



Margaret Vestal

RE/MAX EXECUTIVE



Seller's Guide

FROM LISTED TO SOLD



RE/MAX
EXECUTIVE

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RE/MAX

The worldwide RE/MAX brand and network is hard at work to benefit you.

About Margaret



Thank you for giving me the opportunity to win your business!

Having been a full-time solo agent since 2001, I have the experience and expertise to maximize your sales price and lessen your time on the market. I am a straightforward girl, so I will give you my best advice in no uncertain terms.

I am going to invest in the sale of your home. Every listing I take is its own business, and I am going to work hard to get my investment back and have a successful sale for you!

What makes Margaret different?

Are you going to be frank and give me good advice rather than telling me what I want to hear to “buy” my listing?

Yes, I may be more straightforward than you are ready for, but I will give you my best advice and expertise to maximize your sales price and lessen your time on the market.

Is your company going to sell my home?

No. All agents are independent contractors, most of whom choose to affiliate with a firm. The company (firm) won't sell your home - your agent will sell it using their expertise while leveraging the advantages their firm offers. I will tell you why I choose to align with RE/MAX, the best-known real estate company in the world with the most experienced and productive agents.

So what makes you different?

- Communication, both with you and with other agents and contractors
- Experience and Success since 2001
- Quality media marketing know-how in this modern digital age
- Strategic promotion specific to your property
- Backed by the best-known real estate company in the world, RE/MAX

I AM GOING TO INVEST IN THE SALE OF YOUR HOME.

Certifications

- CRS: Certified Residential Specialist
- ABR: Accredited Buyer Representative
- CLHMS: Guild Certified Luxury Home Marketing Specialist
- ECO: Certified Eco Consultant
- e-Pro: Internet Specialist
- CDPE: Certified Distressed Property Expert
- CNHS: Certified New Housing Specialist

Experience

- 2001 – Present: NC Real Estate Broker serving Asheville and surrounding counties
- 2006 – Present: RE/MAX Affiliated

Awards

- RE/MAX Hall of Fame (22% of RE/MAX agents)
- RE/MAX Platinum
- Asheville Board of REALTORS® Top 100 Agent
- Angi Super Service Award



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The Selling Process



Depending on your situation and the real estate market, selling your home can be exciting or stressful. The right agent partner advocates for you and advises you through the process.

My goal is to make the selling process a positive one for you. My years of experience enable me to help you prepare your home for a strong selling position. Following my proven strategy will lessen your stress, shorten your time on the market, and net you the best sales price.



Meet with Agent

- Make it Official
- Discuss the Details
- Confirm Dates & Deadlines
- Get Started



Determine Price

- Fair market value
- Pricing your home to sell



Prepare the Home

- Best Prepping Techniques
- Tips to Optimize Curb Appeal
- Your Comprehensive Home Preparation Checklist



Marketing

- Strategize
- List Your home
- Network Marketing
- Digital Marketing



On the Market

- Showings
- Offer(s) & Negotiations
- Factors to Consider



Under Contract

- Inspection
- Possible Repair Requests
- Appraisal
- Final Walk Through
- Cleared to Close
- Closing Day



Once we decide to work together,

we will hit the ground running with the following action steps:



MAKE IT OFFICIAL

We will complete the necessary forms to make our partnership official.

DISCUSS THE DETAILS

So that I fully understand the property and your motivations, we will identify the top selling points of your home. We will discuss any reasons why a buyer might not be interested in your property as well as any pricing expectations you might have in mind. I need to know about recent improvements as well as any problems with the house.

CONFIRM DATES AND DEADLINES

A lot will need to happen before your home hits the market. We will confirm dates on the calendar to make sure we are all on the same page with timing expectations and deadlines.

GET STARTED

We'll soon be all set to get started moving through the **SELLING PROCESS.**



Pricing Your Home to Sell

PRICING STRATEGY

Pricing Strategy plays a key role in the home selling process and can mean the difference between selling right away or sitting on the market for months.

It is important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE

A home that is priced at a fair market value will attract more buyers and is more likely to get offers and sell faster.

