buyer
 - If the house is vacant
 - For appraisers, inspectors, etc. to gain access

Interior Room Signs

1. Directs attention to areas of interest. Saying less during the tour may improve the buyer experience.
2. The "Do Not Climb" sign placed on ladders, steep staircases, a jungle gym, wherever appropriate alerts buyers to obstacles and helps protect you from an unsanctioned injury on your property.
3. The "Watch your Step" sign alerts to tripping hazards, or an unexpected step or two down like to a sunken room.
4. Additional blank signs can be used to call out anything else unique. Write with a marker in nice printing.

Your Marketing Materials – Exterior Signage

All signs are easy to request through your portal when you are nearly ready to list. The For Sale sign will be installed for you, and the remaining signs delivered to your door at the same time. Custom Once you have sold your home we ask you place all signs and riders against the sign post for pickup to reuse/recycle.

For Sale Sign

The *For Sale* sign is easy to request through your online portal when you are ready to have it delivered. You might want to order additional signs if you live on a corner; have a lot of frontage; have exposure on the backside of the home (lake, street, etc.)

Open House Sign Rider

1. To announce your upcoming open house, place the rider on top of the for sale sign, no more than one week in advance, (elsewise it will be confusing which day you are holding the home open.) This is great passerby advertising. Remember to also add your open house to your portal.
2. Remove these riders immediately after the open house, unless you are planning another one immediately the following week.

Open House Directional Sign

1. These help buyers find your open house – whether specifically looking for it or just stumbling across it.
2. Place at the nearest intersection or in front of your home, wherever is the most helpful to buyers. In front is a good notice you are currently open. You may wish to order additional signs for a pathway to the home.

Under Contract Sign Rider

1. Waiting to put up the Under Contract sign rider until the inspection period concludes gives you more negotiating leverage – you don't want to look to ants. Once you are in agreement and have signed off on inspection items, celebrate that milestone and put up the sign!

Additional Signs Ordered

1. If you ordered additional signs that are stock items, they will be delivered with your other signs.
2. If you place a custom sign rider order, it will be shipped separately, directly from the sign company.

Preparing Your Home for Sale

Once you decide to sell, it's no longer your home, it's the buyer's. Help make the space connect with them.

Clutter makes even the largest spaces looked cramped and chaotic. You'll need to deal with excess at some point in order to move, so now is a good time. When your home looks tidy, that will translate to other things the buyers will assume you are maintaining well, like the mechanicals.

What to do with excess?

1. Sell. Whatever you aren't taking with you that has value, although it's time consuming
 2. Donate. Good for getting rid of a lot fast what you can't sell and to
 3. Store. Thin out excess you want to keep (removing out of season clothes makes closets appear larger)
 4. Toss. Items that are no longer useful to anyone
- Pantries and closets should be organized and thinned out. It's purely psychological – if it seems like there isn't enough room for you, it will seem like there isn't enough room for them.
 - Replace burnt out light bulbs.
 - Remove any firearms, weapons, visible kitchen knives, etc.
 - Repaint where needed to freshen up any tired, distinct, embellished, or polarizing walls, using neutral colors (Soft whites, greys, beiges)
 - Consider professionally repainting dated/dark/ cabinets – it can perhaps make the difference between receiving an offer or not. What is that worth?!
 - Remove polarizing political or social (maybe even sports-related) insignia or signage. Same with risqué art. There is no upside to sharing your opinions, at the risk of turning off buyers – even an eye roll) creates negative energy.
 - Exclusions are a turn off – they not only point out something that must have value that isn't staying, but also translates to a Day-1 “to do” for the buyer. If must exclude, say, a light fixture you can't part with, replace it instead (before photographs).
 - Window treatments are usually specific to the window/room and should stay. If they are an exact match with your other design elements and will also fit in your new home then exclude if you wish. After going under contract you can always ask the buyers if they want them or if you can take them – they might not be their taste

Staging Your Home

Unless the home is vacant, staging rarely requires items brought in, except maybe pops of color. Usually it's getting items out, re-arranging, and moving things around. Put your home's best foot forward!

- If your home feels very neutral, consider adding "pops of color" to contribute character and depth. It makes photographs better as well. Artwork, throw pillows, a blanket, or flowers. Or add texture or an element of interest, like a cowhide throw rug, or unique but tasteful pillows. The best staging purchase is one you can take with you (or return when finished.)
- If your home *doesn't* feel very neutral, tone it down so it's be less paralyzing. As much as a buyer may say they can see past a red wall...they can't. My favorite color of the moment is Moonshine, by Benjamin Moore. It's the perfect grey, in my opinion.
- Return rooms to their original purpose, so it's easy to understand the utility. If the living room is currently a playroom, transform it back to what the buyers are expecting.
- Declutter countertops, but don't go to the extreme of taking everything away. You want the home to feel authentic and lived in, in an organized way.
- Create cozy seating areas. Don't line the room perimeter with furniture.
- Create a focal point to draw visitor attention to the most-defining feature of that room. Perhaps a fireplace, the tv, a view, etc.
- Remove collections – they are not as interesting to buyers as they are to you. They are distracting at best, uncomfortable or offensive at worst.
- Remove anything that could possibly offend – provocative artwork, political signs, maybe sports paraphernalia. Yes, you do (or should) care – there is zero upside to alienating anyone.
- Stage main empty rooms, even if just virtually in photos. Seeing a room buttoned up helps a buyer connect by more easily imagining themselves and their furniture in the space. This makes a room look larger, and reduces fixation on a home's cosmetic flaws (which is ALL you see with no furniture).

Staging examples from my archives Working with items already in the home

Creating a Focal Point completely changed perception of the room and view



Decluttering and Adding Utility resulted in listing, and receiving, \$20,000 higher



After

Tightening and creating an inviting space paid off as the home received 10 offers



Staging Your Home – Exterior

The home's outside is the buyer's first and last impression, whether driving by or arriving for a showing, so don't overlook buttoning it up. It also provides an assumption what the inside looks like.

- It's difficult to sell a home a buyer can't see! Removing trees and overgrown shrubs provides better curb appeal and improves interior natural light as well.
- Rake leaves, pull weeds, and trim bushes and hedges for a neat appearance.
- Make any obvious repairs such as leaning mailboxes, deteriorating flower boxes, falling fence posts, loose stairs and railings, etc.
- Paint the house or deck if it is in need. If your home is polarizing in color, consider painting it – you will get more interest and a higher price if it's a neutral color.
- Pick up pet feces. No explanation needed.
- Repaint front porch steps, risers, etc.
- Discard old or broken lawn furniture, pots (exterior clutter).
- Clear and sweep walkways, patios, decks, steps and porches.
- Have the windows professionally cleaned – very important!
- Empty gutters filled with leaves and debris.
- The outside is additional living space, extend the season on both end even if the thermometer doesn't agree. Have your outdoor furniture ready with cushions, have the pool open – so much nicer than being covered.
- Pops of color are key. Flower beds, containers, a well-placed bench or geranium next to the front door, can all make a big difference in that all-important first photo.

