



Selling THE EASY WAY

My Process for Top Dollar and Least Headache

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CONSIDERING SELLING?



Welcome! I'm Associate Broker Joseph Ranola of Matias Real Estate here on Staten Island and we're going to discuss selling your house!

When you hire a Real Estate Agent you're typically trusting the word of your neighbor/friend/cousin/etc. and just throwing the sale of your biggest asset into some random person's lap without ever seeing their work, asking important questions or knowing how they'll help you. Why? Because you don't know what you don't know. Let's change that today!

In this packet I am going to cover all I can for you. I'm going to explain what makes a good listing (AKA gets your home sold). I'm going to break down the typical process from beginning to end. I'm going to show you my previous listings. I'm going to show you examples of bad listings. I'm going to explain my process and steps that I take to give us the best possible chance of getting your desired results. I'm going to educate you as best I can so that you're armed and ready to sell! Let's get you into the "Closer's Club"!

MY CREDENTIALS



Let's face it- REALTOR's are a dime a dozen in Staten Island. You take a course, take a test and that's it- you're licensed.

When you're looking to sell your largest asset you *must* make sure that the professional you are going to hire is just that- a *professional*. You also need to make sure that they spend the time, money and energy required to present your home in the greatest light possible. That will all be explained in this packet, but first I wanted you to get briefly acquainted with me so you know who you're hiring!

In bullet point form, here are my accomplishments most related to business:

.....

- 5 years in Real Estate
- Now an *Associate Broker* as of 2022
- Received *Bachelor's Degree* in Business Management with Minor in Italian in 2014
- Received *Master's Degree* in Criminal Justice with Minor in Terrorism Studies in 2018
- Experience as a *Detective*
- Have moved \$10,000,000+ in Real Estate over nearly 20 transactions
- Licensed Life Insurance Agent
- Author!

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I'd recommend reading the guide start to finish your first time around and then refreshing your memory on certain aspects as needed. Here's the order of what's here.

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PRIOR LISTINGS

Let's start off with some of my previous work:

When you're considering hiring an agent, the number one *most important thing* you need to see is their current or past listings. You need to see how they present them. Are they using cell phone pictures or professional photos? Do they put time into the narrative or just type up a quick line or two? Do they add drone walkthrough videos to the listing? Is any pride put into it?

Pay attention! Should you hire them, that's how *your* house will be presented!

I've sold quite a few houses but here are some recent ones and how they faired:



475 Lisk Avenue

Sold: \$620,000

Received 8 offers on first day, all over asking!



15 Oceanview Lane

Sold: \$1,435,000

Multiple offers, house needed major work!



48 Sunnyside Terrace

Sold: \$920,000

We sold \$21,000 over owners original price!



90 Bay Street Landing 6K

Leased: \$3,450/month

Leased for same price as 2BR/3BA units!

FIRST STEPS

List, Show, Sell. It's Easy!

Congrats on beginning your journey to sell your home. There are so many reasons why you may be going down this road- maybe it's time to get a bigger home/downsize, maybe your job is making you move across the country, maybe you want to live on a beach other than Midland Beach or maybe something completely different. Maybe it's for happy reasons, maybe it's for sad reasons. No matter who, what or why, I'm going to do everything in my power to make this as easy and painless as possible for you.

Here's what the very beginning will look like:

Talking to an Agent

As the itch to sell grows into an actual desire, you'll eventually find yourself wanting to sit down with an agent(s) to discuss how this entire process works. There are *so many* agents on Staten Island, so where do you begin? You'll probably either (1) ask friends and family for recommendations, (2) give an agent who's "for sale" sign is on one of your neighbor's houses a call, (3) google a big-name company and give them a call (old school!) or (4) put your info in on a website and an agent will end up reaching out to you. If you're reading this that means I found my way to you through one of those four mediums and I'm grateful!

So now what? We talk! Ask me questions! After reading this guide you should have a good idea of what to expect in an agent and I'd be more than happy to go over everything with you in further detail. I'll show you my previous work (make sure you ask this of any agent!), I'll show you what I do for your listing no matter if it's a \$200,000 house or a \$2,000,000 house, we'll go over comparable sales, best pricing practices, commissions and more. We'll go over everything!

