

# HOME SELLERS PRE-LISTING GUIDE





This guide is the first step in getting to know our experience and expertise which, when viewed as a whole, establishes the standard as a Certified Residential Specialist.

In addition, it will set out the process we follow to prepare for our first and subsequent appointments and what you can expect during each.



***We look forward to working with you.***



**CHRIS GRUNTHANER**  
DESIGNATED BROKER

**MISSY GRUNTHANER**  
ASSOCIATE BROKER

**LISSY GRUNTHANER**  
REALTOR



# OUR REAL ESTATE TEAM



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Started in Real Estate 1996

Became a Licensed REALTOR 2001

Became a Broker in 2008

Started his own Brokerage 2014



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Started in Real Estate 2001

Became a Licensed REALTOR 2020

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Became a Licensed REALTOR January 2024

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Thank you for contacting me regarding the potential sale of your property.

There are nine areas of expertise and proficiency required for an agent to maximize the sale of your property.

General Market Analysis

Research the Property's Documents

Visit the Property and Evaluate

Comparative Market Analysis

Marketing

Cooperation with Other Agents

Negotiation

Buyer Acquisition

Systems, Support, and Execution

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## AT OUR FIRST CONTACT

We will Discuss your property to help us tailor your goals by:

Get the Address and Location

Ascertain condition, upgrades and amenities

Establish your time frame to achieve your goal

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## PRIOR TO OUR FIRST MEETING

After Gathering this Information we will conduct a search of recent sales and current comparable listings to allow for us to do a General Comparative Market Analysis to give an approximate value of the property. This will be further refined after the first viewing, inspection and analyzing of the physical property.

Before meeting any potential seller client, we will conduct an online search of the Registry of Deeds and Tax records including, but not limited to:

Deed and/or Certificate of Title

Recorded Plans

Deed Restrictions

Easements

Rights of First Refusal

Mortgage Information

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# OUR FIRST APPOINTMENT



At our first meeting we will answer your questions and gather sufficient information to prepare a Detailed Comparative Market Analysis. Without a thorough gathering of information at your property, it is impossible to prepare a meaningful price opinion. Aside from getting to know one another, the initial appointment will include:

A consultation that will lead to a full understanding of your goals and expectations.

A tour of the property where you point out details and items of interest that only you, as the owner, would be aware of.

We will take a second walk through of your property and use our room by room Market Preparation Checklist regarding steps you might consider undertaking to enhance the market value of your home and shorten the time on market. We will take the time to point out any items that would benefit from a visual explanation. These notes will be shared with you when we do the Listing Agreement.

We will carefully measure all rooms and dictate a detailed room by room description.

Take one exterior photo to include in the Comparable Market Analysis.

We will also leave a Seller's Property Disclosure form. This is a 9 page document you will need complete this on information you are aware of with the property. This needs to be sent/given to us to give to the buyer to look through.

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# AFTER FIRST APPOINTMENT



A draft of the Comparable Market Analysis will be completed and the field of comparable sales and active listings will be narrowed to include those most similar to your property based on our inspection.

This report is very detailed and usually about 20 pages so you may be fully educated in the market involving your property.

Certain properties will require detailed adjustments to account for differences between your property and the recent sales. To get a clear and accurate estimated value items that will be compensated for include, but are not limited to:

- Square footage of the home
- Square footage of the lot
- Number of bedrooms and bathrooms
- Amenities and updating / upgarding
- Garage / parking
- Additional structures and amenities
- Pool
- Location

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## SECOND APPOINTMENT

The second appointment can be done at the property but is usually placed over the phone.

We will present our price opinion. Keep in mind that the price suggested in the Comparable Market Analysis is only a part of the discussion on deciding the initial offering price of your property.

When you have made the decision on the list price a Listing Agreement that will cover Listing Contract length and Commission Agreement



Additional documents will be Agency Disclosure Identifying us as your Representing Agent. HOA, Septic, Well, and Lead based paint disclosures.

These will need to be signed by you the Seller. This can be done by meeting in person but more often is the case that we send them to your email for an E-signature.

We will then send you our Market Preparation Checklist and discuss any needed repairs , maintenance or staging.

Lastly we will schedule an appointment to have the pictures taken for your listing.

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## LISTING, MARKETING, AND NEGOTIATING

Once we have all the executed documents, pictures, and information we will then start the marketing process.

In this process we will be listing your home on the Multiple Listing Service as well as other marketing resources and social media outlets.

You will be given weekly reports on interaction with your property such as viewing activity online of the listing, property showings, and feedback from buyers and Showing agents.

Questions from perspective buyers and agents will be answered swiftly.

When an interested buyer sends an offer we will promptly present the Purchase Contract to you by email and call you to advise you that it was sent. We will answer any questions you may have and help you to understand all the terms involved.

We will be there to negotiate the Purchase Contract which may include Counter Offers, Addendums, Inspections, and repair requests. Cooperating with the Buyer's Broker, Lenders, Title Companies, and Home Inspectors keeping you informed. Making sure the scheduling is a smooth process.

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## A NEW HOUSE ?

Our lives are always changing. You may be looking to downsize, expand, or relocate we can also assist you in finding that new home.

With these services, we again are there to help every step of the way with our expertise in finding a new home and negotiating purchases.

We will help navigate the complicated journey of a Dual-Closing of both the home your selling and the one you are purchasing. Coordinating the closings for an easy transition.

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After the closing of your home we are always there.

We consider our clients as friends and like to maintain a good relationship.

We love to hear from you and to keep in contact.

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