Preparing for your Photographer Appointment

Pictures are the *single most important element* for attracting buyer interest

Photos say everything about the home – 1,000 words. You need to prepare for the photography appointment as you would for any other showing. The photos will only look as good as what they are shooting.

- The home should be clean, staged and ready for the shoot. The photographer be able to won't wait for you to tidy up.
- Open all curtains, let in the natural light (looks better from the outside as well)
- Make the beds – turn down the top of the bedding
- Clutter removed
- Toiletries put away
- Toilet lids closed!
- Pull cars out of the driveway

You might even take pictures first on your own phone to see what you notice. Sometimes clutter or a distraction appears you didn't notice previously.

Photographers are not able to move furniture, large, heavy objects and personal items. The photographer may choose to do some "light staging" during the shoot, which may include: aligning window treatments, closing toilet seats, turning off ceiling fans and televisions, etc.

Many top agents cheap out and take their own photos. The pictures below were taken by top Chicago-area agents who didn't spring for a professional photographer. What a disservice to the seller who is paying their hefty commission.



Keep Photos Updated with the Season

Are you on the cusp of seasons? If you list when there is snow on the ground, but now it has melted, have seasonal retakes taken to not look aged and dated.

In Chicago we basically have no Spring, so the season goes from Winter (with late season snow) to summer pretty quickly. The home's exterior photos are much healthier looking with some leaves and color.



Spring



Early Summer



A couple of weeks later

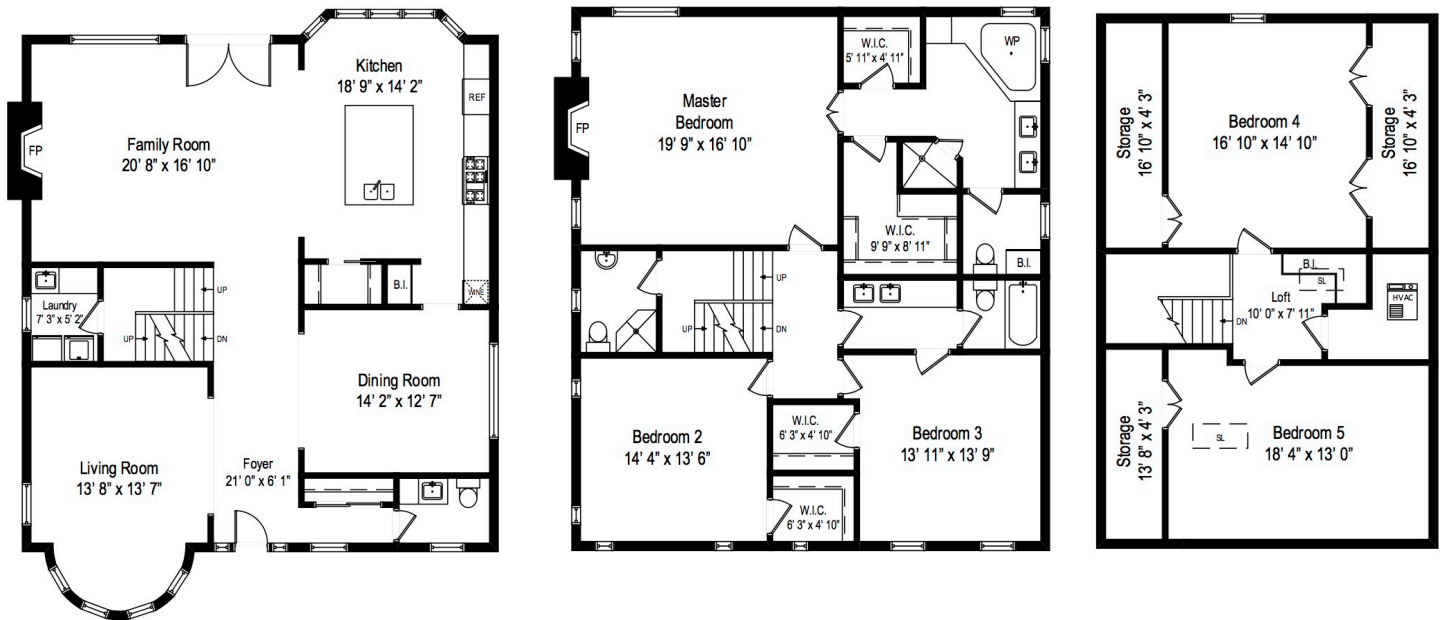
Floor Plans

Media Upgrades to Photography

There is no better way to illustrate the flow of your unseen home than with floor plans or a virtual 360 tour. They give the buyer an opportunity to assess the layout and process the location of bedroom and bathrooms, hallways, etc. It makes the home easier to digest prior to visiting and while at the home.

have expectations better set.

If you didn't upgrade your media to include additional services, but would like to, you can still order in your portal.



A Good Listing Description

The description you write should capture the story of your home and compel a visit.

1. Market the home's features, without exaggerating. You want the buyer to be overwhelmed not underwhelmed
2. Note special or unique (positive) features about the home and neighborhood
3. Feel free to be playful or creative if appropriate

Descriptive. Explain the home's utility and layout along with unique selling features. On paper most homes sounds alike. Be dynamic and market your home to stand out. Separate yours from the pack. What is your "wow" factor?

- Chef's kitchen with the accoutrements you'd expect in this level of home
- Open floor plan for your morning rush hour traffic patterns
- The dining room can comfortably fit a table for 8
- First floor master --- you know you go back in the house several times before leaving

Experiential. What is it like to be there? How does it make you feel? Sell the lifestyle.

- Large workshop makes knocking off your "honey do" list a breeze
- The natural light is so perfect we rarely need to turn on lights, even on a cloudy day
- The dog shower keeps the dog AND the house clean
- The hot tub after a long day is just the ticket, all year long
- The stunning sunsets from the back deck are like nature's artwork

Historical information. Fine to include, as long as it's meaningful.

- If a prior owner was noteworthy (*not* notorious) or had an interesting role in the community (like the first mayor), include it. I had a listing on a cobblestone street where a past owner was a cobblestone contractor for the village. I photographed one with his name on it.

What to avoid...

- Abbreviations
- Writing in ALL CAPS. Please don't.
- Misspellings
- Swearing or other offensive language
- Making it too long – buyers will lose interest and important details will be lost
- Pointing out negatives, even if offering a solution. What bothers you may not be an issue for the buyer or they may not notice. E.g., don't mention the electric stove could be replaced with gas. If it is clearly a fixer-upper, focus on the potential.
- Exclusionary words. Write about the house, not the people. Avoid using words like church, synagogue, children, families, singles. While they are often used to make people feel like it's a place for them, they can make others feel excluded or like it's not a place for them.

Examples of a Good Listing Description

I have no doubt you can write a better description of your home's features and benefits than a real estate agent, who doesn't know anything about what it's like to live in your home, probably even your neighborhood, maybe even your town.

