

SELLER'S GUIDE

The complete guide for helping you sell your home.



Thank you for considering Realty Reimagined

Realty Reimagined is an innovative, full-service real estate social enterprise that is changing how real estate services are provided and giving back to the communities where our agents live, work, play, and give.

Our mission is to reimagine real estate today and transform lives tomorrow one person, one home, and one neighborhood at a time.

We are dynamically positioned to change what you know about the real estate industry. As a growing company with bold aspirations, we know there is no greater asset than people. The highest value is placed on our agents, customers, and partners. Our success is a catalyst for giving back. We are working to build a legacy in the real estate space and beyond.

Most businesses use their profits to create wealth, but we believe in a bigger purpose. We have a philanthropic mission to use our gross profits to improve our resident's lives. When you use our services, your fees help us to give back and support our purpose as a social enterprise.







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MEET OUR AGENTS



Sonya Edwards BROKER®



Bridget Holmes
REALTOR®



Gus Frangos REALTOR®



Dennis Roberts **REALTOR®**



Michelle Thomas **REALTOR®**



KC Petraitis **REALTOR®**



Tiffany Sokol
REALTOR®



REALTOR®



Andrea Bruno **REALTOR®**







Home Selling Process



PREPARE TO SELL

- Select a real estate agent
- Schedule a tour
- Determine if you will complete any repairs



ESTABILISH A PRICE

- Review comparable homes
- Discuss difference listing and sold price
- Establish a price for your home



PREPARE YOUR HOME

- clean and declutter
- View your home through eyes of a buyer
- Prepare for pictures



LIST FOR SALE

- Home will go live on the MLS
- Sign in the yard (unless you do not want a sign)
- Be prepared for buyers to view your home



OFFERS & NEGOTIATIONS

- We will review all offers with you
- Understand the terms of the contract
- You can accept, deny or counter any offer



PRE-CLOSING

- Post buyers will have a home inspection
- The buyer will get a clear to close from lender
- Buyer will do a final walk-through



CLOSING

- Review closing statement
- Sign the closing documents
- Give the buyer the keys



PRE-LISTING PREPARATION



PRICING YOUR HOME TO SELL



- **S** Location
- Age of the Home
- Condition of the Home





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 list your home for must be a realistic price for the market, and the amount of money spent on it does not determine the market value.

FAIR MARKET VALUE



COMPARABLE PROPERTIES RECENTLY SOLD IN YOUR NEIGHBORHOOD



- 3 Bedrooms, 2 Baths
- 2,000 Square Feet
- List Price: \$349,000
- Sold For \$342,000 in 18 Days



- 3 Bedrooms, 2 Baths
- 2,100 Square Feet
- List Price: \$359,000
- Sold For \$355,000 in 11 Days



- 3 Bedrooms, 2 Baths
- 2,350 Square Feet
- List Price: \$359,000
- Sold For \$359,000 in 35 Days



- 5 12 2011(55) 1516 D 1
- 3 Bedrooms, 2 Baths
- 2,200 Square Feet
- List Price: \$369,000
- Sold For \$364,000 in 28 Days



- 3 Bedrooms, 2 Baths
- 1,900 Sauare Feet
- List Price: \$329,000
- Sold For \$324,000 in 34 Days



- 3 Bedrooms, 2 Baths
- 2,200 Sauare Feet
- List Price: \$339,000
- Sold For \$335,000 in 19 Days

7 EASY CURB APPEAL TIPS THAT WILL HELP BUYERS LOVE YOUR PROPERTY

- PUT A FRESH COAT OF PAINT ON THE FRONT DOOR Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio, and railings. A fresh coat of paint can make all the difference!
- ADD FLOWERS TO THE FRONT PORCH
 Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.
- PRESSURE WASH THE DRIVEWAY

 While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.
- UPDATE EXTERIOR LIGHT FIXTURES

 Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.
- KEEP THE LAWN & GARDEN TIDY

