
Seller's Guide

HANDBOOK

Your guide to
successfully listing
and selling your
home.



DEAR SELLER,

You're in good hands.



Selling a home is a rewarding adventure and I'm happy to have the opportunity to bring your real estate dreams to life! In doing so, I aim to instill knowledge and confidence in all of my sellers while helping them successfully navigate through every step of the process. In the following presentation, you'll be provided an outline of everything you need to know from consultation to handing over the keys. My mission is to deliver world-class customer service and a winning experience.



Joshua McCracken
Greenridge Realty, Lowell
Associate Broker

Meet Joshua

The most important part of my life is my beautiful family. My most prized role is being the husband of my bride of 12 years, Leslie, and father to our three little girls: Piper, Ruby and Nora. I grew up in Pennsylvania, where I was taught that honestly, hard work, and a handshake are three things everyone should believe in.



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Joshua McCracken

Associate Broker

Testimonials

WHAT OTHERS HAVE SAID



Mike & Marsha

We have worked with many realtors over the years. There is not one thing we weren't highly pleased with regarding Josh's attentiveness to our home selling.

We would feel comfortable referring him to anyone and will do so. He has great integrity and it's hard to find that in many people today.



Scott & Christy

Joshua McCracken and Greenridge Realty were the very best. We were treated with respect and they made us feel important. Josh answered all of our questions, kept our best interests in mind and was truly a joy to work with. I would strongly recommend Greenridge Realty, especially Josh McCracken, to anyone looking for a new home. T

Brad & Amy

This is the first house we've ever purchased that felt like home the moment we arrived. Josh had worked very hard for us, and had to pull some serious strings while negotiating the purchases of our new home. I would highly recommend Josh McCracken and Greenridge to purchase or sell a home.



Ryan & Jessica

We cannot say enough kind words about Josh. He sold a house for us a couple of years back and is currently helping us lo

Support

My responsibility is to you, my seller, and to always look out for your very best interests as my top priority.

Selling a home can be a stressful time for your family. My job is to be there for you, to respond to your questions, emails, texts, and concerns as quickly as possible. And to be a listening ear to help you and your family navigate the highs and lows of selling and buying a home.


01/

My Duties

Execute

02/

I take what I do very seriously and work hard for my sellers. I bring expert negotiating skills to the table. I monitor each step of the transaction and ensure a smooth process until we get to the closing table.



SELLING IN

10 Easy Steps

Walk Through

STEP 01

I will tour your home and give my professional opinion on what will help you sell your home for top dollar. We will discuss the selling process and go over specific strategic marketing plans.

We meet to discuss the value of your home, review timelines, sign documents, and enter into a contract. You're ready to list!

STEP 02

Listing Appointment

Pre-Listing

STEP 03

Prepare your home and your hearts for the selling process. Starting with photography and ending with adding lock boxes to your doors. We work together to make sure everything is ready to have a coordinated launch of your listing.

Your home's profile is listed online. A sign is placed in your yard. I roll out the strategic marketing plan we have discussed.

STEP 04

Listing Day

Buyer Prospecting

STEP 05

I get your home in front of as many interested buyers as possible. They will schedule showings. We host an open house.

Sales Agreement + Negotiating

STEP 06

Once an offer is made, it's time for me to go to work to get you the most value I can. We will review the details and conditions of the offer together.

After your home is under contract, the buyer has 10 days to hire an inspector to walk through your home. It is likely the inspector will recommend repairs to the home. I continue to facilitate these discussions and negotiate in your favor.

STEP 07

Inspections

Loan Commitment

STEP 08

The buyer's loan is underwritten and an appraisal is performed. This is the longest part of the process.

Your home's profile is listed online. A sign is placed in your yard. I roll out the strategic marketing plan we have discussed.

STEP 09

Closing Preparations

Closing Day

STEP 10

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Walk Through

Let's Get Started



My first goal is to meet you, walk through your home, and gain an understanding of what your specific goals are. Everyone wants to sell for Top Dollar, but it's important I understand factors that are unique to you such as timing, moving, jobs, schedule demands, and family dynamics. This is also when I will assess which changes or improvements for you to consider to increase the value of your home.