Here are some examples of descriptions I've written. None sound like another.

Uniquely charming, adorable (and affordable) farmhouse on ¼ acre in A+ walk to everything location. Recent renovation cultivated a refreshed home. Eat-in kitchen with many updates – snack bar seating, table space, granite countertops and pantry. 1st floor also includes dining room, office, living room, family room with fireplace, sitting area, and updated full bath. The basement offers a large rec room, charming wine cavern, and great storage. This charmer is well-suited for gatherings large or small, inside or out (and nice flow both ways). Entertain on the new deck overlooking the wide and deep lot, providing plenty of lawn space for games. Bonus points for updated windows, electrical, mechanicals, and gorgeous new 2.5-car extra wide X extra deep garage (complete with attic for even more storage.) Enjoy in-town living where you can be out the door and at the train in 3 minutes. No other Glenview location is as close to everything including restaurants, coffee shops, groceries, ice cream, library, fine purveyors, theater, parades, art fair, Summerfest. Or just sip lemonade on the front porch and don't go anywhere. Happy 100th Birthday 1936 Dewes! You look great!

Just drop your bags and move into this adorable home in sought after Southeast Wilmette location. Stepping into this beachy prize is like walking into a page of a magazine. Throughout the home you will encounter charm, hardwood floors, architectural details. Large eat-in kitchen - stainless steel appliances with 6-burner range, granite countertops. Spacious master bedroom with 2 walk-in closets. Many improvements including mechanical updates, windows, etc. Spacious finished basement with family room, 4th bedroom, stunning full bath, laundry room, and nice storage. Professionally landscaped fenced-in yard with paver patio and sprinkler system. Very fun and welcoming neighborhood with happy hours, block parties, book clubs, etc. Walk to 4th & Linden shops, restaurants, "L" station; Maple Park is right there; walk to Gillson Park/Beach and Canal Shores. Six days in the fall brings fun family-friendly activities at Northwestern home football events. The other 366, just kind of normal :)

Welcome to one of Wilmette's original residences in a desirable location where you can enjoy neighborhood living yet be close to it all. This widely updated and impressive home has great space and is a pleasure to show. High ceilings, architectural details and moldings, and hardwood floors throughout. Easy floor plan includes proper foyer, eat-in kitchen, and sought after first floor family room with fireplace. Sensible 2nd floor layout includes four nicely-sized bedrooms including a master with two walk-in closets and full bath with separate shower. Many other significant updates such as windows, furnace, drain tile, etc. Finished basement offers additional space for playroom, workout room. Walk-up attic storage. On weekends laze on the inviting front porch or relax and entertain on the pretty backyard patio. Perfect for those who enjoy being able to walk to everything -- Metra train, school, restaurants, shops, movie theater, farmer's market, & the beach/lake, all within easy reach.

Examples of a Good Listing Description

This next one is for a home I sold twice – the buyer the first time asked me to sell it for them a few years later when they relocated. Always a huge compliment.

This updated and stylish Kenilworth Gardens home is perfect for today's savvy buyer. Ideal entertaining home with gracious flow including inside to outside. A foodies kitchen offering quartz countertops, stainless steel appliances, two full size ovens, wine fridge, French door refrigerator, and a large island with seating for 5. This spacious home enjoys 5 bedrooms + 3 full baths + laundry all on the 2nd floor. Large master bedroom has enviable his and hers closets and a fabulous bathroom. Additional features include 1st floor office, mudroom, all updated windows and doors, and new electrical and plumbing. Outside you'll find pretty paver stone walkways and an entertaining patio overlooking a nicely-sized yard and a 2-car garage with additional driveway parking! Join in the daily migration to and from Harper School, Highcrest Middle School, and Wilmette Junior High. Thornwood park is a close asset as well, with entertainment such as concerts, baseball, playground, tennis, and seasonal ice skating. Friendly neighborhood vibe and get togethers makes it easy to meet others and make new friends. No need to worry about your commute either, this location is an easy 10 minute/3.5 block walk to the Kenilworth train station. Don't spend your first few months in your new home renovating, this is a home where you can fall in love, move in and RELAX!

Gorgeous opportunity in East Wilmette. This whole house renovation was just completed, not anticipating a relocation. Very upscale finishes and choices with universal appeal. Nothing untouched - beautiful new kitchen with designer stainless appliances, granite countertops. Eat-at island with wine refrigerator & beverage center. Refinished hardwood floors throughout (1st level brand new wide width). Wilmette-sourced wood features & other charming details. This home isn't one that falls apart at the basement or 3rd floor - beautiful 3rd floor suite with stunning newly added full bath. All fresh lighting and new windows are the finishing touches that make this home like new construction, but better. Smart mudroom addition leads to exterior with the same high attention to detail - 196' deep fenced-in lot includes a brand-new 2+ car garage, freshly sodded lawn, new paver patio with gas line for grill. Not to mention FANTASTIC location for walking to both trains, schools, town and beach!

Set on one of East Wilmette's favorite and most quintessential cobblestone streets, this newer construction feels brand new except better, with designer updates everywhere. Curb appeal to spare including a sweet front porch. Hardwood floors throughout, wide-plank on first. Updated kitchen has great prep space, large island with seating, and all the accoutrements you'd expect in a chef-level kitchen. Butler's pantry w/desk & wine fridge, and a rare walk-in pantry. Kitchen opens to a warm family room with stunning fireplace. French doors lead out to an amazing patio and yard, with various stations to enjoy dining, lounging, fire pit, or jumping. Extra-large bedrooms with pretty bathrooms and walk in closets. Large basement finished with rec room, 6th bedroom, gym, office (currently music room), wine cellar & full bath – BUT NOT LAUNDRY, that's upstairs! You'll covet this location where you can walk to the most beloved aspects including the train, restaurants, school, shops...!

Examples of Poorly Listing Descriptions Written by Top Local Agents

What's wrong: Misspelling of "Gillson", sharing negatives as positives (the mechanicals are old, not new), telling the buyer the house is too small before they have even seen it – it's not small. And no one cares about the triplets...

Perfect season for the front screen porch! Beautiful east Wilmette home on extra large lot just blocks from Central and St. Francis Elementary Schools, quick hop to the Purple Line at Linden L station, and a wagon-ride to Maple Park, Gilson and the beach. Yes, this is the Laurel that has the best summer block party in Wilmette, with all four blocks participating! Homeowners made extensive improvements to plumbing, electric, HVAC system and more when they moved in with their family 23 years ago. They also had the first triplets to graduate from Central Elementary School! Five bedrooms and three and a half baths include a third level suite perfect for your live-in helper, out of town visitors, or college-kid-come-home. Master suite includes sitting area overlooking gorgeous, professionally landscaped yard. Extra deep yard will accommodate expansion like the next door neighbors' to the west. This has been a warm and wonderful home for years--Now's the time to make it yours.

