



THE BASICS OF SELLING

Selling your home can be a pleasurable experience. At Heather Guild Group, we aim to take the stress and worry away from each Client, so they can focus on the fun of moving. We have compiled a variety of information, including Frequently Asked Questions, designed to help you succeed.

WHY SHOULD YOU LIST YOUR HOME WITH HEATHER GUILD GROUP?

Heather Guild Group offers a collaborative culture of highly trained and very successful professionals. Our Agency represents the highest levels of per capita sales per agent and average sales price in the market. Standards are high within our growing operation. Finally, we provide unparalleled support to each Client, every step of the way.

WHAT WILL HEATHER GUILD GROUP ASSIST WITH ALONG THE WAY?

At Heather Guild Group, our goal is to serve the full needs of our clients. From guiding you, step-by-step, through the process of selling and listing your home, to assisting with the process of finding a lease home, we aim to fulfill the unique needs of every Client.

HOW DO I GET STARTED?

☐ Schedule a Listing Appointment with Heather Guild Group. During this Appointment, we will discuss a variety of topics and provide you with support every step of the way. Together, we will:

- Choose a Selling Price
- Discuss Timelines and Goals
- Begin Learning About Staging, Organizing, and Preparing Your Home for the Market

☐ Review our Frequently Asked Questions below. Please do not hesitate to contact us with any additional questions you may have along the way.



FREQUENTLY ASKED QUESTIONS

WHEN YOUR HOME IS ON THE MARKET:

If an Agent and Buyer show up late to a showing... Unless the Agent is an hour or more late, smile and let them in! Keep in mind that Agents often show Buyers numerous homes in one outing, so it can be difficult to remain on schedule. It's polite for the Agent to reschedule through the showing service if they are running late, but this doesn't always happen. When they arrive, politely make yourself scarce (sit on the back porch or take a drive around the neighborhood) until they leave. Remember, someone will not buy your house until they see it, so be sure to let them in!

If an Agent or Buyer damages your property... If you're selling your house, it's prudent to remove easily breakable and/or valuable items from high traffic areas. Remember that accidents happen. Unless the Agent or Buyer was negligent, or the accident caused significant damage, let it go.

If an Agent shows up without an appointment for a showing... Politely ask them to use their keycard to access the lockbox, and ask them to give you a business card. If at all possible, let them in and make yourself scarce until they leave. If you absolutely cannot accommodate a showing, let them know that you were not prepared for a showing and politely ask them to reschedule. Keep in mind that mistakes happen. The Agent may have booked the appointment and the showing service scheduled it incorrectly, or there may have been some sort of miscommunication. Important: If the Agent is unable to use their keycard to access the lockbox and cannot provide you with a business card, DO NOT allow them into your home.

If a Buyer shows up without an appointment or showing... Give them my card! As your Agents, we will make sure they are pre-approved to buy your home and will schedule a time to show them your property. This is not only safer for you and your family, but it also ensures that your home will only be shown to serious Buyers.

If you insist upon being present during all showings... Don't! Sellers who are present during showings make Buyers extremely uncomfortable and encourage Buyers to quickly walk through the home and leave. Do yourself a favor and leave 30 minutes prior to each showing in order to maximize the experience for the Buyer.

If your pet(s) will be in the home during showings... It's best to keep all pets crated in a secure location. Keep in mind that securing your pet makes it easier for Buyers to access your home and prevents your pet from escaping or entering "off limits" sections of the house during showings.



WHEN YOUR HOME IS UNDER CONTRACT:

Congratulations, your home is under contract! At Heather Guild Group, our job is to coordinate with you, the Buyer's Agent, Lender, and the Title Company to ensure the sale of your home is as easy as possible. Of course, life is always easier when you are prepared, so here is a list of what to expect prior to Closing:

Pay Close Attention to the Calendar. Your purchase contract is laden with contingency expiration dates. Make sure you are aware of the Buyer's financing contingency and option period. As your Agents, we will make you aware of these deadlines and of anything that needs to take place prior to a certain date.

Be Prepared for the Inspection. It's typical for Buyers to perform an inspection and negotiate repairs during the contract's Option Period. The Inspector will schedule a time to complete the inspection thru the showing service. As with showings, it's best if you are not present during the inspection. Please make sure the Inspector is able to access all parts of your home, including crawl spaces, attics, garage walls (where electrical panels and sprinkler system control boxes are typically located) and that all of the utilities are turned on and working prior to the inspection.

Repairs. If any repairs have been negotiated with the Buyer, it is your responsibility to have the repairs completed by licensed Service Providers. We offer a Preferred Vendor list to assist you. Make sure you get a receipt from each Provider detailing the work performed as the Buyer will want to see a copy of all receipts prior to Closing.

Appraisal. The Buyer's Lender will schedule an appraisal on your property. If the Appraiser needs to access your home in order to complete the appraisal they will schedule an appointment through the showing service. We will contact the Buyer's Agent and/or Lender to confirm that the appraisal has been completed and that the value is sufficient for the Lender and notify you if there is a problem.

Plan Your Move. Once all of the Buyer's contingencies in the contract have expired, you can begin planning your move! Our Moving Checklist is designed to make this process easy for you.

Moving Out. The sales contract requires the home be turned over to the Buyer in the same condition it was in when the contract was accepted. Be careful when moving out to not damage the property. Once all of your items have been removed give the house a good "once over." Does it need sweeping? Do nail holes need to be filled? Are there other small items that you should take care of? Think about what condition you expect your new home to be in when you move in and make sure your home is in the same condition after you move out.

Final Walk-Through. Once you have moved out, the Buyer will schedule a "final walk-through" to check the status of agreed-upon repairs. Make sure the house looks great prior to the Buyer's final walk through!



Closing. Approximately 24-48 hours prior to Closing - depending on when the Title Company receives the Closing instructions from the Buyer's Lender - the Title Company will send you a HUD-1 Settlement Statement detailing all of the financial aspects of the transaction. We will review this document together to make sure everything is accurate. The HUD-1 will tell you the exact amount of the proceeds you will receive from the sale and/or the amount of money you need to bring to Closing.

Don't Forget. The Buyer will need house keys, garage door openers, mailbox keys, security fobs. You can either bring all of these with you to Closing, or bring a key to Closing and leave the remaining items at the house for the new Owner.