 An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.
- ADD OR REPLACE HOUSE NUMBERS

 Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.
- ADD A WELCOME MAT

 Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTO & SHOWING PREP



PHOTOS & SHOWINGS CHECKLIST

THINGS YOU CAN DO AHEAD OF TIME	
 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. Replace burnt 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. Trim bushes and clean up flower beds. Pressure wash walkways and driveway. 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 PHOTO	GRAPHY OR SHOWINGS
KITCHEN	BATHROOMS
 Clear off countertops, removing as many items as possible. 	 Remove personal items from counters, showers and tub areas.
 Put away dishes, place sponges and cleaning items underneath the sink. 	Move cleaning items, plungers and trash cans out of sight.
 Hang dish towels neatly and remove rugs, potholders, trivets, etc. 	Close toilet lids, remove rugs and hang towels neatly.
IN GENERAL	PRO TIP
 House should be very clean and looking Lawn should be freshly mowed and edg Move pet dishes, toys and kennels out of Make beds. Put away clothing, toys and 	g its best. Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be

☐ Turn on all lights and turn off ceiling fans.

TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

START WITH THE RIGHT PRICE

Homes that are strategically priced from the beginning are likely to sell much faster than those that are priced too high for the market.

much faster than those that are priced too high for the market.

Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to ask for your home.

DEPERSONALIZE & MINIMALIZE

To make your home feel more specious, try to

To make your home feel more spacious, try to show as little of your belongings as possible. Removing clutter around the house lets buyers focus on your house and not your things. They need to be able to picture your house as their future home, so put away family pictures. Evaluate what you can potentially live without for the next several months and start packing. It will all need to packed anyway, so you might as well get a head start!

- CLEAN, CLEAN & THEN CLEAN SOME MORE

 Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!
- Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.
- Showing your home is an important part of the selling process, and being accommodating to showing requests will increase your likelihood of finding a buyer. Keep you home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

TO STAGE OR NOT TO STAGE



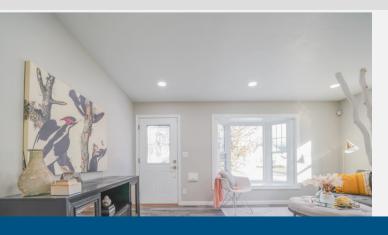
Professional stagers will bring in and arrange furniture and décor to highlight your home's strengths and to help make your home appealing to most buyers.

There's no guarantee staging will bring in more money when you sell your home. However, according to a recent study:

- This results in an extra 8 to 10% return on the sale.



Home staging is not the same as decorating. Decorating is about personal style, while staging makes your home appealing to the largest pool of buyers.



According to Home Advisor, the national average home staging cost is \$1,581. This includes furniture and decoration rental. Many homeowners pay between \$647 and \$2.514.

LISTING & MARKETING



LISTING YOUR HOME



MLS LISTING

Your home will be put on the Multiple Listing Service (MLS) where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



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.



OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



VIRTUAL TOUR

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

OUR MARKETING STRATEGY

EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our list of clients and active buyers who are currently looking for homes.

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter and LinkedIn to get the word out about your listing.





