



YOUR HOMESOLD

GUARANTEED REALTY™

Our Name is Our Promise



Home Seller Preparation Guide

We know. **You've got questions...**

How do I sell a home?
When will we start?
How long does it take?
What does the team do to help?
And the list goes on...

Trust us, we get it.



How to Use This Guide

Section 1 Your Biggest Concerns	pg 3
Section 2 Steps To Selling A Home	pg 6
Section 3 Seller's Top Questions	pg 7

Rest assured. We're going to answer all of the questions you have about selling a home.

**Scan below to watch videos
answering all your questions
about home selling**

Call Today!
904.544.5252





Before we get started, let's address your biggest concerns.

1) How do I NOT get stuck owning two homes?

Having the right plan and working with a real estate agent who has a proven plan and successful track record can be helpful in navigating the process and avoiding any potential pitfalls so you aren't stuck owning two homes.

2) What is the process of selling a home?

No matter what policies the realtor you hire follows, it is their job to explain the steps they take in a clear and concise manner. Your realtor should always keep you up to date with everything happening.

3) Is now a good time to sell a home?

It's important to work with a real estate agent who is knowledgeable about the local market and can provide advice based on your specific circumstances. They can help you navigate the buying or selling process and make informed decisions.



4) Will there be a direct line of communication during the home selling process?

Selling a home can be nerve-wracking, especially if you are uncertain if there will be a direct line of communication between yourself and your agent. A reputable realtor will be in contact with you as often as you may need, no matter the time, no matter the place.



Home Seller Preparation Guide

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Steps to **Selling** A Home



Step 1: Choose A Realtor



Step 2: Determine a Timeline



Step 3: Prepare House for Photography



Step 4: House Photography



Step 5: Market Property



Step 6: Allow Showings



Step 7: Negotiate Offers



Step 8: Home Inspection



Step 9: Negotiate Repairs



Step 10: Make Repairs



Step 11: Appraisal



Step 12: Schedule Movers



Step 13: Final/Pre-Closing Walk Through



Step 14: Pre-sign Closing Documents



Step 15: Closing Day

Home Seller Preparation Guide



Scan to watch videos
about home selling

1) How Do I Prepare My Home For Sale?

Preparing your home for sale is an important process that can help you attract more potential buyers, increase its value, and potentially sell it more quickly. To get your home ready for sale, there are several steps you can take.

1. Declutter and depersonalize your home by removing any clutter and personal items, such as family photos, that can make it difficult for potential buyers to envision themselves in the space.

2. Deep clean your home from top to bottom, including floors, walls, windows, and appliances. You may want to consider hiring a professional cleaner to ensure a thorough job.

3. Make any necessary repairs, such as fixing leaky faucets or loose doorknobs, and consider making any major repairs or renovations that can increase the value of your home.

4. Stage your home to create an inviting and spacious atmosphere, by arranging your furniture and decor. You can even hire a professional stager to help you create a visually appealing space.

5. Make sure your home smells good. A pleasant smell can create a welcoming atmosphere, so consider using air fresheners or baking cookies before a showing.

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6. The exterior of your home is also important in attracting potential buyers, so make sure it's in good condition by cleaning the yard, trimming hedges, planting flowers, and touching up any exterior paint as needed. You may also want to consider painting the walls in neutral colors to appeal to a wider range of potential buyers.

7. High-quality photos can help attract potential buyers online, so consider hiring a professional photographer or using a high-quality camera to take photos.

By taking these steps to prepare your home for sale, you can make it more appealing to potential buyers and increase your chances of a successful sale.



2) Should I Stage My Home?

There are several reasons why staging a house is a beneficial strategy to make the home more appealing to potential buyers:

1. Easier to Imagine: Staging makes your home look more neutral and inviting, making it easier for potential buyers to envision themselves living in the space. This can increase the chances of a successful sale.

2. Faster Sale: A staged home may sell faster as it can be more attractive to potential buyers.

4. Increased Value: A staged home may help you get a higher sale price, as it can be perceived as more desirable and valuable.

3. More Memorable: Staging can also help your home stand out in a crowded market, making it more memorable to potential buyers.

Staging can be costly and may not be necessary in certain circumstances. Therefore, it's recommended to consult with your real estate agent to determine if staging is necessary in your specific market and budget. If you decide to stage your home, you can either do it yourself or hire a professional stager.

A professional stager can help you maximize the appeal of your home and make it more attractive to buyers, increasing the chances of a successful sale.



3) How Long Will It Take To Sell My Home?

On average, it takes around 60-90 days to sell a home, but this can vary based on several factors, including: local market conditions, price, location, and condition. In a hot seller's market, a well-priced and maintained home can sell very quickly, while in a slower market, it may take longer.

1. Local market conditions: Supply and demand plays a significant role in how quickly a home sells. In a seller's market, where there are more buyers than homes available for sale, your home may sell more quickly.

