HOME SELLER GUIDE

Prepared for you by:

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EXPERIENCE THE DIFFERENCE

When you list your home with me, not only do you get detailed attention to the selling process, I also offer marketing solutions and features to help your home stand out from the local competition. In order for your home to get top dollar, it's imperative to work with an agent that does more than stick a sign in your yard.

This is about more than real estate- it is about your life and your dreams.

I love helping sellers through the entire process of selling their home. That's why I work with each client individually, taking the time to understand their unique lifestyles, needs, and wishes. It is more than just a business transaction. This is about your life. And it's important to me. I will be there to walk you through every step of the process.

It is incredibly fulfilling to know I am helping my clients open a new chapter of their lives. That's why I work so hard to not only sell your home, but also handle every last detail of the purchase process, from negotiating the terms of sale to recommending any contractors or professionals along the way. I do not just help people sell houses for a living; I change lives for a living and I do that by helping my clients sell their homes and start a new chapter.

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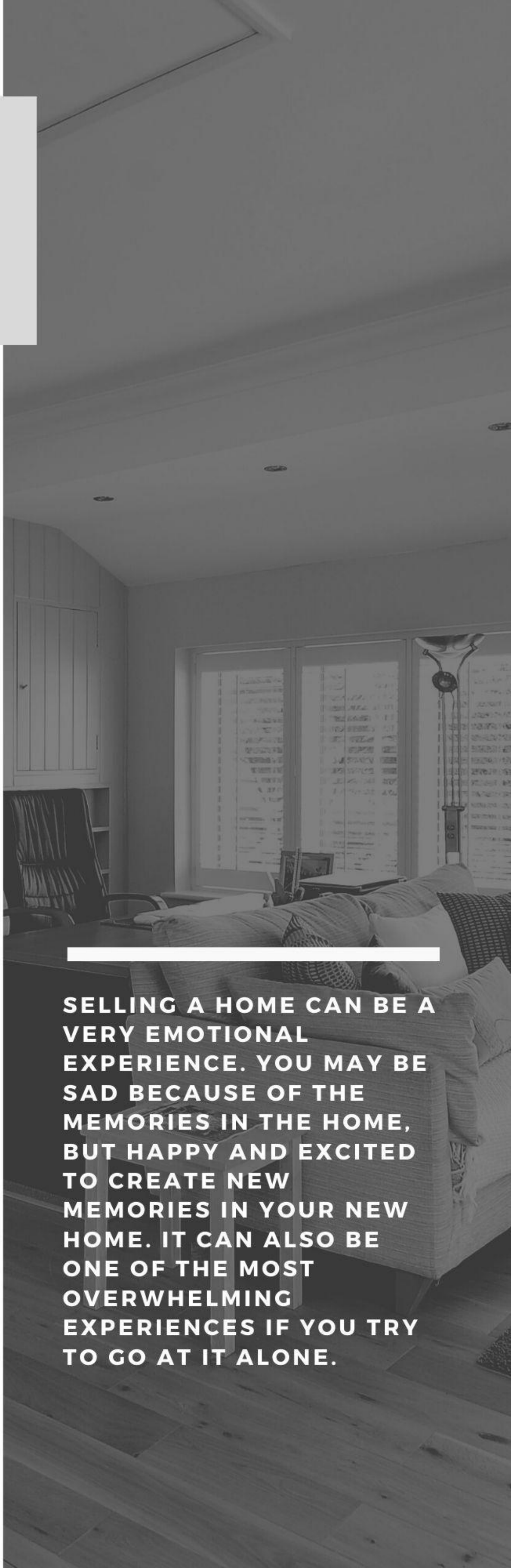

SELLING A HOME CAN BE A VERY EMOTIONAL EXPERIENCE. YOU MAY BE SAD BECAUSE OF THE MEMORIES IN THE HOME, BUT HAPPY AND EXCITED TO CREATE NEW MEMORIES IN YOUR NEW HOME. IT CAN ALSO BE ONE OF THE MOST OVERWHELMING EXPERIENCES IF YOU TRY TO GO AT IT ALONE.