What's wrong: Misspellings, no punctuation or spacing, too many abbreviations, all over the place, doesn't tell a story. It's better to say less and deliver more.

Breathtaking Lake/Gilson Park panoramic views directly across the street from all that Wilmette's Lakefront offers-beaches,parks,tennis,music theater &more!Fall in love with the stately elegance of French Normandy beauty on oversized 82' x 171' lot.This majestic residence offers 4+ BR,3.1 bths,formal living room w/fireplace,grand formal dining room & expansive eat-in kitchen w/top-line appliances & granite countertops.Main floor also features office/guest room w/ensuite,spacious mudroom&1/2bath. Awesome lake views from master suite,3 additional BRs,family bath & access to spectacular rooftop deck-perfect for annual 4th fireworks or entertaining family & friends!The full-height unfinished 3rd floor is a great opportunity for build-out. Expansive finished basement as well!Magnificent architectural details,gracious floor plan,unmatched old world craftsmanship,stunning parquet flooring,leaded windows,tall ceilings &many updates all hallmarks of this exceptional,impeccably maintained gem!

5 Reasons to List at the Right Price

Overpriced Properties...

1. Fail to compete with others on the market. Buyers look at many properties and eliminate by comparison. Your home may help sell others.
2. Fail to meet expectations. Certain things are expected within a certain price range.
3. Remain unsold for extended periods, causing Buyer concern and fatigue. They can become immune to the existence and may not longer even consider it.
4. Can ultimately cause a monetary loss. Consider your carrying costs for the next six months.
5. An overpriced home often carries the stigma the seller is unrealistic or unreasonable.

How to Price Your Home

Location. Location. Location.

This is the most important criteria in pricing (and selecting) a home, as it's the one thing that can't be changed. Sellers are often more aware than agents of their own neighborhood dynamics.

- How close are you to desired amenities? Can you walk to high value features like a beach, town, train.
- What is nearby that influences price. Are you across from a park, or across from a gas station. How do your neighbors take care of their homes?
- Highway, train or flight path traffic noise impacts price. While you may be used to it, and likely your buyers will too, you can't price your home as if those those incumbrances did not exist.

Physical features of the property

- Curb appeal
- Size of home and lot
- Floor plan/flow
- Architectural style
- Updates and upgrades – if your home is dated, don't price the same as if it were a fully updated home. Kitchens and baths are big items.

Market Conditions

- Buyer demand
- Inventory levels
- Seasonality

The Competition

- Get comfortable with your competitors. Stop by open houses to see the homes your buyers are viewing and evaluate objectively how yours compares. Assess your plusses and minuses against theirs.

If you are fortunate to get an offer right away, it is the result of getting the home in great showing condition, putting it on a fantastic platform, and pricing it right. DON'T feel it means you priced too low. It's the opposite – you did everything right.

If you *don't* get an offer right away, especially in a hot market, look at the feedback to see where you can make tweaks to the showing experience or price. If someone relays a negative, it translates to "for the price." At the right price everything is acceptable. When you are overpriced it's never by a little, otherwise you'd be close enough to get a low offer in. Consider a meaningful reduction like 4-5%.

Additional Pricing Tips

You'll get more for your home and sell it faster if you price it right from the onset. The greatest interest and traffic comes when you first launch, so be realistic for your largest audience. Those are all the people waiting for the next thing to come on. After that, it is buyers trickling in, who may or may not be ready to pounce on something.

It's very difficult to get full price after even a week on the market – most buyers feel like if it were at the right price it would already be gone. That is true in any market – a well-priced home in great showing condition should go quickly.

Price the home at fair market value to effectively compete with other homes listed for sale. A home that sits on the market too long gets shunned, ultimately helping to sell your competitor's homes as they are positioned as a better value.

Most sellers have their thumb on the pulse of the local real estate market, with a fairly good idea as to their home's value. However, there are also those who think their home is worth more than it is – don't be that person. It's difficult to sell an over-priced home, no matter who is listing it.

Side story: I had a seller who wanted to price too high against my advisement. We got a buyer very quickly who uniquely wanted the home. They asked for a few unreasonable items at the inspection, still putting the home way ahead of market price. The seller refused to cooperate and we lost them. After a price reduction this buyer came back and we agreed on price far lower than where we were at the first time, but they needed a few days to conduct a radon test. The seller said to lower the price and do an open house that weekend. I told them the buyer would walk, They said "I. Don't. Care." Within minutes of adding those activities to the MLS the news came they were out. Long story short, weeks later I got the same buyer back again a 3rd time, but the final purchase price was significantly lower than what the same buyer was willing to pay initially.

Ultimately, the buyers decide the home's value. They have seen everything. Given that, their feedback on your home is valuable in knowing where you sit among the competition.

Sellers sometimes think buyers will make an offer even if over-priced. If that were true there would be no homes sitting on the market, as they all will sell for the right price. What really happens with an incorrectly-price home is it may n show up on the buyer's search or on the radar. An over-priced home helps sell other correctly-priced homes.

Don't price your home with an unusual or very specific number, like \$538,450. Everyone knows pricing isn't that exact of a science. Getting too clever backfires.

Buyers search on round numbers. If you believe the right price is \$400,000, don't start at \$399,000. Everyone knows it's the same. You'd be missing buyers with searches *starting* at \$400,000. Once you are on the market and take a reduction, then it doesn't matter.

Pricing Resources

Open Houses

Go to open houses in your neighborhood to see what the competition is charging, and objectively compare it to your home. Home much higher or lower should your home be priced compared to these homes?

Appraiser

Go to open houses in your neighborhood to see what the competition is charging, and objectively compare it to your home. Home much higher or lower should your home be priced compared to these homes?

Pricing Models

Go to open houses in your neighborhood to see what the competition is charging, and objectively compare it to your home. Home much higher or lower should your home be priced compared to these homes?

Public Records

Every county has an assessor's office with information on recent sales for your community.

Automated Pricing Estimates

None of these models have been in your home and can't assess qualitative aspects, however they are good benchmarks. If you would like to use them, try a couple of different ones and see if they are at all similar.

Disclosures

You are legally required to disclose latent defects on your home. Each state is unique in what you are specifically required to reveal.

Disclosure forms are the vehicle for what is necessary to be communicated. It's the legal document to transfer that knowledge. Truthfully disclosing an issue will help protect yourself if things go haywire later on.

Disclosures are not inspection reports. In fact, you are not required (nor advised) to seek out issues. If you don't know there is a problem, you are remaining honest when it's not disclosed. Same reason to not get a pre-inspection completed on your home.

If a buyer asks you if your home has a psychological impact (e.g., it's haunted, there was a murder or suicide there, etc.), you must respond truthfully. The same is true for any items that relate to potential defects, whether they are on the disclosure forms or not.

While some disclosures are provided on the Cribbed site, the ultimate responsibility for knowing the requirements of your specific state falls on you.. Attorneys and title companies won't let a sale continue without anything that is required. However, if you provide late information to your buyer that is key to their decision making, you risk them backing out.

