



REAL HOME GIRLS

OF YAKIMA

POWERED BY KELLER WILLIAMS YAKIMA VALLEY

SELLER'S GUIDE

COMPLETE GUIDE FOR THE HOME SELLING PROCESS



Before you sell: understanding the home selling process.

Homeowners sell their properties for a variety of reasons, whether it be a new job, a growing household, downsizing, or any other major life changes. There are dozens of tiny, intricate steps involved in the home selling process. In this guide, I've broken it down into just the ones you need to focus on:

- get to know your agents
- get to know our company
- seller questionnaire
- before we sell
- selling step by step
- Initial process
- on the market
- inspection and more
- closing time
- seller mistakes
- real estate terms
- seller resources





Danae & Jolie

GET TO KNOW YOUR REAL ESTATE AGENTS

We are the dynamic duo, Danae & Jolie, here at Real Home Girls of Yakima, powered by Keller Williams Yakima Valley! We are based out of beautiful Yakima, Washington, and do business all throughout Yakima County and Central Washington.

As lifelong residents of Yakima, we recognize and appreciate the community and the many unique benefits of living in the Yakima Valley. From the valley's unmatched weather and scenic landscapes, to the locally grown produce and the many wineries & breweries, Danae & Jolie love everything the Yakima Valley has to offer and are proud to call it home.





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WHY HIRE REAL HOME GIRLS OF YAKIMA?

When you hire Real Home Girls of Yakima, you are getting two agents for the price of one! Better service, more attention to detail, more availability and flexibility for you, and different scopes of expertise. The process of selling your home can be simple when you're in the right hands. **Your** success is our success.

Buying and selling real estate should never be done alone. Having trusted advisors by your side is imperative to a stress-free and positive experience. You need home pricing experts, skilled negotiators and networking powerhouses on your side. That's where we come in as your Real Home Girls of Yakima! When you work with us, you benefit from our combined expertise, insights and experience, as well as the support, visibility and networking capabilities of the Real Home Girls of Yakima, powered by Keller Williams Yakima Valley. Whether you're buying your first home or you're ready to move up or downsize, reach out anytime – we'd love to help.

Seller QUESTIONNAIRE

WHERE ARE YOU GOING?

Have you begun looking for or already found where you are moving to?

PRICING

What did you have in mind regarding price? Are you open minded to a list price?

TIMEFRAME

Do you need to close on a new home? Will you be leasing? Ideal move in time?

INTERIOR

Do you know of anything inside the house that could deter potential Buyers?

EXTERIOR

Is there anything outside that could potentially deter Buyers? Neighbors? Schools? Noise?

Did you know? Statistics show that selling your home with the assistance of a professional real estate agent will garner you a higher profit, about 13% higher, enough to cover the commission as well as put more money in your pocket.



Before we list

HAVE A PLAN

Make sure you're ready to sell! Ask yourself "Am I really ready to make the move?" and "Do I know where I plan to go next?" before you go further. Additionally, know that markets fluctuate and that your home could sell the day we list it, or it could take months. Are you prepared for either scenario? Look closely at your finances and make sure you are prepared to move and possibly cover the costs of repairs that come up on the inspection.

MAKE IT SPARKLE

Cleanliness implies a home has been well taken care of, so deep cleaning can win points with buyers. Buyers scrutinize homes, especially kitchens and bathrooms. Recaulk and repaint to give these grime-prone rooms a fresh and clean look. Clean rugs and carpets to eliminate unsightly stains or dinginess and eliminate odors. Tidy each room, including cabinets, closets and the garage, before showing. And if it seems daunting to do all that cleaning yourself, consider hiring a professional cleaning company to take care of all of it for you.

START PACKING

Cramped and cluttered rooms turn buyers off and make your house look smaller. A home packed with your personal belongings also makes it difficult for others to envision living there. Start by storing away excess furniture, toys and personal decorations, such as family photos. Pack up things you don't use on a daily basis, and put them in storage or ask a friend to hold onto them. Decluttering your house also gives you a head start on your move.



Selling

STEP BY STEP

01

CONSULTATION

Meet with your Real Estate Agents! Discuss what your home is worth and sign a listing agreement.

