

# Welcome Home ATL



*A guide to selling your home*  
MINCEYHOMES.COM

# THANK YOU!

## MEET YOUR AGENTS

Here at Mincey Homes, we are known for our dynamic marketing! However our goal is to best serve you by providing the resources to help you make great decisions. The real estate market is filled with tons of resources; however, most of those resources are not specific to you, your needs, or the city of Atlanta, or the state of Georgia. Navigating the buying process can be overwhelming, stressful, and emotional. We are here as your trusted advisors to ensure your buying process is a success! We don't have success until you have success!

Thank you so much for the opportunity to work with you on this exciting journey of homeownership! If you have any questions, please do not hesitate to call, email, or text me.



*Adam Mincey*  
*Lacey Moldow*

# PRICING YOUR HOME

Properties are priced based on comparable properties that have sold:

- Typically within 1 mile of the subject property
- Sold within the last year (ideally 90 days)
- Are similar in both age and architectural style



Adjustments are made to these comparable homes depending on features that are either inferior or superior to the subject property.



If comparable property #1 lacks a bedroom we would give a credit to our subject property, increasing its price. Adversely, if comparable #2 has a new kitchen remodel and the subject property does not, we would subtract from the value of the subject property #3.

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**Pricing your home accurately is the most effective way to ensure a successful sale.**

No amount of marketing can sell an overpriced home. Many sellers are tempted to list their home with the agent who quotes the highest price. Keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will set the price (or value) of your home. Don't let your home sit on the market until the listing expires!

# MARKET PREP

*Here are a few ideas of housekeeping items to get your home photo ready!*

## **Exterior Front**

- Blow off the roof, all porches and driveways the day of or day before photos
- Cut the grass within a few days of photos
- Trim or edge around walkways
- Make sure the front door looks inviting by adding a doormat or moving a plant next to the entry way
- Clean out the gutters

## **Backyard**

- Remove any old / unused exterior furniture
- Set up any outdoor furniture as if you are having people over for a party or BBQ

## **Living Room**

- Clean all rugs
- Touch up any high traffic areas that have been scratched in the hardwoods
- De-clutter coffee tables and accessory tables
- Dust all corners
- Hide all cords if possible

## **Additional Bedrooms**

- Make the bed like you are hosting guests
- Clean and vacuum all carpets

## **Shared Bathrooms**

- Deep clean
- Tighten faucets and toilets (not too tight!)
- Put out decorative hand towels
- Remove all toiletries and personal items from view
- Wash / replace shower liner

## **Owner's Suite Bedroom**

- Open curtains and blinds
- Make the bed with decorative throw pillows and blanket
- Organize closets

Mincey Homes has partnered with KLM Home Staging to give you the option to get your home in show ready condition via a Home Edit or Full Staging with high end furniture from West Elm, Article, & CB2.

[www.klmstaging.com](http://www.klmstaging.com)

The logo for KLM Home Staging + Design is located in the bottom right corner. It features the letters 'KLM' in a large, thin, sans-serif font. Below 'KLM' is a thin horizontal line, and underneath that line, the words 'HOME STAGING + DESIGN' are written in a smaller, all-caps, sans-serif font. The entire logo is contained within a white circular area that is partially overlaid by a dark grey arc at the top.

# MARKET PREP

*Here are a few ideas of housekeeping items to get your home photo ready!*

## **Kitchen**

- Clean all appliances and make sure they are working as intended
- Clean any backsplash or walls that have cooking or food debris
- Clean kitchen surfaces
- Remove all items that are not decorative from countertops including dish soaps and sponges

## **Dining Room**

- Set the dining room table in a simple way that looks like you are hosting guests

## **Owner's Ensuite**

- Deep clean
- Tighten faucets and toilets (not too tight!)
- Put out decorative hand towels
- Remove all toiletries and personal items from view
- Clean shower glass
- Limit the amount of items in the shower and remove the shower caddy if applicable

## **OTHER**

- Use caulk / foam sealant to seal cracks and other gaps found around the home's interior
- Ensure all light bulbs and fixtures are working properly
- Let the light shine in by opening drapes and blinds prior to photographs and showings