It doesn't need to end there. You're more than welcome to interview other agents to compare and contrast their services and see if they'd be a good fit for you or not. Just keep me in the loop!

FIRST STEPS

Continued

CMA

While we're going over everything I will also be creating a Comparative Market Analysis AKA CMA or Value Report. I do this by pulling up all of the neighboring homes sold within the last 6 months that are comparable ("comps") to yours. Think "Zestimate" but this one is actually accurate! It takes time and knowledge to go through the list of homes and know which ones to keep and which ones to toss out, whereas Zillow, Trulia, etc. typically just jumble them all together and throw out an innacurate number. This report will give us a range to list in along with a recommended price. Keep in mind that this is based on cold, hard numbers and is typically severely accurate.

Let's List!

If you approve of everything that I have to offer you (all explained in the next pages!), have decided on a price and are ready to go- let's list! Once we sign the listing paperwork I will schedule my photographer/videographer to take photos within the next few days. In the meantime I will get the ball rolling on my entire process to get your home sold for top dollar, as explained in the next few slides. Narratives, websites, ads, brochures, prepare for an open house- you name it! I will be very busy getting us ready over the next few days until we go live.

This is an exciting time. Read on to see what exactly it is that I offer my seller clients and how I aim to get you the most money with the least headache.



MY SERVICES

How am I different?

Let's get right into it. A house sells because of two things- price and presentation. We will come up with the price through the value report and discussing everything in detail- that's typically not a problem. Where much of my competition lacks, however, is in presentation.

I take it *very* seriously.

I've sold a \$180,000 Co-Op on Armstrong Avenue, a \$1,500,000 mansion on Todt Hill and absolutely everything in between. They *all* received treatment as if they were \$1.5MM.

So let's discuss my process:

PROFESSIONAL PICTURES

First and foremost, I'm having professional pictures done. We are not putting something on the market for hundreds of thousands of dollars and presenting it with cell phone pictures.

Nope!

DRONE VIDEO

I will also have a professional drone walkthrough video conducted. People love this because while pictures are great, this helps them visualize the property that much more.

PROFESSIONAL COPY

Time is spent on the narrative for your property. I will never put something like "LVL 1 EIK W SGD + PVT LR W WD. What?! I will also never put one or two simple lines. You're getting a very well thought out, very descriptive explanation of your property. It's just one more thing to help buyers visualize everything about your house in the best light.

SOCIAL MEDIA

It's no secret that social media gets you seen. So that's what we will do! I have built up a great following on my Real Estate Instagram, @ranolarealestate, and will post your property extensively for all of my followers to see. I also cross-post it on Facebook and LinkedIn, as well as post the walkthrough video on my YouTube Channel. I post everything in a nice, eye-catching and consistent format so as to make it as visually appealing as possible.

MY SERVICES

LANDING PAGE

Your property will *get it's own website*. I make a beautiful website that shows off your homes best features and encompasses the walkthrough video, description, a form to request exclusive showings and more. This has been a big hit for both sellers and potential buyers alike. I also run ads on the page to reach as many people as we possibly can! Speaking of ads...

ADS

I run social media ads across all of my platforms for your home. I create a well-thought out post and then pay for advertisements to hit a specially chosen target audience. I also run ads through my CRM, which they call a "Property Boost". It certainly lives up to the name!

BROCHURE

I also make your property it's own *gorgeous* brochure. This gets sent out to anyone and everyone that shows interest in your home so that they have all of the pertinent information, description and pictures in one very handsome place.

NEWSLETTER

In accordance with the rest of my work, I send out a very attractive newsletter every Saturday to hundreds of people and growing called "State of the Market". I feature a property every week- yours will be there exclusively for the first few weeks and anytime thereafter if needed.

OPEN HOUSE

Some people don't want them but, if you do, I will be there with balloons, prosecco, snacks, informational sheets, great technology and then some! I also partner with lending companies for this and they bring some amazing marketing material of their own.

BUSINESS OWNERS

I do a project called Highlighting Staten Island where I feature businesses around the island for free on Instagram and other channels. In the last year we've done 28 episodes (and more to come)...that's 28 well-connected business owners (and growing) that I will now put your property in front of. I also send them a newsletter every Sunday and, you guessed it, your house will be featured in it!