DISCUSSING YOUR NEEDS

The key to having a lower stress transaction is building good communication methods between you (the seller) and the agent.

Let's discuss:

- Where do you want to move to?
- Why are you moving?
- How long do you have to sell your home?
- What is your budget?

It is important to first understand your needs so we know what you are looking for at the time. As a REALTOR®, I will help you achieve your goals in selling your home.

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DISCUSSING YOUR HOME

When presenting your home to prospective buyers, first impressions are crucial. It is important to put your home in its best light and to create a buzz regarding your home. This can be achieved by improving your home to impress buyers.

Exteriors:

- Fix or replace anything damaged or worn
- New paint or pressure wash
- Fix doorbells
- Clean or paint front door
- Create curb appeal: freshly cut green grass, fresh flowers or plants
- Clean gutters

Interior:

- Fresh new paint
- Clean carpet or refinish floors
- Kitchen appliances
- Fix light switches
- Upgrade lighting
- Fix or replace any floor tiles
- Eliminate any odor
- Fix drippy sinks and toilets
- Declutter

There are three types of improvements that will impress buyers and help sell your home:
1- Cost effective improvements
2- Upgrades and repairs
3- Reorganization and maintenance

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MARKET CONDITIONS

GET THE COMPARATIVE MARKET ANALYSIS (CMA)

A comparative market analysis (CMA) is a document drawn from a local multiple listing service (MLS) database. To create a CMA, a REALTOR® considers the average price of recently sold, active, and expired listings that are comparable to the house currently being sold by the agent. This is known in the industry as "comps". While most often used by seller agents to determine a listing price for a home, CMAs can also be used by buyer agents when presenting an offer.

Comparative properties you should include in your CMA include:

- Evaluate homes that have sold, expired, sales pending or are active in the last 6 months.
- Evaluate homes with the same number of bedrooms and bathrooms
- Evaluate homes within roughly 500 square feet of yours
- Evaluate homes that are in the same neighborhood
- Evaluate homes that are in the same or comparable school zones
- Evaluate homes with a similar lot size to yours
- Evaluate homes with similar amenities to yours
- Evaluate homes built roughly within 5 years of yours
- Evaluate homes that are of similar style and built to yours

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ORGANIZATION & MAINTENANCE

It is important to keep your home as clean and organized as possible. You never know when someone will want to come see the property, and as mentioned before, first impressions are everything!

Exterior:

- Mow and rake the lawn. Trim the bushes, pick the weeds, and edge the gardens
- Clean sidewalks and driveways. Remove any litter
- Power wash the porch, deck and patio

Interior:

- Clean and tidy your "money rooms". These rooms include the kitchen, master bedroom, and family room. These are the rooms buyers mainly look at and can help your room sell.
- Create space by storing all excess furniture
- Remove all odors and add air freshers, potpourri, etc. for scent.
- Keep the house as decluttered as possible!

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LOCK BOX AND SIGN

We make sure to keep your home safe with a professional grade lock box. Only licensed REALTORS® of our association have access to these lock boxes. When a REALTOR® enters the property, we will be notified. In addition, you will be able to approve and deny showings once the REALTOR® has requested the showing online. Please try to limit the amount of showings you deny so your home will sell quickly! Keep in mind to make arrangements for any pets on the property.

IT IS RECOMMENDED THAT YOU KEEP ANY VALUABLES OUT OF SIGHT.

SIGN ON YOUR PROPERTY

A large, full sized For Sale sign will be placed strategically on your property so that it is clearly noticeable from the road. My contact information will be displayed on the sign so any interested buyers who are just driving through the neighborhood, will easily see my contact information to reach out with further questions regarding your house.

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PHOTOS AND VIDEO

The sooner we can get your home ready for pictures, the sooner we will be able to get it on the market and get it sold. I work with some of the best real estate photographers who will make your house look gorgeous. If you have done some of the previous things mentioned in the guide so far, there is no doubt the pictures will turn out perfect. After all, the internet is what ultimately is going to attract the people to your house, so the pictures have to stand out from the rest. I will attend the picture appointment to make sure we are highlighting the home's best features and they are standing out from the rest.

