



4063E Nazareth Pike, Bethlehem, PA 18020 | (610) 419-9455 | sales@winwinpa.com

The decision to sell real estate requires thoughtful analysis. You need to determine the best answer to satisfy your needs. Win Win Realty has a step-by-step guide that provides a detailed breakdown of the process from the seller perspective. Please review this document and see if you are prepared to move forward.

This guide is mostly designed assuming the seller is a residential homeowner. We do have expertise and working knowledge with investor clients, estates, business entities, etc. These types of sellers have often done real estate deals in the past. Their circumstances are often unique and require special attention. The seller's in those cases can simply reach out to us with the specific needs they have and we are going to get them the answers they require.

We take tremendous pride in our commitment to the latest technology, the referral network we have put together of professional vendors, and the significant amount of time required to work for you towards the goal of selling your property. In this capacity we will work as your exclusive listing agent, or through dual agency.

Please review the guide and call us with any questions you may have. We are here to help.



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Step 1 – Sell vs Rent

Sell? Deciding to sell your home is not an easy decision. There can be many reasons to sell your property, some examples include:

- A job has dictated that you need to move and relocate where you live.
- Your children are now out of your house and you need to downsize in order to reduce cost and maintenance issues.
- Currently you live in a small house and your family has grown to the point where you require more space.
- Someone in your family has passed away and the property needs to be sold to dissolve the estate.
- You are ready to upgrade your living arrangements.

If your situation forces you to sell your property based upon a factor above, or some other factor, we can help walk you through all that is required to sell your home.

You will need to create a plan of action through the steps to follow and your Win Win representative will work diligently to assist you in achieving your goal of selling your house.

Rent? Another option to consider is renting your property if it works as a good investment for you. If your home does not have a mortgage, maybe renting the house to a properly qualified tenant is a good alternative. Many times people know immediately that they have no interest in being a landlord, and if that is right for you, then by all means, sell it.

However, consider the following:

- Is your property in a good rental area?
- Do you owe little, to nothing, on the home?
- Would you like to continue owning it moving forward?
- Can the property possibly appreciate significantly over the next 5 to 10 years?
- Are the real estate taxes and insurance low enough to make renting it pay for your new home, or a big chunk of it?

A detailed analysis could be run on your property that would help you decide if there is some reason to continue owning your home, while you move to different location to live.

This decision is not to be entered into without an end game of what to do with the property later. It often does not work for the vast majority of owners.

As is the case here at Win Win, we want to make sure all potential moves with your real estate are exhausted before moving forward.



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Step 2 – Listing Price

A big decision you will need to make is at what price to list your property for sale. The factors that go into properly listing your house for selling at the best possible price, and quickly, are quite numerous. Some examples include:

- What have other properties in your area sold for recently?
- How do those houses compare to yours?
- Are there many properties still on the market in your area that you will be competing with?
- Is your house located in a more, or less, desirable area?
- Does your property have amenities that are currently popular?
- Have you properly maintained your house, making it more presentable?
- Are all of the features to your house working correctly?
- Will everything in the house the potential buyer views transfer with the sale (ex: appliances)?
- If there is a glaring weakness to your house (ex: the furnace is extremely old), are you willing to offer to replace that with a qualified buyer offer?
- Are you willing to offer a home warranty?

If your property is not maintained well, has outdated appliances and fixtures, is located in a less than desirable market area, and you are not willing to do anything to help the buyer out, your price needs to reflect something beneath the value of the competition, or it will sit there. However, if your home is the opposite of all that and you are willing to work with the potential buyer, it can, and will, sell for a great price. There is a form called the Seller's Disclosure (SD) form. This is a form that needs to be filled out by you. It goes through the house from top to bottom looking for any maintenance issues that you are aware exist in your property. If you know something is wrong, you really need to inform the buyer or it could damage the validity of any agreement reached between the parties.

Too many times sellers have unrealistic expectations of what their house is going to sell for at a particular time. The marketplace dictates price. Not the seller alone, not the buyer alone, and not the realtor. New buyers do not concern themselves with how much the owner has into the property. They are actively looking at the current marketplace from which to purchase from, and the seller needs to fit into what the buyers needs may be. If there are many properties on the market to choose from, the buyer is in a stronger position, and if it is the opposite, the seller is in a stronger position.