02

HOUSE PREP

Make sure the house & yard are cleaned and de-cluttered before we officially hit the market.

03

MARKETING

We will have photos taken of the home, and prepare all marketing materials, put a sign in your yard and go live online; it's show time!

04

REVIEW / ACCEPT OFFER

Negotiate the offer and get it accepted! The Buyer will then typically schedule their inspection right away.

05

HOME INSPECTION

Buyers review inspection results & decide if repairs are needed and if they want to move forward. They may ask for repairs to be made and we will negotiate any repair requests.

06

APPRAISAL & TITLE SEARCH

The buyer's bank or lender orders the appraisal from a neutral party. Then comes the title search and final underwriting. Almost there!

07

CLOSING

That wasn't too bad! Sign papers and pop the bubbly! Congratulations, you've just sold your home!



THE INITIAL PROCESS

1. CONSULTATION

We would love to chat with you about your needs, wishes and wants for selling your home or property!

- How long have you been thinking about selling?
- What areas and neighborhoods are you looking at moving to?
- What is your Plan B, if we don't sell as quickly as you have in mind?
- What first attracted you to this home?
- What are you thinking in regards to price?



2. HOUSE PREPARATION

This is a necessary process that helps get your home ready to hit the market and ready to look its best for potential Buyers!

Focus on the area around the front door. Pressure wash your siding to remove unsightly dirt. Depersonalize the exterior of your house. Check your driveway and sidewalk in front of your house for bumps and cracks. Inside, open up curtains and blinds. Neutralize odors and make sure the house smells fresh for showings. Gather warranties for appliances. Sweep the garage, basement, and any other unfinished surfaces. Organize closets and drawers.

Did you know? The #1 reason homes don't sell quickly is incorrect pricing.



ON THE MARKET

3. MARKETING

We carefully tailor marketing to attract the right buyers for your home and personally do the following:

- 1) Create strong MLS listing descriptions that appropriately describe your home
- 2) Optimize our listing campaigns
- 3) Get professional listing photos
- 4) Use email to get the listing in leads' inboxes
- 5) Create social media flyers, posts and manage all social media marketing
- 6) Host open houses
- 7) Amplify the listing's marketing with digital, print & social advertising
- 8) Send mailers to your local neighborhood
- 9) Share listing information with other agents within our office & MLS boards

4. REVIEW / ACCEPT OFFER

Now is the exciting time! When we receive our first offer / offers, we will walk you through the contract. It is important to understand **every** detail of the offer, contingencies, timelines and pricing.

- Review the offer
- Negotiate the offer
- Satisfy conditions



INSPECTIONS AND MORE

5. HOME INSPECTIONS

The immediate step after we accept an offer is that the buyer will then schedule a home inspection. They will have a certain number of days to complete this inspection after the offer was accepted (per the contract). This is the only opportunity the buyers have to inspect **all** areas/components of the home.

The buyer's inspection response form will verify that all items considered to be defective or problems relating to the safety of the home be corrected prior to closing. We can negotiate to fix those problems or offer a credit in lieu of said repairs.



6. APPRAISAL, TITLE SEARCH & FINAL LENDER LETTER

The title is the right to own, possess, use and control the property. When purchasing a home, you are buying a seller's title to the property. Before closing, a title search is done to ensure there are no liens or problems that might prevent a clean title for you to close on the home.

An appraisal is an estimate of the property value. The approval is not only to justify the lender's investment, but to help keep the buyer from overpaying on a property. Their lender typically hires an appraiser and charge the buyer the fee at closing. As long as we're priced appropriately, this shouldn't affect us in any way.

Clear to close is what happens when final underwriting is complete, and the lender has given approval to proceed without any other obstacles or contingencies! While the buyer's lender finishes wrapping up financing, it's time for you to finish up any packing!

CLOSING TIME

7. THE CLOSING

The closing process finalizes the sale of your home.

A FEW THINGS TO BRING

- A **valid** government issued photo ID
- Keys to the front door, back door, garage, mailbox, or any outbuildings.
- Punch codes for gates, fences, door locks, and garage doors.
- Access information for smart locks, thermostats, doorbells, or appliances.
- Any other remotes or devices that control systems of the house.