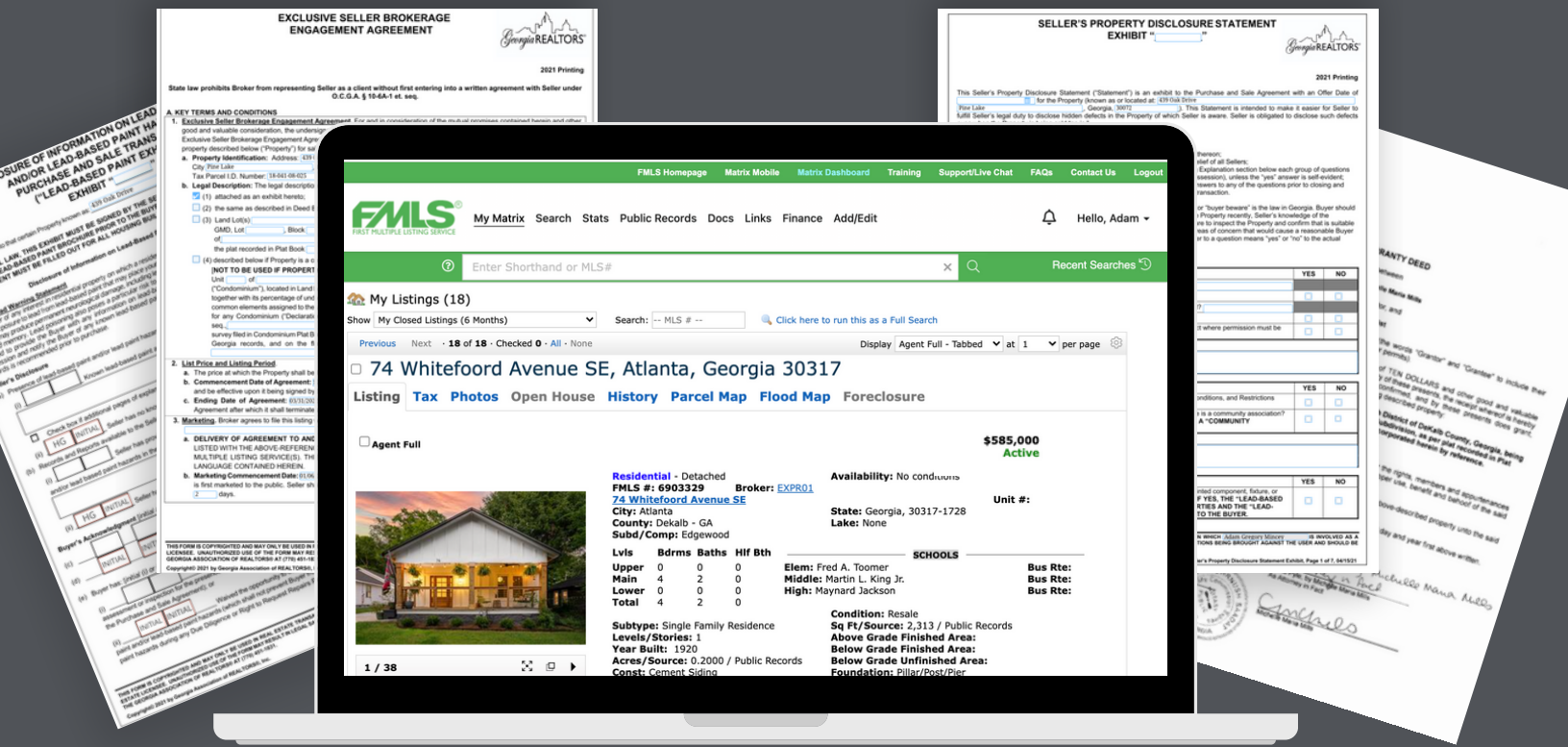


# PHOTOGRAPHY & VIDEOGRAPHY

Now that your home is show ready, we will hire the best photographers in the Atlanta real estate industry! They are going to make your home photos magazine worthy to increase exposure to potential buyers and to enhance the perceived value of the property.

The photoshoot will typically take 2-3 hours and it is best if you leave for the shoot. Below are some tips to guarantee that your home is captured perfectly!