MY SERVICES

EXAMPLES

Everything above sounds lovely, right? But what does it all mean if you can't visualize it? I'd like to show you some examples of previous work that I've done. Let's get into it!

PROFESSIONAL PICTURES

Here are some photos from previous listings:



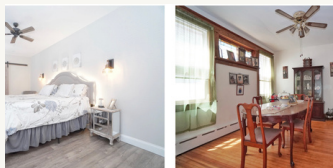
NARRATIVE

Screenshot of a narrative:

This is prestigious New York City living. This brand new, never-before-lived-in studio with bonus room is waiting to shower you in luxury from every angle. Upon entering this unit you will be blown away by the crisp, clean extravagance that it has to offer. The beautiful kitchen with Calcutta Borghini backsplash, a paneled refrigerator, brand new KitchenAid appliances and waterfall island blends seamlessly with the ultra hi-tech living room featuring 4 TV's and

LANDING PAGE

Screen shot of recent landing pages:



Exquisite

Can you have it all?

Yes.

Get
the

US house at 216 Dubois Avenue is perfect for any situation. With enoug

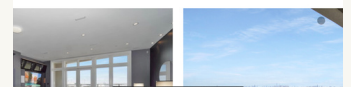


INDULGE

90 Bay Street Landing 6K

One of the best properties on Staten Island.

One of the best properties in New York City.



MY SERVICES

EXAMPLES

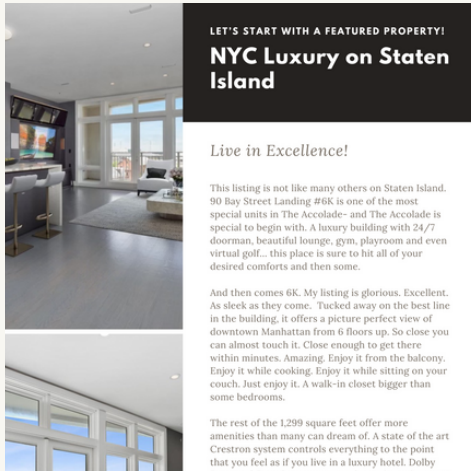
BROCHURE

Here's the cover page of two recent brochures:



NEWSLETTER

Recent newsletter articles:



BUSINESS OWNERS

All of my Highlighting Staten Island businesses are a part of this group and will see your home!



LISTING ANATOMY

Let's break down a perfect listing!

I can't say it enough- **the way your house is presented to the world will greatly affect the overall outcome we receive from potential buyers.** Let's tie some of the points from the last slides together and break down a perfect listing- one that will maximize our chances of getting you the highest price with the least headaches.

PICTURES

As I said earlier- professional pictures are paramount. When I listed my very first house years ago I originally went with cell phone pictures...until I *quickly* realized that I needed professional photos. Within one week I had them done and updated the listing- the showing requests started coming in immediately! Huge difference. Let's compare:



LISTING ANATOMY

Continued

NARRATIVE

A narrative needs to be thought out, planned, tested and proofed. You simply cannot throw a house on the MLS with a one line description- what kind of presentation is that?!

You also cannot put a description that a non-Realtor would think is just a pile of letters strewn together that makes zero sense. It's the 2020's- your buyers are searching for their homes online. Every MLS listing automatically gets pulled to Trulia, Zillow, etc...the places that these buyers are searching. So why are you going to list a house, as said previously, with terrible acronyms and in all capitals like LVL 2 MR BR W SEP BA INCL WD, SGD TO BAL. What? We need to tell a story and make the potential buyer envision themselves inside of the property as they read it.

Take a look at these narratives below. One of them led to an expired listing (didn't sell)... and the other is mine- sold for \$21,000 over asking!

🔄 Expired 3 BD 2 BA 1,148 SF

CLICK ON THE AERIAL & VIRTUAL TOUR...1
FAMILY DETACH HOME...