At Win Win Realty our major goal is to get the deal done. That often means when we are representing a seller and determining the listing price for a particular piece of property, we need to consider all options available to get the price right. The owner could consider paying a local appraiser a fee to determine the value and make that another part of the consideration of what the correct asking price should be. It is important for the seller to understand that the value they think it is worth prior to the research being done does not mean it will sell for that price. The price ends up becoming whatever a willing buyer is going to pay to a willing seller for that property based upon the circumstances at the current time and in the current marketplace. Sellers should not be discouraged however, because there are many small upgrades/improvements that can result in much better offers from buyers.



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Step 3 – Marketing

This is extremely important to selling your property. To make sure you get the proper value for it, and that it is sold when you need it to be sold, the marketing plan needs to be carefully thought out and designed to make the marketplace recognize your property.

Win Win will put together a top shelf plan to help you sell your home. Our experience has taught us that the best information about your house needs to be distributed via the internet. Almost all buyers begin their search for real estate via the web. Many real estate studies have documented this fact. Every year since that research has been conducted; a higher percentage of the public has stated it starts by searching on the web. Somewhere more than 75%, and probably more likely 90% start their search on the web.

Sometimes buyers search long and hard on the internet before they even consider getting a realtor. This is usually done to educate themselves on the market of available properties.

Some examples of what we will do:

- Enter the home into the local Multiple Listing Service (MLS). The details of your property once listed in the MLS will be distributed through the local realtors in your area, as well as receive state and national exposure through the entire realtor community.
- Many additional free-to-use websites such as Zillow, Trulia, and Realtor.com will also get your listing more exposure to the market. Your property will be registered on these sites, and many additional ones.
- Register on our website as one of our listings. Once entered onto our site, everyone in our network will receive a Facebook, Twitter, and LinkedIn update from us about your listing.
- A video of information about your property will be entered onto youtube.com. We could do a tour through the house or go over some of the information – whatever makes the most sense for your property from the marketing perspective.
- Under certain circumstances, we will establish a separate and distinct website for your property. If you qualify for this feature, it means your property will be registered under its own domain name. This way potential buyers can be directed to your specific property website to get the best details available.

We feel it is of the utmost importance to get exposure on the web in order to increase the amount of potential buyers, get your house showed, and eventually get an acceptable offer. Internet is not the only way to market; however, it is the most important by far. We will also provide a high quality yard sign to display on your property, possibly some directional arrow signs to get from major roads to your street, and advertise in some local publications.

We could also conduct an open house, depending upon the circumstances of your property. This would get advertised locally, we would put up signs as well, and we can get your house more exposure.



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Step 3 – Marketing (Continued...)

The details covered so far are pretty much on us. However, the status of the property comes down to you and the way it has been maintained and/or cleaned up in order to make it marketable. Some examples include:

- Curb appeal
 - o Is the landscaping and/or the grass in good shape?
 - o Should the house be painted?
 - o Are storm water issues in check (gutters, other run off)?
 - o Fence in the yard?
 - o Clean the windows?
 - o Power wash the house?
- Inside the house
 - o Organize and clean the inside – clutter is no good
 - o Make your living area feel open and inviting
 - o Update bathroom fixtures
 - o Paint rooms neutral colors
 - o Flooring should be cleaned
- Mechanicals
 - o Status of furnace – consider having it serviced
 - o Air conditioning – central or window units need to be up to date
 - o Electrical panel should be labeled and have adequate amperage
 - o Plumbing – make sure in proper working order
 - o Consider updating kitchen appliances

There are some additional ideas that can help make your home “show” very well to your field of potential buyers.

- If it’s cold make sure the heat is on, if it’s hot make sure the AC is on
- Make sure the house is full of light – open window coverings, keep the lights on (both inside and outside)
- Create a good aroma in the house
- Consider removing your vehicles from the property



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Step 3 – Marketing (Continued...)

The goal of a showing for your property is to make the buyer feel they could be comfortable there. We feel one of most important things you can do to help any realtor sell your property is to make sure you are NOT there. Many buyers will feel nervous and possibly rush through the tour if you are present.

On the surface, it may seem like a good thing to you to be there – it is not. Any questions, issues or concerns the buyer may have can be handled via communication between the realtors involved. If they are serious, they could easily come back for another visit.

Realtors are paid to help broker the deal between buyers and sellers, let us do that job for you. If there are great things you want to highlight about the house, please do so, however not in person with the potential buyer. We will make sure the buyer knows all the positives about your property as your representative.

The marketing of your property is the most critical area to get the house shown, and then sold. Setting the price right is extremely important, however, if you can't get people to view your property, it will not sell.

Win Win wants to assist you in maximizing the price you receive and how quickly you can close. Specifically using our technological skills to enhance your exposure will get you there. Please contact us today.