The photographer will also add on a video tour of the property as well. This will help give prospective buyers a better idea of the layout of the home prior to scheduling an appointment.

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OPEN HOUSE

Open Houses are a phenomenal way to generate foot traffic into your home to give potential buyers an overview of all its unique features, and give them the opportunity to fall in love with it in person.

Once the property is active, we will prepare for an open house for potential buyers. I have feedback forms that allow me to capture the information of each potential buyer and gain insight into what they think of your home. I will then follow up with each visitor and see if they are ready to make an offer and we can get your home sold.

Ideally, you will not be present for the open house. It will make the buyers more comfortable making comments regarding the property. I will be there to accompany any prospective buyers. Also, pets should not be in the home either.

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BENEFITS OF PROPER PRICING

- **Faster Sale.** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurances, and other carrying costs.
- **Less Inconvenience.** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.
- **Increased Salesperson Response.** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **Exposure to More Prospects.** Pricing at market value will open your home to more people who can afford it.
- **Better Response from Advertising.** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- **Higher Offers.** When a property is priced right, buyers are much less likely to make a low offer for fear of losing out on a great value.
- **More Money to Sellers.** When a property is priced right, the excitement of the market produces a higher sales price in less time. You net more due to the higher sales price and lower carrying costs.

DRAWBACKS OF OVER PRICING

- **Reduces Activity.** Agents won't show the property if they feel it's priced too high.
- **Lower Advertising Response.** Buyer excitement will be with other properties that offer better value.
- **Loss of Interested Buyers.** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **Attract the Wrong Prospects.** Serious buyers will feel that they should be getting more for the price.
- **Less Competition.** The high price makes the others look like a good deal.
- **Causes Appraisal Problems.** Appraisers must base their value on what comparable properties have sold for.
- **Lower Net Proceeds**. Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

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HOME INSPECTION AND APPRAISAL

Once an offer has been accepted, the contract is contingent on a home inspection. Depending on the size of your home, this will typically take about 2-3 hours that you will be asked not to be home for. In order to have the house ready for the inspection, please make sure you have the water and electric turned on, and clear all access paths to the attic, basement, HVAC system, Water Heater, etc. The inspector will need to inspect everything. It is easier to be prepared now so they will not have to come back. Within the next few days, we will receive the report from the buyers with a list of repairs they would like fixed, an amount they would like in lieu of fixing repairs, or no repair request. This is where we will negotiate what you are willing to fix or what you are willing to pay for the buyer to get repairs on their own. Please note that if you cannot come to an agreement, the buyer may have the option to terminate the contract so be prepared to be flexible with repairs. If the contract does terminate, please note that moving forward we must legally present the known issues to the next potential buyers.

Shortly after a ratified contract, the buyer's lender will order an appraisal of the property. This will ensure that the property is worth at least the purchase price you have agreed on with the buyer. This is why it's important to price the property right ahead of time! The appraisal will be paid for by the buyer. I will meet the appraiser at the property on the day of the appraisal. I will make sure to have the comps that supported the price we picked, as well as a detailed list of all the upgrades, updates, and features of your specific property. Any information on dates or receipts you can gather for things such as new appliances, new roof, new HVAC, etc. is very beneficial. If the property appraises at or above the purchase price, then everything is good and the contract can continue. If the appraisal comes in low, we can always ask to have it re-appraised, or we may have to adjust the purchase price to meet this number in order for the buyer to obtain the financing. This is a bridge we will cross if it happens!

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ABOUT

Mickey Gutleizer is a licensed REALTOR® serving Miami-Dade and Broward County, helping buyers and sellers make smart, well-informed real estate decisions. Known for strong negotiation and clear communication, Mickey focuses on protecting his clients' money and minimizing surprises throughout the process. With advanced training in negotiation, listing strategy, and real estate marketing, he helps sellers price and position their homes correctly and helps buyers secure favorable terms. His approach is straightforward: educate first, negotiate hard, and guide clients every step of the way.

CONTACT INFORMATION

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