2. Pricing: Competitive pricing your home is crucial to attract potential buyers. Overpricing can cause your home to sit on the market for a longer period of time, while underpricing can result in a quicker sale, but potentially less profit.

3. Location: Homes in highly desirable neighborhoods or school districts tend to sell more quickly.

4. Condition: A well-maintained home that is move-in ready may attract more buyers and sell more quickly than a home needing repairs or updates.

To ensure a successful sale, it's important to work with an experienced real estate agent who can help price your home, prepare it for sale, and market it effectively to potential buyers.



4) How Do I Determine My Home's Value?

Below are several methods use to determine your homes value. It's important to note that no single method is perfect, and a combination of methods is often used to determine a home's value. It's also important to keep in mind that the value of a home can fluctuate due to changes in market conditions.

1. Comparable Sales Method: This involves looking at the prices of similar homes in the same neighborhood that have recently sold. This method is often used by real estate agents and appraisers.

2. Online Home Value Estimators: Websites like Zillow and Redfin provide home value estimates based on publicly available data such as square footage, number of bedrooms and bathrooms, and recent sales in the area. These are good tools to use for a value range, but they rely on user-submitted data that isn't always the most accurate.

3. Professional Appraisal: A professional appraiser will visit the property and take into account various factors such as location, size, age, condition, and any recent upgrades or renovations.

4. Cost Approach: This method estimates the value of a home based on the cost of building it, including materials and labor. This is commonly used with insurance companies.



5) How Do I Sell And Buy At The Same Time?

Selling a house and buying a new one at the same time can be challenging, but there are options available to make the process easier.

1. Sell your current home first, and then start searching for a new one: This will give you the cash from the sale of your current home to put towards the purchase of your new home. However, you will need to find a temporary place to live while you search for a new home.

2. Contingent offer: When you make an offer on a new home that is contingent upon the sale of your current home. This can be risky, as the seller may choose another offer if your home doesn't sell quickly enough.

3. Simultaneous closing: When you close on the sale of your current home and the purchase of your new home on the same day. This can be challenging to coordinate, and relies on both transactions going smoothly.

4. Rent back or bridge loan: When the buyer of your current home agrees to let you stay in the home for a short period of time after closing, while you search for your new home. A bridge loan can help you pay the down payment on your new home while you wait for your current home to sell.

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5. Trade Up Program: This exclusive Your Home Sold Guaranteed Realty program guarantees the sale of your current home before you purchase a new one, allowing you to make the move without stress or worry.

When choosing the option that's best for you, it's important to consider your personal situation, timelines, and priorities. Working with a real estate agent can help you navigate the process and make it as smooth as possible.



6) How Do I Select A Realtor To Sell My Home?

Below are some steps to choose the right real estate agent for your needs:

1. Ask for Recommendations: Talk to friends and family members who have recently sold their homes, and ask for recommendations. If someone you trust had a positive experience, it's a good sign the agent is reliable and effective.

2. Online reviews: Check out online review sites, such as Google or Zillow, to see what other clients have said about potential agents. Look for an agent with a high rating and positive reviews.

3. Research Experience: Look for an agent with experience selling homes in your area. Check their website and social media profiles to see what types of properties they handle.

4. Schedule a consultation: Meet with potential agents in person to get a sense of their communication style and approach to selling your home. Ask about their marketing strategies and how they plan to price your home.

Ultimately, the right agent for you will be someone who you feel comfortable working with, who has experience selling homes in your area, and who has a track record of success. By doing your research and taking the time to choose the right agent, you'll increase your chances of a successful sale.



7) What Happens On An Initial Real Estate Consultation?

An initial real estate listing presentation is a meeting between a potential home seller and a real estate agent to discuss the process of selling the home and to determine whether the agent is a good fit for the seller's needs. Here's what typically happens during an initial real estate listing presentation:

1. Introduction: The meeting begins with introductions and a brief conversation to get to know each other.

2. Home tour: The agent may ask for a tour of the home to see its features, layout, and condition. They may also take notes and photos to help with pricing and marketing the property.

3. Discovery Process: The agent's aim is to learn your real estate goals and objectives. He/she will ask you questions to fully understand your motivation and timing, and what is important to you. Questions like “Why Are You Selling?; What is most important to you in getting your home sold?; What do you believe should happen in order for that to be accomplished?”

4. Marketing plan: The agent will present their marketing plan for the home, including strategies for advertising and reaching potential buyers. They may also discuss their network and connections in the industry to help sell the home.

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5. Market analysis: The agent will present a comparative market analysis (CMA) to the seller. This is a report that shows recent sales of similar homes in the area, as well as the current competition on the market. The CMA helps the seller understand the current market value of their home and determine an appropriate listing price. Also, the Agent will give you tips on what to do and, more importantly, what not to do to sell your home for the most amount of money.

6. Costs and fees: The agent will discuss their commission rate and any other fees associated with selling the home, such as staging, photography and closing costs. The agent will go over all the various closing costs you will incur so you will know exactly what you'll have left in your pocket after all expenses.