realtor.com®

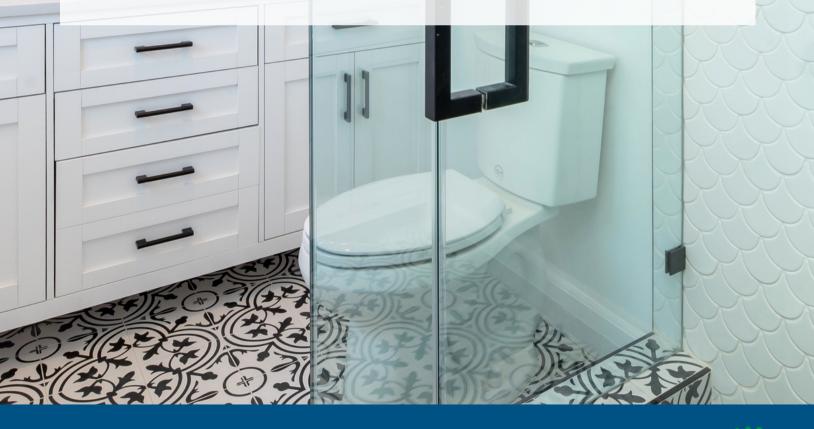
Zillow°

?trulia

Linked in

OFFERS & NEGOTIATIONS

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



FACTORS TO CONSIDER

VARIETY OF OFFERS

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

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, such as a buyer being rejected for a loan. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much 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

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

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.



STEPS BEFORE CLOSING

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds 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, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

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 inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement 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, funds are dispersed, and property ownership is formally transferred to the buyer.





CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- > Title insurance policy
- > Home warranty
- > Real estate agent commissions
- > Property taxes (split with buyer)
- > Recording fees
- > Remaining balance on mortgage
- 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 OUR CLIENTS ARE SAYING





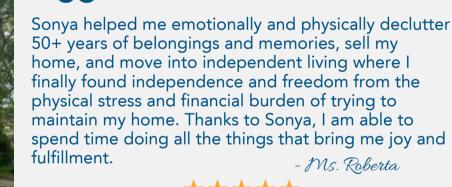
We boxed up years of memories and had to make tough decisions on what to keep, put in storage, sell, or donate. It would have been nearly impossible to juggle the emotional toll, physically moving, and navigating the paperwork and negotiations required to sell without out Sonya's assistance.

-Bill&Dianna















SOLD

Bridget went to work and sold the house guickly and for more money than I expected. She would meet me anywhere for my convenience - she actually came to the hospital for me to sign papers. That's when her professionalism really showed. She crossed every "T" and dotted every "I". She was determined to make sure all things were in order.

- Robert





HOMEOWNERSHIP RESOURCE CENTER

FREE HOMEOWNERSHIP WORKSHSOPS & COUNSELING



HOME BUYER EDUCATION



NEW CONSTRUCTION EDUCATION



POST PURCHASE EDUCATION



HOME SELLER EDUCATION

HUD-CERTIFIED HOUSING COUNSELING SERVICES:

PRE-PURCHASE

Pre-purchase counseling prepares home buyers. Counselor assists clients with setting goals, budgeting, determining affordability, applying for down payment assistance, qualifying for a mortgage, and avoiding home buying pitfalls.

POST-PURCHASE

Post-purchase counseling empowers new and existing homeowners with the tools and knowledge needed to prepare for regular maintenance, financial emergencies, and home repairs.

Counseling can also prepare homeowners to sell their homes.

TRANSITION

Transition or rental helps individuals who need assistance preparing to rent a property or to transition from homeownership to other types of housing. Counselors will work with our real estate agents to find appropriate housing.

Elizabeth Sanchez

Homeownership Manager | HUD Counselor



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Realty Reimagined partners with El Centro, a HUD-approved, non-profit housing counseling agency.



Addendum

A document that is added to a real estate contract or purchase agreement.

Adjustable-Rate Mortgage (ARM)

A mortgage loan with an interest rate that can change throughout the life of the loan.

Agent

A real estate professional that is licensed to represent buyers and sellers in real estate transactions. An agent cannot operate independently, they must work under a licensed broker.

Amortization

The process of gradually reducing mortgage loan debt over time by establishing scheduled monthly payments. The interest payment of an amortized loan will decrease as time goes on, while the principal payment will increase.

Appraisal

An approximation of a home's current value based on a range of factors such as the price of similar properties in the area.

Appreciation

The increase in a property's value over time.

Assessed Value

The value of a property used for tax purposes.



Bridge Loan

A short-term loan used to bridge the gap between buying a home and selling your previous one. Sometimes you want to buy before you sell, meaning you do not have the profit from the sale to apply to your new home's down payment.