Closed 3 BD 3 BA 1,479 SF

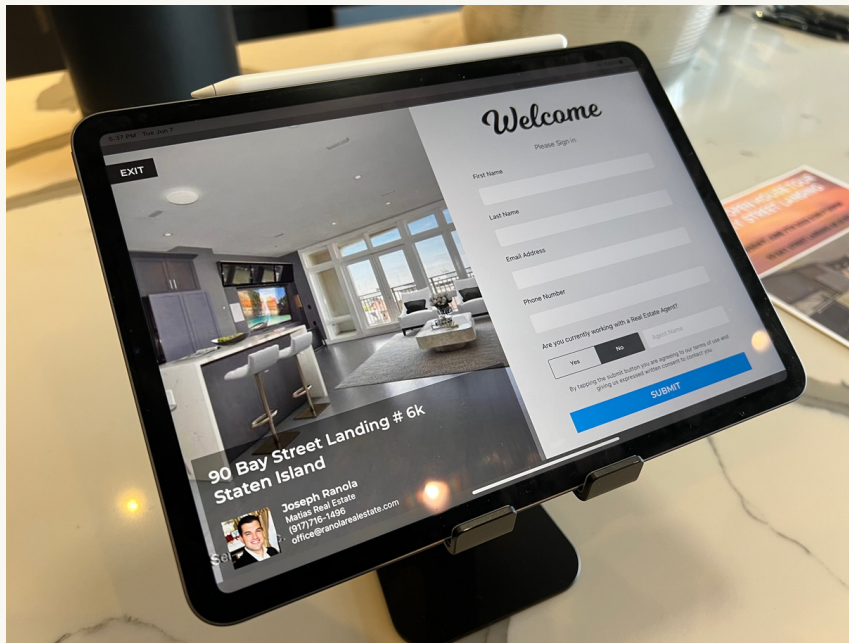
Welcome home to this beautiful 3 bedroom, 3 bathroom semi! You're greeted with a stunning exterior unlike any other on the block, which then leads into a huge, sunny living room and dining room adorned with unique trims, recessed lighting and wood floors. Make your way past the half bath into the large kitchen with granite countertops and sliding glass doors into the HUGE yard- the first level off of the kitchen is a wonderful deck with plenty of room for entertaining and then a few steps down brings you to the rest of the yard with a peach tree and a one year old pool! Once you make your way upstairs you'll see a full bath and 3 large bedrooms with plenty of sunlight. The basement is tremendous! It was renovated only one year ago and features a full bath, 2 separate rooms and a side entrance. All appliances including washer and dryer and BBQ's stay! Perfect location only minutes from both NJ and Brooklyn. Take advantage!

See the difference? On to Open Houses:

OPEN HOUSE

Here's the way to do it

Open houses, if done correctly, can lead to a wealth of interested parties in your home and, therefore, more offers. Here's what I do that sets me apart from others:



TECHNOLOGY

A paper sign in sheet? No way! I have a special app for my CRM that allows me to display a welcome/sign in sheet on my iPad. The best part? I have it set up so that as soon as someone signs in, they receive an email with a recap of your property including a summary of it's features, the walkthrough video, the brochure and more. Powerful!

INTEREST/VISIBILITY

Next, let's talk about getting people there to begin with. I create beautiful, eye-catching fliers that I then distribute accordingly (both in person and all over social media). I also run a significant amount of paid ads on social media. Then, I go into the MLS and see every agent that pops up as a buyer for properties with your parameters.

I reach out to every single one of them letting them know to send their buyers because I'll be there! On the day of, I get there early to set up shop. I walk around and pick up any garbage, leaves or anything else that may have ended up in front. I put signs all over the place. Balloons. I offer prosecco to people walking by to come inside. We get people there!



OPEN HOUSE

Continued



AMENITIES

I want potential buyers to feel taken care of when they come to your house. I want them to have an *experience*. I do this by offering amenities- bellinis, mimosas, donuts and coffee for earlier open houses and antipasti, wine and prosecco for later ones. They receive a fact sheet on the property. Pens, brochures and other marketing materials. They have the ability to speak to not only a Real Estate Broker (me!), but also have any loan/mortgage questions answered on the spot by a Mortgage Broker. Don't forget- they'll also leave with a boatload of information on your house emailed directly to their phone. This is how we gain attention, and this is how we convert!

Say we have a blowout first weekend and accept an offer- what's next?