1. Confirm that all lightbulbs are working and are the same hue
2. Open all blinds and curtains to allow as much natural light in as possible
3. Clear all countertops - if the home was staged, leave it just like the stagers did
4. Stow away any pet products and toys
5. Remove all vehicles from the driveway and in front of the home
6. Put the toilet seats down
7. Cut the lawn
8. Hide exterior clutter
9. Clean off the roof and empty the gutters. We use drones!



# HITTING THE MARKET

HERE IS WHAT TO EXPECT BEFORE WE GO LIVE!

## Listing Agreement

The document that outlines the agreement between you and my brokerage is called the Exclusive Seller Brokerage Agreement. This agreement and all other listing documents will need to be completed prior to photos, staging, etc.

## Property Disclosures

Depending on the age and details of your property, you may be required to fill out a few disclosures prior to hitting the market - including the Seller's Property Disclosure Statement, Lead-Based Paint Disclosure, or Community Association Disclosure.

## Download the Home by ShowingTime App

Stay in the know about when agents are showing your property. This app will allow you to confirm, deny, or reschedule showings. It will also provide feedback provided by buyer's agents.

## Signage

We use professional signage and directionals to help drive traffic to your listing prior to hitting the market and during open houses. We also use a "Text-2-Sell" sign to increase engagement from buyers who are less likely to call. Expect these signs to be placed in your front yard unless you advise otherwise.

# SHOWINGS

## HOW TO PREPARE FOR SHOWINGS

### - CHECKLIST -

- CLEAN :** Does the property look the same as the day the listing photos were taken?
- SMELLS :** Set interior fans on low, add essential oil diffusers, and take out the trash
- DISHES :** Wash dirty dishes and make sure the countertops are clear and clean
- PET(S) :** Stow away pet supplies, crates, food bowls, leads, toys, etc.
- DECLUTTER :** Hide everyday clutter and stash away toiletries
- BRIGHT! :** Open the curtains and blinds. If your home is slightly dark, make sure to turn the lights on!
- FLOORS :** Sweep floors and vacuum rugs and carpets
- CARS :** Remove cars from the driveway and from the front of the home. Put the garage door down if applicable
- PLAN:** Depending on the amount of showings expected, possibly plan to get out of town for the first weekend active on market

### - TIPS -

SOME OF MY FAVORITE PLACES TO HIDE THINGS ARE IN CARS, HAMPERS, INSIDE THE WASHER/DRYER, ATTIC, OR A REMOTE CORNER OF THE BASEMENT.

MAKE A CHECKLIST SPECIFIC TO YOUR HOME OR SIMPLY USE THIS ONE!



# EVALUATING OFFERS



## PURCHASE PRICE

The first thing we will look at when evaluating offers is the purchase price. This is how much the buyer is offering to purchase your house for. Tip - there could be other stipulations to increase the offer price in the form of escalation clauses etc.



## CLOSING COSTS

"Closing Costs" are a buyer's expense in Georgia and total around 3% of the purchase price. The buyer may ask you to cover up to 3% of purchase price - this is most common after the inspection in lieu of completing repairs.



## FINANCING EXHIBIT

The financing exhibit will outline the buyer's loan terms. It will also have two main contingency timelines that could have a major impact on the deal. The appraisal and finance contingencies will define how long the buyer has to obtain loan approval and how long to have the appraisal completed.



## DUE DILIGENCE

The due diligence contingency period is the buyer's opportunity to inspect the property and negotiate and repairs or closing costs contributions in lieu of repairs - typically 7 to 10 days. During this time, the buyer can terminate the contract for any reason without penalty.



## STIPULATIONS

Within the purchase contract, the buyer may include additional stipulations. Common stipulations are termite bonds, home warranties or professionally cleaning prior to closing. Pay close attention because these items can add up quickly!



## CLOSING DATE

The closing date is typically around 30 days but could be as quick as 10 days or as long as 60 days. One additional item you can negotiate is a "lease-back" agreement. This agreement allows you to rent the property back from the purchaser for up to 60 days after closing and can give you time to find a new place to live!