7. Questions and concerns: The seller can ask any questions they have about the selling process, the agent's experience, or any concerns they may have.

At the end of the initial real estate listing presentation, the seller can decide whether to hire the agent to sell their home or to continue interviewing other agents. If the seller decides to move forward with the agent, they will sign a listing agreement that outlines the terms and conditions of the agent's services.



8) How Much Does It Cost To Sell A Home In FL?

When selling a home in FL, there are several costs to consider that may impact the final sale price. These costs may include real estate agent commission, closing costs, repairs and improvements, home staging, marketing expenses, legal fees, documentary stamp tax, and intangible tax.

1. Real estate agent commissions in FL are typically 5-7% of the sale price, split between the seller's and buyer's agents.

2. Closing costs can include title insurance, escrow fees, and transfer taxes, with the seller paying for title insurance and the buyer paying for title search. These costs will range from 2%-2.5% depending on the sales price.

3. Repairs and improvements may also be necessary to increase a home's value and appeal to potential buyers.

4. Home staging, such as renting furniture and decor, can also help make a home more presentable and attractive to buyers.

5. Marketing expenses such as photographs, virtual tours, and open house expenses may also be incurred, though many times these costs are covered by Realtors.

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6. Legal fees may also be incurred if an attorney is hired to review sale documents. Documentary stamp tax and intangible tax are also mandatory fees that must be paid by the seller. These costs vary depending on the home's condition, location, and real estate market in the area. Therefore, it's advisable to obtain a detailed estimate of the costs involved in selling a home before listing it on the market.



9) How Much Would My Capital Gains Tax Be?

Capital gains tax on the sale of a home in FL is determined by the federal government and the State of FL. For federal tax purposes, if you have lived in the home as your primary residence for at least two of the past five years, you can exclude up to \$250,000 of capital gains from taxation (\$500,000 if married filing jointly). If you do not meet the ownership and use requirements, the entire capital gain may be taxed.

If you have lived in the home as your primary residence for less than two years, the full amount of the capital gain from the sale of the property may be subject to federal capital gains tax. There are no deductions or exclusions available for short-term ownership. The capital gains tax rate depends on your taxable income and tax bracket. For the tax year 2022, the maximum federal capital gains tax rate is 20%.

It's important to note that FL does not have a state income tax, so there is no state capital gains tax on the sale of a primary residence. However, it's always advisable to consult with a tax professional for specific advice on your situation.



10) What Are Your Guarantees?

1. Communication: You will be kept posted on the progress of the sale of your home with an update every week. Your phone calls will be returned by a qualified Your Home Sold Guaranteed Realty Member within 24 hours. **GUARANTEE:** If we fail to update you weekly or fail to return your call within 24 hours, we will give you \$100 cash.

2. Honest Promises: We are not going to wildly promise you the moon to get your business. We will tell you up front, in clear language, exactly how we operate, what we can and will do (as well as what we will not do). When we list your home, we will give you a detailed Professional Service Agreement in writing. **GUARANTEE:** If at any time, we fail to honor that agreement, we will give you \$100 cash.

3. Reality-Based Selling Price Range: Reality-Based Selling Price Range: Your Home Sold Guaranteed Realty will get you top dollar. Our track record and statistics prove it. We will never play “bait ‘n’ switch,” promising you an unrealistic price just to get your listing, then wear you down with low ball offers. **GUARANTEE:** For every \$5,000 we sell your home for below the agreed upon range, we will give you \$500.00 in cash (up to a maximum of \$1,000).

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4. Reality-Based Timetable: We implement a complete marketing program to sell your home. You know in advance what will occur, and will receive weekly updates. We also set a “target range” for the timing of the successful sale of your home. In many cases, we will sell your home faster. **GUARANTEE:** If we fail to sell your home within 89 days we will give you \$100 for each week after that (up to a maximum of \$1,000).

5. Presentation of Experience and Track Record: Everything stated about Your Home Sold Guaranteed Realty throughout this guide is summarized in our “FACTS” brochure. **GUARANTEE:** This is an accurate, factual representation, fully supported by documentation, provided on request.

6. Qualified Buyer: Our marketing systems and consumer programs automatically sift and sort out the best qualified prospects for your home. We will only ask to show your home to pre-qualified buyers who are genuinely interested. **GUARANTEE:** If your home fails to close on time due to a Buyer “financially not qualifying”, we will give you \$100 cash.

Our team of experts has more than 89 years of real estate experience.



Phil Aitken



Janet Aitken



Bryan Ross



Susan Ross



Matt Quitter



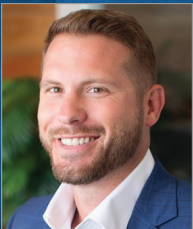
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**We are honored
for the opportunity
to earn your trust.**

**Our mission is to get your home
sold fast, for top dollar, with the
least amount of hassle.**

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