Market Analysis

After our walk-through, it's time for me to do a comprehensive Comparative Market Analysis (CMA). This is when I will see how your home stacks up with other homes in the area. After a thorough assessment, I will recommend the specific price point I think your home should sell for. My goal is to clearly explain my research so you understand your home's position in the market by comparing it to 4-5 similar homes in your area.



Listing Appointment



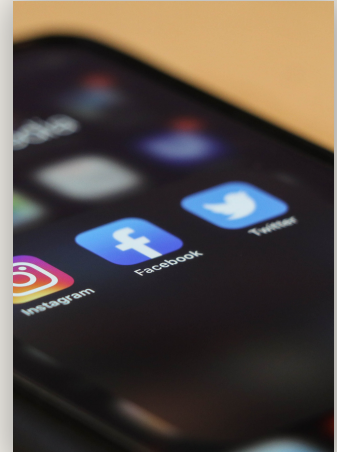
This is when we will sit down to actually review the CMA I've prepared for you. This is also when I will present you with the specific strategies I recommend for selling your home to meet your unique goals. There are more factors to consider beyond price; and this is when my expertise comes into play as we make the most of your goals, timing, and what is happening in your specific market. This is also when we will sign a contract that commits to working exclusively together from this time forward.

4

EXPERT Marketing

Social Media

I create an impactful social media campaign that will showcase your home to specifically targeted interested buyers. It will include videos, pictures, and a beautifully written write-up.



Open House

The goals of an open house are two-fold. There is a chance your home will sell at an open house, but more importantly, it creates excitement, buzz, and anticipation.

Listing on MLS

Not only will your home be listed on the Multiple Listing Service (MLS) but it will be syndicated out to all other websites where potential buyers might be searching. The goal is to get your home in front of the most amount of people in the least amount of time.



Negotiate

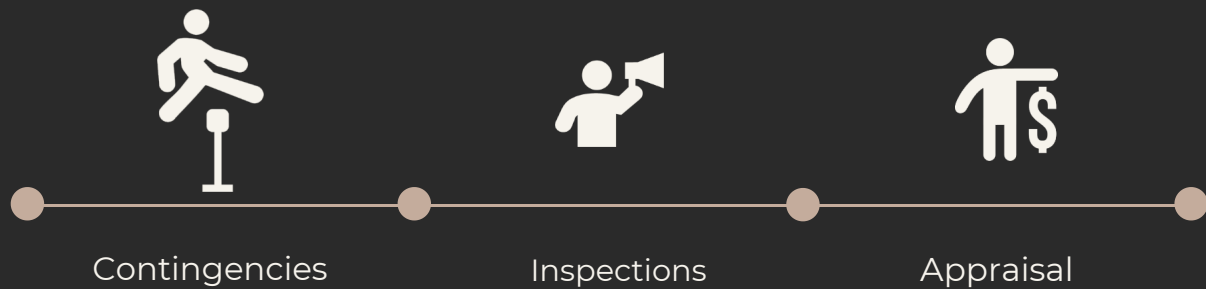


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NAVIGATE

Contingencies, Inspections, & Appraisals



Just because your home is now under contract doesn't mean the deal is completed. I continue working hard for you; navigating contingencies, negotiating through inspections, and managing appraisal issues if they arise.

I proactively research local laws and guidelines as well as continue to communicate with the buyer's agent, lender, and title company so everything closes in a timely manner. I'm your advocate every step of the way; getting you to the closing table with as little stress as possible.

7 Close of Sale

Time for you to go home.



The final step takes place at the close of your home. The hard part is over, and this is when we will review the final numbers and set a time for you and your buyers to sign the final papers and exchange keys! Congratulations!

Extras

OBJECTIVE

Here are a few additional resources to support you as you embark on this adventure. If you need anything at any time, I'm here for you!