# INSPECTION AND APPRAISAL

The inspector will act like a general practitioner rather than a specialist but may suggest that the buyers further evaluate the property with a specialist

The inspector will test all of the mechanicals of the home, including the HVAC, plumbing, electrical and appliances

The inspector will also evaluate the overall construction of the home, including the roof, framing, foundation, windows, doors, etc.

The buyer can request additional tests of the home - assessment of the air quality within the home (or radon) or a sewer scope to evaluate the drain line

Make certain all utilities are on during the inspection to allow the inspector to complete their report. If possible, vacate the property during the inspection - it typically lasts between 2-4 hours

I understand that you live in your house and to your knowledge, your home is not in need of repair. However, the inspector will still find 40+ pages of items that need repair or improvement. We typically suggest budgeting 1-2% for repairs during the Due Diligence period in lieu of completing repairs. This allows the buyer to feel compensated for the items found on the inspection report and the seller to close the deal without the pain of scheduling contractors while the property is sold "as-is".

The appraisal is ordered by the lender to evaluate the property and give an opinion of value. The contract will likely be contingent on receiving an appraisal at or above our agreed upon price. Just like we did prior to listing your property, the appraiser will select 3-6 comparable properties that are typically around 1 mile of the subject property, that have sold within the last year (ideally 90 days), and are both similar in age and architectural style.





# CLIENT LOVE

'Adam made every effort to make selling my home a success and as stress-free as possible'

'Integrity is the word that comes to mind when thinking about Adam.'

'Adam is an amazing realtor, and I can't recommend him enough. He is very professional, and takes pride in doing amazing work. He's very easy to communicate with, and works very efficiently.'

'Adam is beyond a doubt, the best real estate agent that any buyer or seller could ask for. He is extremely knowledgeable, will go the extra distance to find what you are looking for and is available whenever you need him.'

'Adam is an excellent realtor to work with. Patient, reliable, and ready to hustle. Adam was our buying and selling agent. We've recently moved out of state and only wish we could have worked with him again! I give Adam the highest recommendation. If you can work with him, you should!'

# GLOSSARY



## People Along The Way

### Buyer's Agent | Listing Agent

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

### Lender

A financial institution or mortgage bank that offers and underwrites home loans. Mortgage lenders set the terms, interest rate, repayment schedule and other key aspects of your mortgage.

### Closing Attorney

Responsible for preparing all documents necessary for the transaction and ensuring that the contractual obligations of all parties to the transaction are met.

### Inspector

A licensed professional who assesses a property's condition, identifying issues in various systems and components. Done during the due diligence period, so buyers can assess if they want to buy a home as is, or ask the seller to either complete or pay for certain repairs.

### Appraiser

A licensed professional who assesses a property to determine the value of the property. An appraisal is required to gather the estimated value of a piece of real estate. During the home sale, the mortgage lender sends THE appraiser. This is performed to validate the value of the asset the bank will be lending on.



## Transaction Components

### Purchase & Sale Agreement

PSA, A legal contract upon which a formal offer to purchase real estate is made. Typically consist of the final sale price, earnest money amount, closing date, contingencies, timelines, and anything else the buyer/seller requests will be outlined in this binding agreement.

### Exhibit

An additional document attached to a main agreement or contract, providing extra details pertaining to the property or Disclosures. It complements the main document, offering a more comprehensive understanding of the Agreement.

### Amendment / Addendum

If a buyer or seller want to change an existing contract, they might add an amendment outlining the specific part of the contract they'd like to adjust and the parameters of that change. The rest of the contract stays the same.

### Seller's Disclosure

A document completed by the seller to provide information about the condition of their property, details about any known defects, and repairs. It also states what transfers with the sale of the home. The Disclosure serves to inform potential buyers about the property's condition, allowing them to make informed decisions before purchasing.

### Special Stipulations

An added condition to a contract, addressing unique circumstances or specific details. Special "stips" are added to supersede previously negotiated the contract. They can cover a wide range of issues, including repairs, timelines, or any other specific details not explicitly covered in standard contract language.

### Lead-Based Paint Disclosure

Sellers must provide this legally required document for properties built before 1978. It informs buyers about potential lead-based paint presence and associated risks.

### Earnest Money

A deposit (Typically 1-2% of the home's total purchase price) made by a homebuyer at the time they enter into a contract with a seller. Earnest money demonstrates the buyer's interest in the property and Held in an escrow account and applied towards your down payment at closing.