NEXT STEPS

It typically takes ~90 days from acceptance to closing- but A LOT is going on during that time. Some deals can take 6 months, some can take 3 weeks. I'm going to break down your typical 3 month long deal.

ACCEPTANCE

We've accepted a great offer- congrats! However, the fun is just beginning and a lot can still go wrong. At this point either party can back out with hard feelings being the only consequence.

A FEW DAYS

HOME INSPECTION

Now it's time for home inspection. This helps the buyer determine if anything is wrong with the house. It may also re-open negotiations, even after an accepted offer, because the buyer has 1 of 3 choices when seeing something is wrong- ask for it to be repaired prior to closing, ask for a credit at closing or just leave it alone.

A FEW DAYS

SIGN CONTRACTS

The results of the home inspection have been ironed out and it's now time to make this deal more concrete! After the attorneys have all of the terms laid out and agreed upon between all parties, the buyer will be called in to sign the contract and leave their deposit. The seller signs afterward and that's it- we're pending under contract! Now the seller is legally obligated to sell the property and the buyer is legally obligated to buy it.

~30 DAYS

APPRAISAL, TITLE CHECKS

The up-front hurdles have been accomplished and now you kind of just sit back and wait while all of the "behind-the-scenes" stuff is going on. The bank will send an appraiser to appraise the house- they want to make sure that it's worth what you're selling it for so that they won't be upside down on the loan should the buyer default on their payments. Title checks will be conducted to make sure that the title is in fact free and clear and that you are legally able to sell it and that there are no liens or other surprises on the house!

~30 DAYS

GETTING TO THE CLOSING TABLE

When the results from the above steps come back satisfactorily, the underwriter will do more research and issue the buyer a mortgage commitment letter. If it's "conditional" it means some issues need to be cleared before they will give them the mortgage. If it's "final" then they're clear to close! You'll be at the closing table very soon!!

FINAL STEPS

Buyers have clear to close. A closing date was scheduled. Now what?!

Clean/Move

Like we've said a few times, every sale is different. However, on your typical sale, you will be delivering the home in "broom-swept condition". This means that all of your stuff will be removed and the house will be cleaned up and vacant for your buyer to move right in.

Final Walkthrough

This usually occurs within a few hours of closing. Prior to hitting the closing table, the buyers will conduct a walkthrough of the property to make sure that it's still in the condition it was when they made their offer and that any repairs, if requested, were finished. It's always best/easiest to have this done when your stuff is fully moved out and you've cleaned up already, hence step one of this page. In cases where there will be post-possession (you need some extra time to live in the property past closing) there will typically be 2 walkthroughs- one before closing, and one after you've moved out once that agreed upon time comes.

Closing Table

We will all go to the pre-determined location for closing (either your attorneys office or the buyers attorneys office) and get it done. There will be lots of signing, you will receive checks and finally hand over the keys. Done!!

Change Your Address

Self-explanatory but easy to forget! You have a lot of work to do- you have to let everyone know you no longer live here! Your job, your bank, the post office, your car insurance, your friends/family and so on and so forth!

Make Sure You Have Buyer's Number

It's inevitable- you're going to get packages, mail and other things to your old house. It's best to have your buyers number so you can reach out when something expensive says "Delivered" and you realize in sheer terror that it is delivered... but not to where you currently live! A quick text or call to the new homeowner is an easy fix!

THE CREW

Let's break down the main parties involved in this process

Listing Agent

Me! I'm the Real Estate Agent assisting you throughout this transaction and essentially coordinating the whole thing from start to finish. I represent you (the seller), and the buyer's agent represents the buyer.

Real Estate Attorney

This is the guy or girl that'll cross your t's and dot your i's! They're watching your back through ensuring contracts are proper and reflecting the actual agreed-upon deal. Your attorney and the buyer's attorney are like the watchdogs of the deal and they'll go back and forth until everything is represented the way it's supposed to be. You'll also sign a million pieces of paper with them at closing!

Mortgage Broker

The person that's getting the buyer their loan to buy the house. They have a huge involvement in this deal because they're the money! No money, no deal! Even though they're representing the other party in this case, I'll be in touch with them to keep the smoothness going.