Broker

A real estate broker is qualified to represent a seller or buyer. He or she can choose to work independently of a firm, real estate agents must work with licensed brokers.

Buyer's Agent

A real estate agent or broker that operates on behalf of a client buyer to help them find and purchase a property.



Closing

The final step of a real estate transaction when legal documents are signed, and the property is transferred from the seller to the buyer.

Closing Costs

The costs and fees that come along with the purchase of a property.

Clouded Title

An irregularity, claim, or encumbrance which, if valid, would affect or impair the title.

Commission

The fee that a real estate agent makes at closing, usually a percentage of the sale price.



Comparable (Comp)

A term that refers to the prices of recently sold properties that are used to determine market value of other similar properties. An agent will refer to these "comps" when trying to figure out what their property is worth.

Comparative Market Analysis (CMA)

Process used to determine the value of a home based on the sale prices of similar properties in the area.

Contingency

A condition that must be met in order for a real estate contract to be finalized.

Construction Loan

This is a short-term loan that covers the cost of building a property.

Contract

A written and legally binding agreement between a buyer and seller outlining the details of a real estate transaction.

Conventional Mortgage

Ideal for borrowers with strong credit, this type of loan is not backed by a government agency like the Federal Housing Administration (FHA).



Debt-to-Income Ratio (DTI)

It is the total of all monthly debt payments divided by monthly gross income. It is used to determine affordability and for loan approval.

Deed

The deed refers to the legal document that transfers ownership of a property from a seller to a buyer.

Deed-in-Lieu of Foreclosure

A document transferring the title of a property from a homeowner to the bank that holds the mortgage. .

Default

When a homeowner fails to make several mortgage payments on time, according to the terms of the loan contract.

Discount Points

Fees homebuyers pay directly to the lender at the time of closing in to buy down the interest rate which can lower monthly mortgage payments. One point is equal to one percentage of the loan amount.

Down Payment

The down payment is the amount of money a buyer must contribute to the purchase of a property at closing. This can typically range from 5 - 20% of the home's cost.

Dual Agent

A situation when one real estate agent represents the buyer and seller in a transaction.



Earnest Money

Money paid by the buyer to indicate that they are serious about purchasing the property. Sometimes referred to as good faith deposit.

Egress

The right to a path or right-of-way over that a person may leave or go away from his own real estate.

Eminent Domain

The right of eminent domain gives the government the ability to use private property for public purposes. It is only exercisable when and if the government fairly compensates the owner of the property.

Encroachment

The extension of a structure from the real estate to which it belongs across a boundary line and onto adjoining property.

Encumbrance

A claim, right or lien upon the title to real estate, held by someone other than the real estate owner.

Equity

This is calculated by taking the difference between the amount owed to a lender and the market value of a property.

Escrow

During the home buying process, your money will be placed "in escrow" and is protected by a third party until the real estate transaction is closed.



Fair Credit Reporting Act

This federal law determines how a consumer's credit information can be used.

Fair Market Value

The amount a property would sell for in a competitive market, or when a seller and buyer can agree on the price of a property.

FHA Mortgage

A Federal Housing Administration mortgage loan is backed by the government and is typically reserved for buyers with a low credit score or significant amount of debt.

Fixed-Rate Mortgage

This mortgage has the same interest rate for the term of the loan.

For Sale by Owner (FSBO)

This refers to a homeowner putting their property up for sale without assistance from a real estate agent or broker.

Foreclosure

A property goes into foreclosure when the homeowner misses mortgage payments, and the lender tries to recover the balance of a loan.



Good Faith Estimate

A required statement from the lender that shows all the expected closing costs.



Home Equity Line of Credit (HELOC)

A second mortgage that borrows money against their home's equity.

Home Equity Conversion Mortgage (HECM)

An FHA reverse mortgage program enabling homeowners to withdraw equity on their home through either a fixed monthly payment, a line of credit, or a combination of the two.