CLOSING COSTS

Closing costs are an assortment of fees—separate from agent commissions—that are paid by both buyers and sellers at the close of a real estate transaction. In total, the costs range from around 1% to 7% of the sale price, but sellers typically pay anywhere from 1% to 3%, according to Realtor.com.



Seller Mistakes

AVOID THESE MISTAKES WHEN SELLING YOUR HOME

GETTING EMOTIONAL

Think it's impossible? It's actually not. Once you decide to sell your home, start thinking of yourself as a businessperson and salesperson rather than just the homeowner. In fact, forget that you are the homeowner altogether. By looking at the transaction from a purely financial perspective, you'll distance yourself from the emotional aspects of selling the property.

SETTING AN UNREALISTIC PRICE

Whether you're working with an agent or going at it alone, setting the right asking price is key. Remember the comparable market analysis you or your agent did when you bought your home to determine a fair offering price? Buyers will do this for your home, too, so as a seller, you should be one step ahead of them. You may think your home is worth more but remember to set a realistic price based on comparable homes in the area to ensure a quick and easy sale.

NOT PREPARING FOR THE SALE

Sellers who do not clean and stage their homes throw money down the drain. Don't worry if you can't afford to hire a professional. There are many things you can do on your own. Failing to do these things will reduce your sale price and may also prevent you from getting a sale at all. For example, if you haven't attended to minor issues like a broken doorknob, a potential buyer may wonder whether the house has larger, costlier issues that haven't been addressed either. Have a friend or agent, someone with a fresh pair of eyes, point out areas of your home that need work. Because of your familiarity with the home, you may be immune to its trouble spots. Decluttering, cleaning thoroughly, putting a fresh coat of paint on the walls, and getting rid of any odors will also help you make a good impression on buyers.

HIDING MAJOR PROBLEMS

Any problem will be uncovered during the buyer's inspection. You can fix the problem ahead of time or price the property below market value to account for it. Alternatively, you can list the property at a normal price and offer the buyer a credit to fix the problem. Remember: If you don't fix the problem in advance, you may eliminate a fair number of buyers who want a turnkey home. Having your home inspected before listing is a good idea if you want to avoid costly surprises once the home is under contract.



REAL ESTATE TERMS

Sellers Need to Know

APPRAISAL

A DETERMINATION OF THE VALUE OF YOUR HOME. A PROFESSIONAL APPRAISER MAKES AN ESTIMATE BY EXAMINING THE PROPERTY, LOOKING AT THE INITIAL PURCHASE PRICE, AND COMPARING IT WITH RECENT SALES OF SIMILAR PROPERTIES.

CLOSING COSTS

LENDER'S FEES AND POINTS OR PREPAID INTEREST, A PRORATED SHARE OF THE PROPERTY TAXES, TRANSFER FEES, CREDIT CHECK FEES, HOMEOWNERS' AND TITLE INSURANCE PREMIUMS, DEED FILING, AGENT COMPENSATION, APPRAISAL, & ATTORNEYS' FEES.

APPRECIATION

INCREASE IN THE VALUE OR WORTH OF AN ASSET OR PIECE OF PROPERTY THAT'S CAUSED BY EXTERNAL ECONOMIC FACTORS OCCURRING OVER TIME, RATHER THAN BY THE OWNER HAVING MADE IMPROVEMENTS OR ADDITIONS.

MLS

A DATABASE LISTING SERVICE, COMMONLY REFERRED TO AS MLS, THAT PROVIDES REAL ESTATE PROFESSIONALS WITH DETAILED LISTINGS OF MOST HOMES CURRENTLY ON THE MARKET.

ZONING

THE LOCAL LAWS DIVIDING CITIES OR COUNTIES INTO DIFFERENT ZONES. ZONING ORDINANCES CONTROL SIZE, LOCATION, AND USE OF BUILDINGS WITHIN THESE DIFFERENT AREAS AND HAVE AN EFFECT ON TRAFFIC, HEALTH, AND LIVABILITY.