Federal Disclosures

1. Homes built before 1978 are required to complete a Lead-Based Paint disclosure.
2. Radon – according to the EPA, "Radon is a naturally-occurring radioactive gas that can cause lung cancer. Radon gas is inert, colorless, odorless." It's only inside, where the gas can be confined, it is considered a danger to your health. It enters a home through cracks or veins in the earth and foundation. Testing is the only way to measure radon test levels in the home. The radon testing company will inform you at what levels they recommend remediating. The solution for removing the gas is common, effective, and not crazy expensive (which the seller normally pays for). Many municipalities require all new construction to have a radon remediation system installed when the home is being built.

State and Local Level Disclosure Examples, Among Others

1. Property disclosure
2. Green/environmental disclosures
3. Mold

Disclosures need to be completed by the homeowner. If the homeowner is unable, or if it is an estate, the family person responsible for the sale of the home would complete them – however, they still need to disclose any knowledge of defects in question – if you know, you know.

You are Ready to List Your Home!

- Print your listing sheets
- Follow the link provided to put your home on Zillow
- Upload your listing to all your social media sites
- Conduct open houses (see open house section). List open houses on Cribbed.com, Zillow, and all social media
- Use showing feedback to direct changes to the buyer experience that may include staging, showing efforts, price, etc.
- Agents might ask to come preview the home for a buyer. They have plenty of information available to them on the Cribbed platform. Rather than prepare the home just for their showing, encourage them to bring their buyer or to come during an open house. In all likelihood they just want to meet you to encourage you to list with them instead.
- Agents will also ask if you will pay them to bring a buyer. With Cribbed there is no barrier for a buyer to come to you directly. Listings are not hidden behind the locked MLS doors.

Put Your Home's Best Foot Forward. Every. Showing.

- Turn on every lamp in the entire house for an inviting and easy to process experience. This also eliminates awkward fumbling for switches.
- Put out cookies, candy, lemonade, bottled water, etc. to create an welcoming indoor or outdoor space.

Side story: A Connecticut agent had my kids all sitting at the island with milk and cookies while my husband and I toured the home. It was genius. I stole the idea for my showings.

- Make beds – watch the video on how to make them perfectly.
- Open curtains and blinds to let in natural light.
- Give the home a quick vacuum (wood floors and stairs too).
- Hang towels in bathrooms – a good place for a pop of color.
- Toilet seats down, toiletries and prescriptions stashed – no one wants to personal effects.
- Rid sink of dirty dishes.
- Put away financial or high value items (money, checkbooks, passports, etc.).
- Contain/remove pets for showings. For showings you can ask a buyer if they are ok if a friendly dog stays, especially on short notice. A barking or jumping dog, however, is never welcoming.
- Clean up dog waste in the yard (ick!) and empty litter boxes inside.
- Open windows and doors to let in fresh air.
- Turn TVs off and music on (not too loudly) fitting of the home's character.
- Eliminate odors by preventing them – refrain from smoking inside, using the fireplace, or cooking spicy foods that linger.
- Fresh flowers brighten up a home (remove when expired).
- Set thermostat at a comfortable temperature. If it's cold, turn on the gas fireplace.
- Keep winter walkways and steps cleared and free from snow and ice.
- Open hot tubs and pools as early in the spring as possible. Some houses are meant to be sold during a particular season so extend it to better experience.

Marketing your Home

Zillow

Immediately after listing on Cribbed you should put your home on Zillow. It's free to submit an owner-listed home and Zillow will display the listing in most states. Here is the link to go directly to that page.

https://www.zillow.com/for-sale-by-owner/?t=sellerlandingpage_v6-21_learnmore

Where it requires you to put in a phone number, use the Cribbed 800 number noted. Do not use your own cell phone number. All inquiries and appointment requests must go through Cribbed. You will know your potential buyers have gone through the security measures imposed by Cribbed, and it keeps the process in one place for you to keep organized.

For the website address, use the URL you are provided when you publish your listing.

Social Media

You can post your listing to Facebook, Twitter and Pinterest directly from your seller dashboard.

Email Link

You can email your listing to anyone with the link provided on your dashboard.

Your Seller Portal

Your seller portal is a very powerful tool, indeed, with diagnostics unique to Cribbed. No other real estate website can provide you with analytics on 100% of the activity because, before now, these elements were scattered across multiple places, folders, websites, smart phones, agents, brokerages, etc.

Some of the highlights of your portal:

Listing Builder

Contains all the components necessary to get your home on the market. You won't miss anything as you are required to complete all elements before publishing.

- Property Details Input
- Order photographs
- Request For Sale sign and other exterior signage
- Complete and sign disclosures

Seller Dashboard

This is Command Central for your active listing. You'll find all of the relevant statistics, with everything at your fingertips to make any necessary adjustments.

Appointments

Here are your appointments at a glance, present and past. You can block off time for when you absolutely cannot show the house – napping baby, vacation day, illness, etc.

Open Houses

You can schedule open houses up to two weeks out. Your home will be flagged with the date and time on the buyer portal.

Timeline

Once under contract, your timeline kicks in, with triggers to keep things moving on to the next step, all the way to closing. Really, once you are under contract, the title company kicks in and takes the ball across the goal line, with assists when required.

Showings

1. Having no agent means easy and direct responsiveness to showing request. Keep an eye out for requests whenever they come in – mornings, evenings, weekends.
2. Be flexible in accommodating requests. The more people that get through the door the faster it will sell. If you cannot accept an appointment, provide guidance on reframing the request so they can adjust (earlier/later, different day, etc.)
3. Abide by fair housing laws (view blog on the website for more information). Don't judge any buyer except by their ability to successfully close on your home.
4. Be wise with admitting strangers into your home. All appointments need be registered on Cribbed.com. Cross-check photos with your front door guests.
5. The Reliability Index and the Platinum Buyer tool are designed to help set expectations on the buyer's readiness to purchase a home. Go extra lengths to get a strong and reliable buyer into your home, even if not super convenient.
6. The lock box provides easier access to show your home when appropriate.
7. Remember to fill out the questions you receive after each showing, every time. They help improve the experience for you and for other sellers, and keep the reliability index measure accurate for the benefit of all sellers.
8. You may or may not receive buyer feedback, but if you do, take it seriously. Be prepared for things you don't want to hear, but use that information to make improvements to the showing experience. Keep in mind every criticism ends with "...for the price," whether explicit stated or not. If you can't change a negative, you need to counter it with a price alteration that makes that defect palatable.