### Due Diligence

Also known as the inspection period this is the time for the buyer to inspect the property and decide if they would like to move forward with the purchase of the home. During this time period you will also negotiate any repairs or concessions towards your closing costs in lieu of repairs.

### Closing Costs

Costs associated with the sale of the home, these settlement costs include by: a lender origination fee, taxes, Attorney Fees, Commissions, Title Policies, Establishment of escrow accounts, and other miscellaneous fees. These closing costs are typically paid at the time of closing a real estate transaction.

### Closing Disclosure (CD)

A document provided to the borrower by the lender three days before the scheduled closing of a mortgage loan. It outlines the final terms and costs of the loan, ensuring transparency for the borrower regarding the financial details of the transaction.

### Settlement Statement (ALTA)

This document is typically prepared by the closing agent, often an escrow officer or attorney, and is used to summarize the financial aspects of a real estate transaction.



## Transaction Terms

### Seller Concession

Offered to incentivize buyers to purchase the home, or sweeten the deal. The Seller's contribution towards the buyer's closing costs (up to certain limitations and approvals by a buyer's lender) Closing Costs are a buyers expense and are usually around 3%. (Before commissions)

### As Is

A condition that usually indicates that the seller is offering the property in its current condition, without making any specific warranties or guarantees about the condition of the property or making any repairs (in most cases you will still be allowed to inspect the property)

### Contingency

Refers to a condition or a specific event that must be met for a real estate contract to be binding. Contingencies protect the buyer by giving them the right to withdraw from the contract or request specific actions if certain conditions are not satisfied. Includes: Due Diligence, appraisal, Financing, sale, and title contingency



# MINCEY HOMES

- VENDOR LIST -

## FOR ALL OF YOUR REAL ESTATE NEEDS

ADAM MINCEY  
ADAM@MINCEYHOMES.COM  
770-714-5693

### ALARM MONITORING

- AMSA - 770-984-0090

### ARBORIST

- Arbormedics - (770) 715-1713
- Christie Bryant - (770) 823-5374

### APPLIANCE REPAIR

- Appliance Gals - 678-439-9509

### BRICK MASONRY

- Andrew Dixon - 678-858-689
- Miguel Rodriguez - 404-391-6103

### CABINETS/BUILT-INS

- Kelly Cabinets - 404-557-3523
- Carlos - 678-644-7691
- Francisco - 678-754-8370
- Woodology - Colin - 703-405-7202

### CLEANERS

- Amazon Cleaning 770-906-4001
- Shanna - 770-866-6532
- Marla Falco - 470-848-8901

### CONCRETE/DRIVEWAY

- Hemma - Adam - 404-861-3694

### COUNTERTOPS

- Chad Brown - 404-378-3220
- Alfredo - 404-424-5272
- Juan Escalante - 770-527-6474

### DUCT CLEANING

- Jeff Melvin - 770-433-8188

### ELECTRICIANS

- Joe Hindman - 404-723-8942
- Ben Johnson - 678 572-5476
- Romeo Salmeron 678-2759
- Joe Hindman - 404-723-8942

### EXTERIOR SIDING/DECKS/TRIM ETC.

- EMILLIO ACOSTA - NEW START - 404-861-9131

### FENCING/DECKING

- FENCE WORKS OF GA - JASON - 678-227-3763
- AROUND ATLANTA FENCE - 678- 327-9268

### FINANCIAL ADVISOR

- LUKE SNIDER - 404-513-1478

### FRAMING/REPAIR/CONSTRUCTION

- Perry Hobby - Dreamvest Construction LLC - 770-403-0152 - phobby@dvcbuilt.com
- Geremias Ramirez Alvarez - 770-666-4796 ramirezgeremias81@yahoo.com

### GARAGE DOORS

- Precision Garage Doors - 404-949-8212

### GLASS REPAIR

- Brian Diamond Glass - 404-456-6206

### GUTTERS

- Dogwood Roofing - Todd - 678-383-4675
- Nailed It Roofing & Remodeling - Justin Durden - (770) 241-5648

### HANDYMAN SERVICES

- FOREST SMITH - 678-478-6199
- Michael Bui - 703-835-1698
- Mike Justin - 678-492-1612

### HOME INSPECTORS

- BrickKicker - Vaughan Lamb - (706) 353-2745
- Residential Inspectors of America - (770) 476-4963

IF YOU NEED ANY ADDITIONAL REFERRALS,  
PLEASE FEEL FREE TO REACH OUT ANYTIME!