CONTINGENCY

A PROVISION IN A CONTRACT STATING THAT SOME OR ALL OF THE TERMS OF THE CONTRACT WILL BE ALTERED OR VOIDED BY THE OCCURRENCE OF A SPECIFIC EVENT, USUALLY BY SPECIFIC DATES LEADING UP TO THE CLOSING.

ESCROW

THE HOLDING OF FUNDS OR DOCUMENTS BY A NEUTRAL THIRD PARTY PRIOR TO CLOSING YOUR HOME SALE. THIS IS TYPICALLY DONE BY A TITLE COMPANY.

HOME INSPECTION

A HOME INSPECTOR ASSESSES THE CONDITION OF A PROPERTY, INCLUDING ITS FOUNDATION, ROOF, HVAC SYSTEM, PLUMBING, ELECTRICAL, WATER AND SEWAGE, AS WELL AS SOME FIRE AND SAFETY ISSUES.

TITLE

OWNERSHIP OF REAL ESTATE OR PERSONAL PROPERTY. WITH REAL ESTATE, TITLE IS EVIDENCED BY A DEED RECORDED IN THE COUNTY LAND RECORDS OFFICE.

Moves

RECOMMENDATIONS

IT'S IMPORTANT TO TRUST THE COMPANY RESPONSIBLE FOR HELPING YOU PACK AND GET FROM POINT A TO POINT B. BELOW ARE A FEW TRUSTED MOVING COMPANIES WE HIGHLY RECOMMEND TO HELP YOU MOVE YOUR THINGS AND START YOUR NEW CHAPTER!



In & Out Movers LLC

(509) 379-2463

"I would highly recommend in and out movers. Henry and his crew helped me on short notice and did a fantastic job. They were fast and professional, wrapped all my furniture. I'll be calling them again. No doubt they're my first choice!" - Alan R Google Review



Mendez Movers, LLC

(509) 307-2200

"Dreading moving? I sure was. Mendez Movers made it so stress free! Noe and Christian got to work the minute they arrived. They were very professional and followed directions with ease. I will never again move without their assistance!! Mrs. Mendez came out prior to move, to give us a fair and reasonable estimate, so I knew all the costs up front! She was so personable and answered all my questions. This is the third time we have used Mendez and wouldn't go anywhere else. If you use their service, I promise you will not be disappointed." -Julie M Google Review



Master Movers 509, LLC

(509) 834-1978

"Master Movers provided excellent service! The team was very friendly and willing to go the extra mile if needed. They showed up on time, worked quickly and efficiently and did the job well. We will use them again."
-Christy G Google Review

Cleaner

RECOMMENDATIONS

IT'S IMPORTANT TO HAVE YOUR HOME SHOW READY AND AS CLEAN AS POSSIBLE SO POTENTIAL BUYERS CAN PICTURE THEMSELVES THERE AND NOT BE DISTRACTED BY ANY UNWANTED MESS. BELOW ARE A FEW TRUSTED CLEANING COMPANIES WE HIGHLY RECOMMEND TO HELP YOU GET YOUR HOME READY TO HIT THE MARKET!

Gary's Cleaning Services
(509) 966-0888

Yakima Clean Team
(509) 910-6454

Valley Treasures Estate Services
(509) 848-2627

Raindrop Cleaning
(509) 833-8257

Ladybug Cleaning Service
(509) 949-0572



QUICK GUIDE TO LOCAL SERVICE PROVIDERS IN YAKIMA

HOME INSPECTORS

Yakima Valley Home Inspections, LLC

(509) 388-1975

Integrity Inspection Services, LLC

(509) 961-2863

ProQuality Yakima Home Inspections

(509) 580-0023

PEST, LANDSCAPERS

Jerry's Pest Service

(509)594-7117

Colonial Lawn & Garden

(509) 966-1655

Ackland Pump & Irrigation

(509) 452-7867

PLUMBERS, HVAC, ELECTRICAL

Shepard's Plumbing

(509) 728-3403

Vance Heating & AC

(509)248-9450

Robert's Electric

(509) 930-8001

CONTRACTOR, RESTORATION

Dane Tetzlaff

(425) 499-0076

Victor Suarez

(509) 823-9667

Hazout, LLC

(509) 781-2977