Home Inspector

This is the person that's going to show the buyer your house through a magnifying glass. They're not looking at cleanliness or cosmetic issues, simply the general workings and overall condition of your house. They will give the buyer a full report on their findings and the buyer will then decide to ask for repairs, credits or nothing at all. We will handle accordingly based on many different factors.

Photographer

This is self-explanatory and usually a one time-use type of thing, the only reason I mention him is because I'm hiring a professional photographer/videographer- please do your best to tidy up and clean everything prior to him coming for the best results!

TERMS

Let's learn some vocabulary to make the process a little easier to understand.

MLS

Multiple Listing Service. The MLS is where all properties are listed and Realtors conduct their search.

PREAPPROVAL

The first step in the buyers process. They submit their credentials to a mortgage broker or bank and find out how much house they can afford. We will require this when they submit an offer.

ACCEPTANCE

This means you have accepted an offer. At this point there is no legal obligation so both you or the buyer can still back out.

PENDING

Contracts have been signed and the seller is legally obligated to sell the home to the buyer while the buyer is legally obligated to buy it.

CLOSED

Another word for SOLD!

EXPIRED

An expired listing means it DID NOT SELL. A house is listed for sale for a finite amount of time- if it hits that time limit before selling it is now EXPIRED.

COMPS

Short for "comparable properties". These are properties similar to your house in type, size and other ways. By seeing what they sold for we can figure out a market value for your home.

CMA

Comparative Market Analysis. This is done by putting comps (mentioned above) sold within the last 6 months into a system and it gives a range of market value for your house.

APPRAISAL

What the bank says the house is worth. They will come out to inspect the property and give it a value, which is how much they'll loan towards it. More on this later!

UH OH!

Problems That May Arise

This is Real Estate- problems arise in nearly every single deal. Rather than keep our fingers crossed and hope that they don't happen (which we will do anyway!) we will get in front of the two most common issues by learning a little about them to begin with.

UNDER-APPRAISAL

This means that the appraiser/bank have determined the house is not worth the price that you're selling it for. For example, if you're selling the house for \$515,000 but the bank determines that it's only worth \$500,000... they will only lend the buyer \$500,000. Ok.. so who comes up with the extra \$15,000?

Either you will have to lower the sales price by the \$15,000, the buyer will have to come up with an additional \$15,000, or you guys can split it to close the gap together. Every situation is different and we always hope that an amicable agreement can be made. If not, the appraisal can be appealed with *hopefully* better results in the end. Either way, this is a sticky situation to be in so we do what we can to avoid it- this is another reason why we need to price correctly!

HOME INSPECTION

So the home inspection was completed...and there are issues with the house. No house is perfect and you can always expect *something* to be on the report that will need repair or replacement. But... when it's major things like structural damage, water damage or anything of the sort, we will have to decide how to react to the buyers requests IF they're still going ahead with the purchase. Remember, at this point contracts have not been signed so both you and the buyer are free to break the current Acceptance if need be. However, if the buyer is still going ahead, they have three options: ask for a repair, ask for a credit or don't ask for anything. The overall state of the market helps determine the course of action on this issue. That being said, just because the buyer is asking for it doesn't mean they'll get it. The point is that a home inspection, especially a particularly negative one, *can* reopen negotiations- if this ends up being the case, we will make educated decisions to best navigate the situation.

There are many more issues that can arise but, in my experience, these two are the most common. We will discuss in further detail!

THAT HURTS

To set some expectations from the beginning, let's talk a little about what can hurt the sale of your home

Overpricing

I put this first because it's the most common and most likely to hurt the sale. If we do a CMA and it shows, from factual numbers, that all comparable homes recently sold between \$585-\$600,000... then no, we cannot list for \$650,000! I mean, you can- but no one will show up. When no one shows up, there's no interest and no offers. When it's a few weeks with no offer and still showing as "Active", people start wondering what's wrong and continue to stay away from it. When we do an eventual price drop to the \$600,000 that we should've started at and finally get someone in there, they're wondering why it's on the market for 60 days and will automatically offer lower than the newly reduced asking price. It's a slippery slope! Whereas, if you had listed at \$600,000 to begin with, you may have had a blowout first weekend of showings and received multiple offers of \$610,000-\$630,000!