Open Houses

- Request identification from visitors you don't know and sign everyone in. If someone isn't willing to confirm who they are, I wouldn't let them into my home.
- Consider requesting guests to wear shoe covers, or to remove their shoes as appropriate, based on weather, traditions, preferences. Some people really don't like going shoeless, but they are understanding, particularly when the weather is inclement. **Caution visitors that shoe covers can be slippery.**
- When giving the home tour, avoid over-explaining – agents even have a hard time with this. Buyers will want to process what they are seeing and discuss amongst themselves. You don't want to invite awkwardness with your presence. Buyers are less likely to talk with each another with you...right...there.
- Avoid pointing out defects or things they could change about the home...unless they ask. Something you've been meaning to do might not be noticed, or it may be something they wouldn't change. It increases unnecessary awareness to issues, resulting in doubts, costs, and to-dos building in their head.
 - Example, don't volunteer the electric stove could be converted to gas if it's not brought up.
- A buyer with an agent: If a someone comes through with an agent, give them freedom to show the home unless they prefer a tour (ask). Hovering might seem like the natural thing to do but it's awkward and probably unnecessary. Remember, just because an agent is present doesn't mean you are obligated to compensate them. This platform is designed to avoid that fee.

Managing Feedback

Feedback is super important when selling your home. We get very myopic with our views of the home we love, a home we've perfectly tweaked to make it work for us. The key is that it works (or did work) for us. Now it doesn't. Some of the things that no longer work for you won't work for a buyer. Some things that worked great for you, doesn't for them. It's hard to hear criticism, no matter how constructive. This is where we need to have a thick skin. Appreciate what buyers like about the home along with what doesn't work for them, so you can sell what's working, and make adjustments where possible.

- Buyers aren't as imaginative as we would like, and they might not have the vision or resources (time, money, a contractor) to do the work. You might not either, but every downside relates to price and time on market, so it is worth more to you than it is to them. You only have one house to sell and they likely other options to buy.
- Not everyone has the same tastes in design, decorating or furnishings. Common feedback is that a home is "dated." Take a step back and think about easy and inexpensive modifications. You'll likely get back what you put in with even minor tweaks. Paint can make a tremendous bang for the buck, and some improvements (like accessories) you take with you – double bonus!
- If expectations aren't met take it to heart and modify the listing description. If you say there are 4 bedrooms, but one of them is closer to a closet, call it 3 bedrooms, the way the buyers see it. It's better to overwhelm ("3 bedrooms AND THIS HUGE CLOSET!") than to underwhelm with only 3 usable bedrooms. It's a waste of time for everyone to pretend a buyer won't notice things like that. Agents make this kind of mistake all the time, and sometime their sellers don't take this advice.
- If you get feedback you objectively agree with, make the improvement.
- If you get consistent feedback about something you can't imagine being an issue, but you can do something about (like a polarizing wall color) then fix it. We are trying to please the buyers and they are telling you what they want.
- If you get consistent feedback about something you can't imagine being an issue, but you **cannot** do anything about (like a location issue, layout/flow, dated kitchen) then adjust the price. Buyers are telling you it's too expensive for the barrier.

Lastly, if you make any major modifications mid-stream, you should get the relevant photos retaken so it looks as good online as it does in person.

You've received an offer!

1. It's exciting to receive an offer. It's a best practice to negotiate in good faith and provide timely responses and updates.
2. Everything is negotiable. If you have an item agreed upon, know that item may still up for debate if used to offset a different term. **There is a saying...until all things are agreed upon, nothing is agreed upon.**
3. Not everything is about price. Consider what else is of value to you. Does an earlier or later closing date save you money or work better for your move?
4. If the offer price is not close to your asking price it can be discouraging. Don't let it be. Offers almost always come in lower than you hope. But more often than not, working with the buyer results in mutually agreed-upon terms. If nothing else, you end up with a baseline from which to evaluate other offers.
5. Unless you are significantly over-priced, the buyer's plan is to negotiate. Unless stated as highest and best, the desired end point is almost always dead-center between the starting point and the list price.
6. If someone presents a "highest and best" offer, there still still be room for negotiating – either with price, or with other terms that help offset a better price.
7. Know what items are non-negotiable to you and your buyer, and communicate. It's important to understand those, so you can give on things that are less important to you but may have more significance to the buyer.
8. An offer may come in low simply because the buyer loves your home but just cannot afford it. You are not obligated to reach agreement when you can't come to terms. But **always, always** negotiate, try to get there, and see where it lands.
9. It may seem like you are worlds apart, but more often than not, even in those situations, it comes together. See it through.

Your first offer is usually your best offer. A buyer who comes immediately to see the home and very quickly moves forward, is the most interested and ready. An appointment made for a week out, is with the assumption it will still be there.

Components of a Contract

The blanks on the contract are accompanied brief explanations of the terms when you hover over the question mark. Here is an overview:

1. **Price:** The price proposed is usually intended as a starting point from which to negotiate. The target for the buyer is almost always dead-center in the middle. Other times the offer price may be all the buyer is able or willing to pay.
2. **Closing date:** The date when the legal ownership is transferred and the buyer is free to take possession. The average closing takes 30-60 days. Cash purchases can be completed in as few as a couple of weeks. One party may have more or less flexibility, find out what you can.
3. **Earnest money:** This is the buyer's "skin" in the game, if you will. It's what they are willing to potentially lose if they withdraw from the deal for a non-contingent reason, or after all contingencies have been satisfied. This is usually either a fixed amount or based on a percentage. However, like most everything, it is **negotiable**. The gut check is if it's more than the buyer would be willing to walk away from, and enough for you to feel comfortable taking your home off the market. While the intended purpose is to provide relief if the buyer backs out, that money is not automatically yours. Usually it's negotiated too, and it could be held up for an extended period with lawyers involved.
4. **Credit at Closing:** A buyer may request a credit up front to offset closing costs due to a deficit of cash on hand, or after the inspection to offset repairs. Either way it is referred to as a closing cost credit. As such, the amount cannot exceed actual closing costs. Banks won't underwrite a home with necessary "repairs" anticipated to be present at closing, so it's never a "repair credit."
5. **Contingencies:** The deal may be dependent on identified terms. The following pages address the more common contingencies. While you should see them as barriers to closing, most are common. If a buyer seems capable and interested in clearing due-diligence hurdles, these are usually largely procedural.
6. **Financing:** This is the percentage of the purchase that is lender-financed. When money is cheap, buyers often finance more than they need. That said, someone with more cash on hand to put down may find the purchase less of a financial strain and be a stronger buyer.

DO NOT INCLUDE ANY personal property on a contract that is being financing – the bank will finance only the home itself, not contents. In that event use a separate bill of sale (provided).