CONTAIN

- Realtor Interview Questions
- Photography & Showings Guide
- Troubleshooting why a home doesn't sell
- Questions to ask yourself when viewing a home

Realtor Interview

Selling your home is one of the most significant financial decisions you will make in your lifetime. It's important to trust this experience with someone knowledgeable, trustworthy, and experienced. I recommend taking a few minutes to review these questions with any realtor you are interviewing.

REALTOR NAME

Write here...

BROKERAGE

Write here...

WHAT IS YOUR EXPERIENCE LEVEL IN REAL ESTATE?

Write here...

HOW FAMILIAR ARE YOU WITH MY SPECIFIC MARKET?

Write here...

WHAT IS YOUR COMMISSION?

Write here...

WHAT DO YOU THINK MY HOUSE IS WORTH?

Write here...

WHAT IS YOUR MARKETING STRATEGY?

Write here...

WHAT MAKES YOU THE BEST?

Write here...

PREP YOUR HOME FOR PHOTOGRAPHY

First Impressions are important and the majority of prospective buyers begin their search for their new home on-line. Implementing the following suggestions as you prepare for your photo shoot will increase the success of your property's online presence with prospective buyers.

1. General

- Leave all lights on & take out trash
- Open blinds & curtains to let in as much light as possible.
- Touch up paint & holes in wall
- Thoroughly declutter. Remove family items, excess furniture, and any "piles".

2. Kitchen

- Clear off countertops completely
- Empty garbage and move cans and bins to garage
- Remove all artwork, photos, & magnets from refrigerator
- Remove rugs, dish towels, & potholders
- Empty sink & put away all dishes.
- Place all cleaning products (sponges, soaps, etc) away

3. Bathrooms

- Completely clear countertops
- Clear showers & bathtubs
- Clean mirrors, & glass surfaces
- Remove dirty towels & leave out only new, unused towels.
- Remove plungers & cleaning items
- Put toilet seat down & close closet doors

4. Dining Room

- Clear table, dust & polish table top
- Use decorative place setting if available
- Feature one center piece such as a fresh bouquet of flowers
- Straighten all chairs and space them evenly

IT'S ALL ABOUT FIRST IMPRESSIONS

STAGING CONTINUED

5. Exterior

- Lawn should be freshly mowed, bushes trimmed.
- Move or remove yard toys and clutter
- Remove trash cans
- Remove empty planters, lawn care supplies, hoses, trash cans.
- House number should be clean and clear
- Organize and clean porches and patio furniture
- Sweep & tidy entranceway. (Use broom to remove cobwebs from eaves & door frames.
- Clean pool if you have one

6. Bedrooms

- Make bed, including decorative pillows/shams if available
- Clear nightstands of all personal items
- Store away phone/tablet chargers
- Clean under bed, removing items that may show in the photos

7. Pets

- Place food & water bowls and toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside.
- Clear back yard of pet waste & toys



Joshua McCracken
Top Producing Agent, Realty
Grand Rapids, MI 49506

BE READY FOR A SHOWING IN 1 HOUR



Bedrooms

- Make beds
- Pick up anything on the floor
- Customer Stories
- Upload Wonderful Video

Bathrooms

- Close toilet seats
- Refold & replace towels
- Completely clear counters
- Give counters & mirrors a quick wipe.