The market value of your home is based on a combination of factors including:

- 💰 The Current Market
- 💰 Comparable Listings
- 💰 Location
- 💰 Neighborhood
- 💰 Age of Home
- 💰 Condition of the Home
- 💰 Improvements



Prepare the Home



YOUR COMPREHENSIVE Home Preparation Checklist

THINGS YOU CAN DO AHEAD OF TIME

Preparing the home is one of the most important aspects of a fast and efficient home sale. We will focus on these top five proven ways to get your home in order and sell quickly.

1. START WITH THE RIGHT PRICE

The final listing price of your home will be determined by how you prepare it for sale based on the actions below.

2. DEPERSONALIZE & MINIMIZE

Removing clutter will make your home feel more spacious and removing personal items allows buyers to picture the home as theirs.

3. CLEAN, CLEAN & CLEAN SOME MORE

Clean like you've never cleaned before. A clean home makes all the difference to potential buyers!

4. MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money toward necessary home maintenance. We will discuss the specific needs for your property and how we can be proactive to keep your time on the market low and your asking price high.

5. BE READY AND WILLING TO SHOW

It's simple really - the more people who see the property, the quicker it will sell. So being accommodating to showing requests is a key part of the process.

INSIDE

- Clear off all flat surfaces:** less is more. Put away papers and misc. items.
- Depersonalize:** take down family photos and put away personal items
- Clear off the refrigerator:** remove all magnets, photos and papers.
- Lighting:** replace burned-out light bulbs and dust all light fixtures.
- Deep Clean** the entire house.
- Touch up Paint** on walls, trim and doors

OUTSIDE

- Increase Curb Appeal:** remove all yard clutter and plant colorful flowers.
- Tidy up:** trim bushes and clean up flower beds.
- Pressure Wash** walkways and driveway
- Hospitality:** add a welcome mat to the front door.

PRO TIP!

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY & SHOWINGS

KITCHEN

- Clear off countertops:** remove as many items as possible.
- Put it away:** put away dishes, place sponges and cleaning items underneath the sink.
- Tidy the textiles:** hang dish towels neatly and remove rugs, potholders, trivets, etc.

IN GENERAL

- Home** should be very clean and looking its best.
- Lawn** should be freshly mowed and edged.
- Move pet dishes,** toys and kennels out of sight
- Make beds,** put away clothing, toys & valuables
- Turn on** all lights and **turn off** all ceiling fans

BATHROOMS

- Remove personal items** from counters, showers and tub areas.
- Move cleaning items,** plungers and trash cans out of sight.
- Close toilet lids,** remove rugs and hang towels neatly.

PRO TIP!

Before a showing, make sure there are not any lingering cooking aromas, pet odors or other strong smells. This can be a deal breaker to many buyers.

7 Easy Curb Appeal Tips

- 1 FRESH COAT OF PAINT ON THE FRONT DOOR
- 2 ADD FLOWERS TO THE FRONT PORCH
- 3 PRESSURE WASH THE DRIVEWAY

- 4 UPDATE EXTERIOR LIGHT FIXTURES
- 5 KEEP LAWN & GARDEN TIDY
- 6 ADD OR REPLACE HOUSE NUMBERS
- 7 ADD A WELCOME MAT

Marketing



When I list your home, your listing will receive maximum exposure using my extensive and innovative marketing techniques.

Every home is different and should be marketed appropriately. Below is the general strategy I follow with each property I represent:

1. STRATEGIZE

Develop a customized marketing plan and establish a marketing timetable.

2. MARKET YOUR HOME

When we officially list your home, you can expect all of these things to happen.

MLS LISTING

Your home will be put in the MLS where it can be seen by other real estate agents who are searching for homes for their buyers.

SIGNAGE

A For Sale sign will be placed in front of your home.

LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.

VIRTUAL TOUR

I will create a virtual walkthrough to give your listing an advantage over the other listings by allowing buyers to see your home in more detail online.

3. NETWORK MARKETING

Your listing will be shared with my exclusive list of top local agents to create "buzz" and visibility

4. DIGITAL MARKETING

Advertise your home digitally to ensure the greatest exposure to potential buyers including but not limited to these strategies:

REAL ESTATE WEBSITES

such as Zillow, REALTOR®.com, Homes.com, etc.

EMAIL MARKETING

A flyer featuring your listing will be emailed to all 2000+ mls agents.