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Step 4 – The Deal

In step 2 we analyzed getting the right listing price for your property. Then in step 3 we completely reviewed the different things that can be done to market your house. Once you get your first offer, the deal needs to come together and at Win Win Realty that is our ultimate goal for you.

Even though we put tremendous effort into developing a solid list price, the odds of getting that list price in the offer is quite rare. It is just the nature of the market that the first offer will come in at something different than that price.

If the property is in an incredibly great position and it receives quick, multiple offers, they could be higher than the list price. The first offer received can also be less than the list price. In either case, the negotiations need to begin with the potential buyer.

Some examples of details that need to be ironed out:

- If the buyer needs the house immediately they may be able to sweeten the deal to get it to closing sooner.
- The buyer could be purchasing for cash – meaning they do not need a mortgage. This is good for the seller.
- A purchase often involves financing and that usually requires an appraisal. You will need to work with them on scheduling that.
- Is seller financing a potential option for you? If you don't have a large mortgage to pay off yourself, or perhaps none at all, maybe you could finance part of the sale and earn interest on your money over time.
- There may be a large repair or maintenance issue that they may ask you to fix prior to the deal becoming official. You have to decide if that makes sense and is fair.
- We will help review it all with you, but you need to think about exactly what your "net" out of the transfer will be. There are costs for closing on a transfer and we will crunch the numbers with you.

There will be some dynamics that will be specific to your deal that are just impossible to anticipate. Whatever the situation dictates, please consider how you would feel if you were purchasing this property from someone you did not know. What would concern you? Be prepared to compromise.

We want the sale to be a "Win-Win" for both sides. This means both parties usually give some things up, but ultimately get the property sold for a reasonable price and under good terms. In the end, the buyer and seller should each be satisfied that they accomplished their respective goals.



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Step 5 – Sale Preparations

Once the deal gets worked out, and there is a valid agreement in place between the buyer and the seller, there are certain tasks that require effort from both parties to get to closing.

This process is usually much more involved for the buyer; however, certain items are required of the seller as well. Some examples are:

- Certain paperwork may be required related to the community in which the property exists. Homeowner association papers or a transfer certificate could be required.
- Buyer may request a home inspection, and that needs to be permitted as soon as possible to keep things moving. As the seller you should NOT be there.
- As part of the home inspection, the inspector will need access to any and all areas of your house – basement, attic, crawl space, etc. This person could even have some questions for you about the house. Make sure all utilities are on for that appointment and be prepared to possibly get some questions out of it.
- Also be prepared for the potential that the buyer may come back to you with another proposal if something is uncovered during the inspection that is of a material nature.
- If you have an existing mortgage that will need to be paid from the proceeds of the sale, make sure you get that information to the title company several weeks before closing.
- Be sure to have all of your belongings out of the house well prior to the closing date.
- A few days prior to closing, call your utility companies and set up disconnect dates. Provide the phone numbers to buyer's agent so the new owner can get things connected as well.
- Several days before the closing, there should be a document referred to as the HUD Settlement Agreement prepared by the title company that you can review. Ask us any questions you may have ahead of the closing.
- Know the location where the closing is taking place. You want to eliminate any dynamics. If it is a title company, have directions in hand.
- Typically on the day of closing, the buyer will do a walk-through of the property to make sure it is as expected.
- Bring a photo id and any other documents requested by the title company, in addition to the keys!

This time can be stressful for both parties because it seems like everything was worked out during the deal. If something goes wrong during this time of preparing for the sale to consummate, essentially get to the closing table, then the things done up to that point become meaningless.

Win Win's detail-oriented nature, communication skills, and technological expertise go hard to work for both parties during this phase. We will meticulously make sure that things are done timely and efficiently to get you to the closing table.



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Step 6 – The Closing

We will be with you at the closing to insure that nothing goes wrong.

Once you are at the closing table you should still pay attention to what is going on with everything. Typically the buyer is signing all kinds of papers for the mortgage and going over many details with the title company. Usually you will be required to sign only a few documents, but remain engaged.

If there is a problem with something, it could totally delay your ability to walk out of the room with a check in hand. Mortgage companies, even the big ones, can have problems getting the flow of funds to occur, as it should. Most times it works out fine.

There also could be small number issues that change last minute, and it is completely normal for that to occur. You should have your checkbook handy in case a small amount is required on an unknown, just in case.

When all the documents are executed, you should get a cashiers check according to the HUD sheet reviewed and executed during the closing.

Congratulations you have sold your property!

Call Win Win today to setup an appointment for your real estate needs.