Kitchen

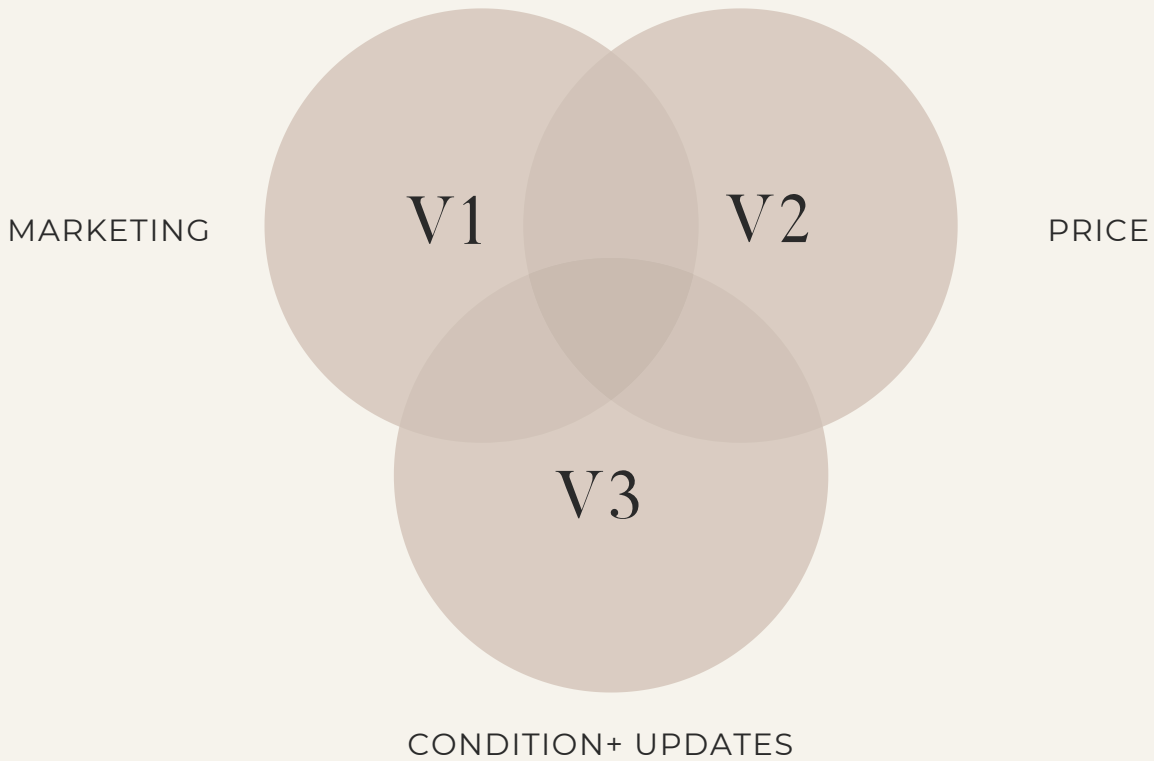
- Empty sink
- Take out trash
- Completely clear & wipe counters
- Sweep/Vacuum/Take out trash

General

- Fold & put away blankets
- Light a candle
- Pick up anything on the floor (shoes, bags, toys, etc)
- Turn on lights
- Secure valuables
- Safely secure pets (or bring them with you during the showing!)

3 REASONS

HOMES DON'T SELL



PRICE

Despite best efforts to price your home strategically and accurately, sometimes the market shifts after listing and it becomes apparent that we need to lower and adjust the price.

CONDITION + UPDATES

After 10-15 showings, we will have data about what is causing buyers not to write an offer.

We may need to revisit any previously discussed suggestions for home improvements

This is the time to assess if we should invest in making those changes.

MARKETING

If your home isn't in front of enough realtors and prospective buyers, it won't sell. This is why I plan implement a strategic plan specific to your home. If it needs to be revamped, it's time to do it.



ASK YOURSELF THESE QUESTIONS

WHEN TOURING A HOME

Can you see yourself living here?

While this may seem like an obvious question, it is undeniably the most important. Can you see yourself and your family functioning and thriving in the house as it is?

Is this in my budget?

Avoid viewing homes that are far outside of your budget. If you have to convince yourself you love a home if you make drastic renovations to it, it may not be the right home for you.

Does the location work for your family?

Many changes can be made to a home, but its location isn't one of them. It's easy to fall in love with a home that may force a family member to endure a long commute every day. In the emotion of the moment, it's easy to overlook or justify a location that doesn't actually work for your family.

Do I truly love this house or is something else going on?

In markets that have low inventory and bidding wars, it is easy to make emotional decisions based on scarcity. Take time to pause and see if you truly love a home, or if you are making a decision based out of fear that nothing better will come along.