Financing Contingency

1. Financing typically takes 45 – 60 days for final approval. The buyer should complete a mortgage application immediately after going under contract.
2. Before signing an offer contingent upon financing, it is recommended you call the lender to get a better understanding as to the depth of the buyer's credentials. Lenders are agreeable to answering certain personal questions specific to the pre-approval letter. Most agents don't know to do this or just don't go through the effort – I did, every time. Ask the lender if they have:
 1. Pulled credit
 2. Personally seen the buyer's documentation vs just discussed (W2s, check stubs, tax returns)
 3. Put the buyer through an automated underwriting process

You will get a decent idea as to the depth of knowledge the lender has about the buyer and their ability to get across the finish line. Assess how strongly the lender communicates about the buyer's ability to purchase.
3. Lenders usually won't approve a loan until an appraisal is ordered, at the buyer's expense. That appointment is coordinated through you to gain access. The buyer does not appear at that appointment. Provide the appraiser with a listing sheet along with any comps you have, and any updates and upgrades that add value to the home.
 - Sometimes the appraisal isn't ordered until after the home clears the inspection period.
 - Keep the home in showing condition through the home inspection and the appraisal period.
 - There is a saying in real estate..."First you sell it to the buyer, then you sell it to the bank." Treat the inspector the same as a buyer.
4. Monitor the financing dates.
5. It's not uncommon for a lender to need more time to complete the financing approval. If you receive a request to extend the contingency date, find out why. Most often it's a reasonable procedural request and typically granted. If it seems like there is more to it, try to gain understanding as to why they need additional time. If you have an attorney they will monitor and advise.

Home Sale Contingency

How it Works

1. A buyer submits an offer, contingent upon them acquiring a buyer on their home.
2. The buyer goes through the inspection and resolution the same as a non-contingent sale.
3. The contingency is released once the buyer has a valid, fully-executed contract to sell their home, without a mortgage contingency.
4. The buyer may get out of the contract and get their deposit back if they don't have a contingency-free, fully executed contract by the agreed upon date.
5. The system marks the property as contingent/home sale. You can show the home and receive and negotiate other offers, for as long as the contingency is in effect.
6. If another Buyer makes an offer, it needs to be exclusive of a home sale contingency. Your original buyer has two days to either release the contingency or back out of the deal. You should consider having buyer #2 conduct their inspection and sort out any issues first, so you aren't unfairly beholden to them.

Things to Consider

- While many transactions with this contingency successfully close, there are additional risks as you are adding complexity and hurdles to the sale – ones that are completely out of your control. And the risk is 100% on your end.
- If the buyer's home is not yet on the market, there are too many factors and variables outstanding, making it risky and reducing the likelihood to close.
- The farther along that deal is in the process, and the more hurdles it has cleared, the less risk you take on (just like when selling your own home). Ideally the home has cleared inspections.
- Read your buyer's home sale contract. It provides you with a view of that situation and buyer.
 - Just like with your buyer, you would need to call that lender and ask the same questions.
- Don't accept a home sale contingency where their buyer also has a home sale contingency. That's a lot of dominoes to fall. (For the same reason, if you accept an offer with a home sale contingency, you can't also make an offer with a home sale contingency.)
- Factor in overall activity on your home and days on market. If it's slow going, if this buyer loves the house, needs to move, makes up for it with other terms of their offer, and you feel their sale is solid, it might be a good option and worth considering – with due-diligence.

Multiple offers

Multiple offers may sound like a dreamy situation, but in the end someone is disappointed they are not getting your home.

Consider which buyer is the strongest and most likely to get to closing. This could be based on interest, need, or ability to pay.

1. Who is the most motivated. Who loves the home (or location) the most. Who *needs* the home the most (maybe they've sold their home and need to move, often by a certain date). Who seems like the easiest to work with. You aren't paying a middleman to absorb annoying or difficult buyers.
2. Who is the most qualified and buttoned-up. Which buyers seem like it's an easy purchase.
3. What buyer seems the most like they most know what they are getting. The buyer who has done more diligence and has their eyes the most wide-open might be more committed than someone who has spent less time. Maybe.
4. Be wary of an offer made by someone who has not laid eyes on the house. This is more common now with information available online, and there may be legitimate reasons, but there is an increased likelihood of disinterest when they see it in person.
5. Be slightly cautious with a ridiculously-high offer. This buyer may legitimately really need or want the home (see #1 or #2), but remember, if the buyer is acquiring financing to purchase the home, it is likely that it will need to appraise out.
6. Remember, the best offer isn't just about price. All the components make up the terms, and other elements can, and usually do, offset price.
7. If one of the offers has a home sale contingency, there is a price tradeoff for that risk.
8. This platform presents new opportunities for buyers and sellers. You are free to ask each person why are interested in purchasing your home and see what they say.

Under Contract!

Congratulations! Getting under contract was probably easier than you expected with Cribbed. Your listing status will automatically change to “Under Contract” as your home is no longer fully available, but appointments are still able to be made.

Showings will slow down significantly, but you may get a few requests here and there. You can still show it and take back up offers.

It is wise to retain good relations with your buyer throughout the process, making it easier to keep the deal together and get to closing. Remember, you have a common goal – they would like to buy your home, and you would like to sell it to them.

Once under contract, your seller portal timeline appears. This will take you through until closing. The buyer also has a timeline, with instructions that relate to the purchase side of the transaction.

Next Steps:

1. The buyer submits agreed-upon earnest money to the escrow holder: the title company identified prior to publishing your listing. You will receive a receipt showing payment.
2. All paperwork (contract, signed disclosures, earnest money receipt) will go to the title company performing the closing.
3. The buyer will schedule the inspection and let you know the day/time.
4. After the inspection has been completed, and any outstanding items resolved, the path is mostly cleared, and contingent only upon other remaining elements such as financing.

Some states require using attorneys in the closing process. Although, even if not required or even customary, you can hire a real estate attorney regardless. It may be worth the price to protect you in a complicated situation or from things you haven't considered.

With an attorney or title company you are passing the football to the quarterback who will cross the end zone for the touchdown. You may have to do blocking and tackling as requested to provide documentation or pay fees, but rest assured all necessary criteria will be met.

The Inspection

The inspection period is probably the most nail-biting part of the process. The buyer wants to ensure it is a solid purchase, and the seller hopes the evaluation and requests are reasonable.

Any due-diligence is the responsibility of buyer and is performed at their expense. They are working against a contractual deadline, as well as a tight inspector schedule, so try to be agreeable to the proposed day and time. It can take anywhere from 3 to 4 hours, depending on the size, age and condition of the home.

Make sure all the utilities for your home are turned on so the buyer can properly inspect the home and insure working order of all material components.

The inspector evaluates the condition of the home from top to bottom, inside and out. This allows the buyer to get to know their new home, how to maintain it, and where to budget for deferred maintenance. They make sure there are no issues affecting the intent to purchase. The inspector evaluates the structure, mechanical systems, appliances, etc., noting any material defects, safety issues, or environmental concerns.

In addition to a general inspection, a buyer might order other inspections or as appropriate. These might be conducted by general inspector, or the inspector may schedule someone else to conduct them.

1. Pool
2. Sewer Scope
3. Septic System
4. Well
5. Radon

While the presence of radon is more prevalent in some areas, the EPA recommends conducting a radon test regardless of what radon zone the home is located.

Follow-up evaluations are common, as a general inspection may turn up the need for further exploration by a specialist. This often extends the contingency period.