SOCIAL MEDIA

I will activate targeted social media marketing as appropriate on Facebook, Instagram, and LinkedIn.



On the Market



Once your home is on the market, we will focus on having smooth showings, managing offer(s) and negotiations and the factors to consider throughout this process.

Showing the Property

When an agent requests a showing, you will get a call, text or email (whichever you prefer) notifying you. Depending on how we set-up the system, you may need to confirm appointments with the showing service. After each showing, I will send you the feedback from the showing agent. Periodically, I will update you with market information as well as how your home compares in number of showings with other competing homes. We will evaluate how your house compares with others in the market. If offers are not forthcoming, we will discuss new pricing strategies.

SHOWINGS: BEST PRACTICES

- o Leave lights on if possible
- o Open all window blinds or coverings
- o Clear the kitchen and bathroom counters
- o Turn-off alarm systems
- o Do not record showings – it is illegal to record people speaking without their consent
- o It is a courtesy not to observe showings through security systems
- o Buyer agents will access the house with their own lockbox code and will show the property to their clients privately

Offers and Negotiations

FACTORS TO CONSIDER

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer. Knowing your options lets you formulate a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer as typically fewer problems arise, such as a loan falling through or the property not appraising for the contract price. Consider if it is worth accepting a lower offer for a faster closing and a simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Most closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

The North Carolina contract does not contain any contingency clauses. Instead, it gives the buyer a "Due Diligence Period" to examine the house, get loan approval, and any other typical "contingencies." During the DD period, the buyer can terminate the contract for any or no reason and be refunded their earnest money.

REMEMBER

Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home.

Under Contract



As soon as you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

So how do we go from being under contract to closed?

Under Contract

INSPECTION

Property inspections are done to examine the condition of the property. Inspections include but are not limited to a general home inspection and other system inspections. If the inspectors find any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not or if there will be a price deduction in order to compensate for the repairs.

APPRAISAL INSPECTION

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the offer was made, that any agreed upon repairs have been completed, and that nothing that should remain has been removed from the home.

Cleared to Close

Closing is the final step in the selling process. On the day of closing, both parties sign documents and after the new deed is recorded, funds are dispersed. Then, the property ownership is formally transferred to the buyer.

Closing Day

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- North Carolina Excise Tax
- Home warranty
- Real estate agent commissions
- Loan payoff and payoff fees
- Property taxes (prorated)
- Attorney fee
- Any unpaid assessments, penalties or claims against your property

ITEMS TO BRING TO CLOSING:

- Government Issued Photo ID
- House Keys
- Garage Openers
- Mailbox Keys

What Others are Saying

Next Steps

“ This was my second time working with Margaret and that should tell you something right there. Listening to her advice allowed me to sell my home in one day at \$50k over asking. She is knowledgeable, honest, friendly, responsive and experienced. Furthermore, she puts the client’s needs ahead of her own. If you are looking for an agent you can depend on for results, you found one.

JERRY S. ”

“ Margaret is an awesome real estate professional. She is down-to-earth, listens well, exhibits great patience, and really knows what she is doing. She can figure out how to handle all the bumps in the road, and she makes you feel as if you are her only client.

MARCI S. ”

“ I cannot recommend Margaret strongly enough. Her experience, advice, responsiveness and professionalism are among the best I have dealt with. Do yourself a big favor and go with Margaret.

JODY B. ”

“ My spouse and I have dealt with 8 realtors in our 55 years of marriage. Margaret was our 7th and 8th. She is hands down the best. Margaret treated us with respect throughout. Her positive, easy going personality is what we like about her . . . You’re the best!

ADAIR A. ”

1. Determine Dates

We will determine the date the house will be actively marketed.

2. Documents

I will send listing documents for you to review and sign electronically.

3. Staging

We will review staging strategies – most homes need some prepping for showing.

4. Schedule Photography

I will schedule photos at a time convenient for you so we can begin marketing the property.



I pride myself on satisfied clients. Here’s what a few former clients who have sold homes with me have to say about their experience.

WANT MORE? Visit my website www.AtHomeInAsheville.com to find reviews linked to Zillow, Google, and Angie’s List



I support:
Asheville Humane Society
Manna Food Bank
ABCCM



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