Home Inspection

A home inspection involves the evaluation of a property's condition, including electrical work, sewage, and plumbing before the closing.

Homeowner's Association

When a group of homeowners in a community, such as a condominium, join in paying fees that cover the maintenance of the entire property.

Homeowner's Insurance

Protection covering property repairs or replacement if necessary.



Ingress

The place of entry such as a right-of-way across adjoining land.

Interest

The amount of money charged on a loan.

Intestate

Dying without a legal will.



Joint Tenancy

Joint ownership by two or more persons with right of survivorship. Upon the death of a joint tenant, his interest does not go to his heirs, but to the remaining joint tenants.



Lender

A lender is a financial institution or person that loans money to another party for the purpose of purchasing real estate.

Lien

A lien is a form of security interest granted over an item of property to secure the payment of a debt or performance of some other obligation.

Listing

A property that is for sale.

Listing Agent

A real estate agent who represents the seller in a transaction.

Listing Agreement

A legally binding agreement between a real estate broker and an owner of real property granting the broker the authority to act as the owner's agent in the sale of the property.



Mortgage

A mortgage is a loan that is used to purchase a home or other form of real estate.

Mortgage Banker

A mortgage banker provides mortgage loans.

Mortgage Broker

A mortgage broker acts as the agent between mortgage borrowers and potential lenders.

Mortgage Insurance

Mortgage insurance is paid by a borrower who pays less than 20% down payment on their loan. It is paid by borrower but is used to protect the lender from losses in the event of a default on the loan.



Negative Amortization

When interest on a mortgage loan has not been paid to the lender, it is added to the loan balance.

Note

A written instrument acknowledging a debt and promising payment.



Original Principal Balance

This is the amount of the mortgage loan before interest is taken into account.



Pre-Approval

The pre-approval process involves a potential lender or bank reviewing an individual's finances, including their income, assets, and credit history, to determine how much money can likely be borrowed.

Prime Interest Rate

Banks offer customers who have proven to be creditworthy their best, or prime, interest rate.

Principal

The principal is the amount of money you borrowed from a lender, excluding the interest.



Right of Refusal

A lease or contract might include "right of first refusal" to note that an individual has the right to put an offer on a property before it is listed on the market by a seller.



Second Mortgage

Also known as a junior lien, a second mortgage is an additional loan taken on the same property.

Servicer

A servicer is a company that manages mortgage loans, they collect payments, monitor accounts, interface with the customers.



Time is of the Essence

Within a real estate contract, a "time is of the essence" clause creates a specified timeframe for the party to meet its obligations.

Title

This legal document states who has owned a property in the past and notes any liens associated with it.

Transfer Tax

A tax that is charged by a state, county, or city when ownership of a property is transferred.



Under Contract

This refers to a prospective buyer and seller reaching an agreement on a property. At this early stage, both parties are in alignment with the terms of the deal, including the property's price and closing date.

Underwriter

The person in the lending institution whose job it is to review loan documentation and evaluate the borrower's ability and willingness to repay the loan.

Undisclosed Dual Agency

An illegal situation that arises when a real estate broker represents both parties but does not inform one or more of the parties.



Variable Interest Rate

A fluctuating interest rate that can go up or down depending on the going market rate.

Voluntary Lien

A consensual lien by the owner such as a mortgage, as opposed to involuntary liens (taxes).



Waive

To relinquish, or abandon. To forego a right to enforce or require anything.

Walk-Through

A final inspection of the property before closing to see that all agreed to repairs have been completed and that the property is in the condition the buyer expects.

Wrap-Around Mortgage

A second mortgage, which is subordinate to but includes the face value of the first mortgage.



Zoning Ordinances

The acts of an authorized local government establishing building codes and setting forth regulations for property land usage.

Thank you

for trusting us with your real estate needs.

REALTY: REIMAGINED

Real Estate for Social Good









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