The housing market isn't like the used car market where everyone expects to list over where it should be and settle somewhere in the middle. With all of the data available and buyers getting smarter and smarter, they simply don't want to pay \$50,000 more for your house. Overpricing in the beginning can lead to a worst case scenario more often than not.

Limiting Showings

This is another thing that greatly hurts the sale of a home. When we list your house, the first 2 weeks or so are crucial and receive the most momentum. We're on the hot sheet (top of the list), everyone sees our listing, Trulia and Zillow are including us in emails to potential buyers, Realtors are getting pinged left and right about the "New Listing" and so on. If we're priced correctly we will be receiving a lot of showing requests. We need to be accepting them and letting the buyers come and look! If we list on a Thursday and all of a sudden you only want to show the house between 10:30 and 12pm on Saturday, with each showing that I have to decline we're hurting our chances that much more of getting your home sold. After a week, two weeks, all of the "new listing excitement" is shaken off and people have forgotten about you. Buyers went on to see other houses that weekend and got their offers accepted. New buyers are going to look at the new listings that hit this weekend, not your house that's sitting for 3 weeks now. The momentum is dead, and so is most of our hope!

THAT HURTS

Continued

Needing Time to Move

Selling a home is a pretty crazy concept. You're uprooting your entire life and then looking for somewhere else to settle down, and it all usually has to be done pretty quickly or one deal (and then possibly both deals) can fall apart. However, with that being said, it does usually hurt our chances of selling the house when we have to put something like "seller needs time to find a place" or if it's January and we have to put "seller cannot move until August". Don't get me wrong, there is the chance that we find a buyer that's in no rush to move in and will have no problem letting you stay there. But on the whole that's rare. Most people have houses of their own that they're selling and need to exit, leases coming to an end or whatever other situation life throws at them where they'd like to move into their newfangled home they just purchased within a reasonable time. A couple of days or a week or two is typically no problem. In fact, it's normal. But when it's something like a few months, you may find that our buyer pool shrinks and we receive less to no offers.

Sometimes there is simply no choice and that's fine. I will hit your listing hard just like every other one and we will seek out that buyer that doesn't mind you renting the house back for a few months post-closing. However, if you have anywhere at all that you can go when it's getting near closing- stay with your family, go to your second house, a rental, the Ritz Carlton (nice!) then it's definitely a better scenario and can lead to less headache.

Not Reducing Clutter

With kids, pets and just life in general it's *tough* keeping your house orderly- nonetheless in pristine "showing condition". I get it! However, when a house is consistently cluttered/dirty when people are coming to see it, it's a huge turn off for most buyers. Turn off means no offer! I've even had listings in the past where they didn't spend any time preparing for the photographer to come- the pictures looked so bad that I had to pay for the photographer to go back a *second* time! If even the *pictures* look bad, our chances are hurt from the start. As I said, I get it, life is BUSY. It's hard to keep your house looking nice for random strangers to just trudge all over it after you've had a long day at work, the kids are screaming and whatever other hectic mess can be concocted. Just try your best, especially before we have a scheduled showing, to throw stuff in a drawer or under the bed!

RANDOM

Here's some random pieces of info that didn't fit into the previous pages but you should know!

How much are closing costs?

Don't forget about these! Both you and the buyer pay separate closing costs. As a rule of thumb you, as the seller, should figure closing costs (transfer taxes, title service, etc) will amount to around 2% of the sale price of the house. That means on a \$500,000 house you can expect closing costs to be ~\$10,000.

FHA Mortgage VS Conventional

These are the 2 main loans you will deal with. A conventional mortgage is just that-conventional. It's a regular usually 30 year mortgage that plenty of buyers use to purchase a home. An FHA, on the other hand, is geared for first-time home buyers with much less of a down payment required... so the bank is much more stringent on certain things such as repairs. During a home inspection a buyer with an FHA loan may be perfectly fine with some small issues and not ask for any repairs. When the appraiser comes a few weeks later, he may see things a little differently and *require* some repairs in order to pass the appraisal. Big things on an FHA appraisers list are broken gutters, missing handrails and exposed wiring. This doesn't mean an FHA loan is bad by any means, it's just another thing to consider.

What makes a strong offer?