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- VENDOR LIST -

## FOR ALL OF YOUR REAL ESTATE NEEDS

ADAM MINCEY  
ADAM@MINCEYHOMES.COM  
770-714-5693

### HOME STAGING

- KLM - KELSEY - 770-572-5449

### HOME INSURANCE

- GRANT NATIONS - 404-327-9755
- WES DUBOUS - 770-945-0300
- GREGG RUSSEL - 404-805-7443

### HVAC - HEATING AND AIR SERVICE CALL

- TOM BUNCH - 770-316-8390
- CHRIS EVANS - 770-869-2753

### INSTALLATION OF NEW UNITS/DUCTWORK

- D&L HEATING AND AIR - 770-423-3364
- BILL PRESTON - 770-560-5563
- OMEGA - JASON - 678-491-7170
- BRIAN HINES - 334-651-7109

### LANDSCAPE/HARDSCAPE

- Efrain and Gabby - 678-500-5681 or 404-729-1787
- Walt's Landscaping - (404) 216-6426

### LOCKSMITH

- Laura the Locksmith - 404-264-1050

### MOVERS

- Chris Laster - 229-291-0664
- Terminus Moving - 404-836-0226
- Falcon Moving - 678-276-6044

### PAINTING

- Mark Dischler - 404-789-6883
- Fredy Sanchez - 678-654-5715
- Jorge Judah - 678-629-2448
- Navar Puebla - 678 - 525- 0339

### PLUMBERS

- SEAN TOKISH - DASH PLUMBING - 440-537-1643
- JOSE-LOUIS HILDAGO - 678-698-0213

### PRESSURE WASHING

- DANIEL FORERO - (404) 643-3247
- BILLUPS PRESSURE WASHING/PAINTING - 678-429-5373

### ROOFING

- TRANSFORMATION ROOFING - TYLER - 706-362-4302
- DOGWOOD ROOFING - TODD - 678-383-4675
- METAL ROOFING - JEFF MCMAHAN - 770-318-6024

### SHOWER GLASS DOORS

- CHATTAHOOCHEE SHOWER DOORS - 770-497-1977

### TERMITE/PEST

- Arrow Exterminators - 404-733-1480
- Southwest Exterminating - 678-565-1277

### TILE INSTALLATION

- Alberto & Alphonzo - 770-895-4624
- Reyes Tile - 678-830-4767
- Alfredo - 720 -296 -0980

### TV MOUNTING

- Mount It Wriht - Jermaine Wright - 678-948-7794

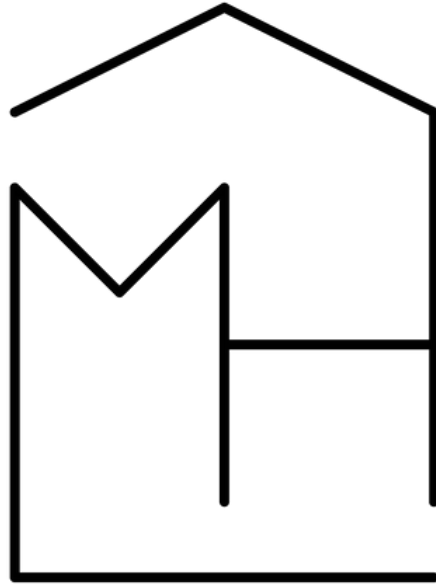
### WALLPAPER INSTALLATION

- Troy Donahue - 404-886-8708

### WINDOW CLEANING

- Fish Window Cleaning - 678-444-2199

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MINCEY HOMES  
YOUR ATLANTA REALTORS

*Thank you for the opportunity to serve you!*



Lacey Moldow  
*Operations Manager/ Realtor*



Adam Mincey  
*Associate Broker/ Team Lead*



Nadia Allamani  
*Operations Manager/ Exec Assistant*