Examples of the most typical follow-ups:

1. Basement/Foundation/Structural
2. HVAC
3. Fireplace/Chimney
4. Environmental remediation (mold, vermiculite, asbestos, radon, etc.)
5. Roof
6. Infestation

Traditionally, sellers are not been present during inspections, offering the opportunity for the buyer to learn about their new home with privacy. If you choose to be present, give the buyer and inspector some space, respecting private conversations.

An electronic inspection report is usually made available within 24 hours upon completion, although the buyer will have immediate feedback as well.

Resolving Inspection Issues

No seller wants to see a laundry list of inspection items. If you receive such a response, remain calm. Focus on: 1) legitimate safety and mechanical items you too would want in acceptable working order, 2) the easiest things to fix, 3) repairs you were going to make anyway, and 4) inexpensive items (petty or not). Your goal is to keep the deal together with the buyer you know, without ending up in a precarious situation. Don't lose a deal over principle. If all a buyer asked for is every light bulb in the home to be replaced, I'd do it. In a heartbeat.

My best advice is that unless this buyer is a complete nightmare, work with the deal you have in hand.

Think as a buyer and what you'd perceive as a fair resolution to uncovered issues. For everything they are asking for, know there are probably dozens of small items that require fixing they are absorbing.

You can, and should, also do your own follow-up inspections to more effectively negotiate the issues that have been raised.

If defects are uncovered that affect the buyer's interest in the home, and/or affects the value for them, the following options are possible resolutions:

1. Repair request
2. Closing cost credit
3. Renegotiate the price
4. Any combination of the above

In most cases, a credit at closing is safer than agreeing to repairs as it reduces confusion and liability about what constitutes a satisfactory repair. There is no subjectivity in a dollar amount. Some environmental items (e.g., mold, radon, asbestos), however, may require being addressed on your side of the closing line.

Keep in mind:

- It is unlikely Lenders will underwrite a home where defects of any kind are specified in writing, no matter how minor. Same if there are projects or renovations in progress when the appraiser comes out. Be cautious with what you agree to fix, and make sure the project has not started, or is complete, before the appraiser appears.
- A credit at closing can only be described as a closing cost credit, and cannot exceed total closing costs.
- For inspection-related requests, you can ask to see only those relevant pages from the report. If you have the entire report, there could be findings that require you to update your disclosures.

From now until Closing

1. Get final utility readings if required and cancel service effective **the day after closing**. Let your buyer know when completed so they can schedule service start.
 - Electrical Service
 - Gas
 - Water Meter
2. Check with your local municipality, attorney or title company, regarding any transfer taxes you are required to pay.
3. Cancel services:
 - Telephone (if you have a home phone)
 - Cable TV
 - Internet
 - Home security monitoring
 - Landscaping services
3. Notify your insurance company of the sale.
4. Complete a change of address with post office, which can be done online, and contact the following to change address directly with them.
 - Magazines/Newspaper subscriptions
 - Bank Accounts
 - Credit cards, car loans
 - Insurance Companies
 - Health care providers
 - School Records
 - Place of Employment
 - Family and friends
5. Send the attorney or title company scanned receipts for any completed agreed upon repairs
6. Damages to the home and property occurring after the inspection which can't be fully corrected with a repair need to be disclosed to the buyer. Anything not operational or in existence must be replaced with an item of similar value or otherwise agreed. A new stove may be good news, but if a tree falls on the shed, you need to discuss a solution.
7. If the sign hasn't come down, notify the sign company to come have it removed.
8. Set up services and utilities at your **new** home.

Final Walk Through

The buyer typically conducts a final walk through just prior to closing (usually the morning of) to make sure the home is in the same condition as last seen.

Leave the home as you would want to be receiving if you were the buyer.

- Property should be completely empty including closets, refrigerator, cabinets, garage, attic, storage locker, etc.
- Make sure everything agreed to as transacting with the home remains on the property (window treatments, mirrors, etc.)
- Property should be cleaned including floors, counters, inside cabinets and drawers, all appliances (especially oven and fridge) and all bathrooms, showers, etc. Although not a legal requirement, it is strongly recommended you have your home professionally cleaned after moving out – an appreciative and happy buyer will likely lead to a smoother final walk through. As a result, the buyer is less likely to nitpick and look for new issues.
- Have the lawn mowed and the yard picked up.
- Arrange for pick up or disposal of trash left from cleaning out the house.
- Leave out all appliance and HVAC warranties and manuals in your possession.
- Leave paid receipts on the kitchen counter for agreed upon repairs.
- Leave keys (including mailbox keys) and garage door openers (take out of the car) on the kitchen counter.
- Electric and gas service MUST BE ON for the day of closing. Please have your accounts transferred as of the day after closing.
- Dispose of paint and cleaning supplies unless the buyer has asked for them.
- Take the lock box off the front door
- Consider leaving a small gift, a bottle of wine, fresh flowers, something they admired that you were going to get rid of anyway, whatever is appropriate for your buyer you have probably gotten to know a bit. That gesture can go a long way in ensuring a smooth transition at the closing and beyond.

Closing

Once all contingencies have been satisfied the closing is scheduled. If the buyer is obtaining financing, the lender will signal when the mortgage commitment has been met, and issues what is called a "clear to close."

The attorney or title company will work with the parties to arrange a time and location that is as convenient as possible. This might take place at a title company office, an attorney's office, a residence, or even possibly online.

The closing could take less than an hour for a cash transaction, or several hours if the buyer is obtaining financing.

In many cases the seller doesn't attend the closing, signing their minimal paperwork in advance.

However, you can attend the closing at the same time as your buyer, in person or virtually, however the closing is happening. Sometimes seller want to attend with the buyers for all different reasons, which is great too!

If you sign in advance make sure to leave keys and a garage door opener with the attorney, the title company, or any other place the buyer can access.

Bring to Closing

- Identification for anyone signing paperwork
- Keys to property (can leave extras at the house)
- Garage door openers (take them out of the car, can leave extras at the house)
- Security alarm code
- Receipts for agreed upon repairs

Once the closing is final, be sure to close out your Cribbed listing

Safety

At Cribbed we want you and your home to be as safe and protected as possible. We implement the following measures to help provide legitimate buyers:

- Buyer registration is required on Cribbed to have the ability to make appointment requests
- 2-Factor verification on emails and cell phones
- Photo upload required for buyer to have the ability to request appointments (note: you will not be able to see the photo of the buyer until an appointment is confirmed.
- ID upload to match information on the platform

While home showing accidents are rare, you can mitigate with some diligence. Consider the following safety tips while presenting your home.

- Don't show your home to anyone not registered at Cribbed.
- Request open house visitors sign in and provide identification. I wouldn't allow individuals into your home who won't tell you who they are.
- If you expect a big open house turnout it may be a good idea to have someone on each floor to answer questions and to keep an eye on things.
- Don't box yourself into a corner in your home. Let buyer's go down into the basement first.
- Don't show your home late at night, especially by yourself.