It's easy to get hung up on solely the price, but there's much more to an offer than just that! What makes it strongest? Whatever appeals to the you the most! If you need time to find a place then maybe you'd accept a lesser offer that allows you to stay in the house up to 3 months post-closing, rather than someone offering more money but needs you out immediately. Maybe you NEED the deal to go through because you're buying a house dependent on this deal, so you'd accept an offer at \$550,000 with 40% down as opposed to \$575,000 with 5% down because it's a little "safer". A strong offer is whatever will help you and your family out the most in your current situation, coupled with your tolerance for the risk of things possibly going wrong. Some are riskier but will be more money, some are less money but as safe as can be. I will always guide you through any offer and help with any questions you may have.

RANDOM

Continued

Huh? The down payment matters?

Yes. If someone offers \$500,000 with 30% down and someone else offers \$500,000 with 5% down you may ask what the difference is... you're still getting the same amount of money regardless of the down payment, aren't you? Yes, BUT...! Many things can go wrong in the steps between accepting an offer and actually closing on the house. One of those things is appraisal. If the house were to under-appraise, as explained earlier, the person that's putting less money down is less apt to be able to cover that new price gap! That would mean you, the seller, would have to reduce the selling price or the deal is dead. On the other hand, someone putting down a higher percentage has more ability to handle this issue should it come up- they can cover the appraisal gap and just put less towards the down payment. This is also why someone is usually much more willing to go with a cash deal- then appraisal isn't even a part of the process because there's no bank involved!

What if we receive multiple offers?

Then we're doing alright!! This is always the desired effect when we list a house- we want multiple offers to come in so that you can choose the best one for you. If we do end up receiving multiple offers, usually over the first weekend, I will start to reach out to all agents letting them know what's going on and that we would like their "highest and best" by a certain day and time. This means that, unlike an eBay auction, we don't want this thing to drag out over a week with buyers going back and forth and one upping each other in \$1,000 increments. By requesting the highest and best by tomorrow at 6PM, we're telling them to put their best foot forward in crafting their strongest possible offer and you will choose the ultimate winner the following day. After all of these offers come in I will review them with you. I will lay them all out and point out their price, down payment, contingencies and more. I'll give my recommendations on which one will best suit you overall, but it's your final call and we will run with whatever it is. Once you choose, I will reach out to that agent to let them know they're it- now let's get the ball rolling to closing!

ONE STOP SHOP

Convenience is our priority.

Let me end this packet with some truth- you're busy. Everyone is, but it seems to be double the case when you're selling a home! On top of that, you need to be in touch with so many different people for so many moving parts of this entire thing that it can definitely be overwhelming at times.

In response to that I have created a legitimate One Stop Shop for everything related to your home sale and beyond. You may even be purchasing a new home after this. The point of this is to provide you with a money-saving network for all of the major players during your home sale/purchase should you need a referral- Attorneys, Mortgage Brokers, Home Inspectors, Architects, Contractors and more. If they're a part of this club then they're vetted and you're in good hands.

But, being a licensed Life Insurance Agent, I can help you with even more.

In the process of purchasing a home you'll need to call around and get home insurance. No need- if you'd like, we can get it for you. In the meantime, why not have us run an auto insurance quote for you and see if we can save you money there too? After all, saving money in one or more areas to make room for your new mortgage payment or just enjoy retired life will be a high priority for most.

Buying a new house? Protecting this *huge* investment is a smart choice as well- if, God forbid, something were to happen to whomever the person is that's paying the mortgage and/or bills for the house... then what?

We can get you the proper insurance for that too.

We also offer complementary Financial Planning Services if you find yourself coming into a large amount of equity from the sale of your house, need a 1031 Exchange or any other matter. Take a free review- why not?!

We are a One Stop Shop. Take Advantage!



We did it- congratulations on selling! I hope this guide served it's purpose during our journey and quelled at least one question or fear you may have had. I also hope you're taking money-savings advantage of my "One Stop Shop". It's my absolute pleasure to work with sellers- I get to watch your mounting excitement as we get closer to the closing table and shake hands when it's all finished!

Please give me feedback on this guide- what should I add, what should I remove, what helped and didn't help? I'm always looking to improve. Also, if you enjoyed working with me, please refer me to your friends and family!

Welcome to the Club!

Thank you,
Joseph Ranola

