

SELLER GUIDE

CONTENTS

Your Home Evaluation

Backed by a Great Team

Meet Your Agent

Get Ready to Sell!
- From Listed to Sold
- Pre-Listing Preparation
- Pricing Your Home to Sell
- Fair Market Value
- 7 Easy Curb Appeal Tips
- Photos & Showings Prep
- Photos & Showings Checklist
- Prep Your Home to Sell Fast

Listing & Marketing
- Listing Your Home
- Our Marketing Strategy

Offers & Negotiations
- Factors to Consider

Under Contract
- Steps Before Closing

Cleared to Close
- Closing Day

Success Stories

LIV
ING
CDA
REALTY GROUP

eXp
REALTY

SELLER GUIDE



SHANE GREENFIELD

208-640-1269

www.shanegreenfield.com

BACKED BY A GREAT TEAM



WHAT YOU CAN EXPECT FROM US

Honesty & Integrity
Loyalty & Respect
Responsive & Timely
Expert Guidance

LIVING CDA
REALTY GROUP

BROKERED BY eXp REALTY

MEET YOUR AGENT



Real estate is more than making a sale. Anyone can sell real estate, I consider myself to be a tour guide and promoter of our beautiful area. From beginning to end, I help, advise, guide and work for you, so it's a lot more than the definition of "selling".

I am a techie geek, whether it be the newest drone or the newest software available, I believe that staying current keeps me ahead of the curve and helps my business and my clients.

I love my community and am actively involved. You will find me at various events through the year, behind the scenes, and sometimes in front. I am a 2016 Coeur d'Alene Leadership graduate and a past president of The Coeur Group.

SHANE GREENFIELD

208-640-1269

sold@shanegreenfield.com

shanegreenfield.com

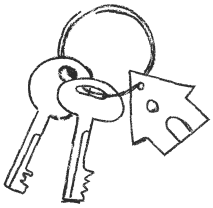
YOU CAN ALSO FIND ME ON

GET READY TO SELL!

We're here to guide you through the process, every step of the way.



FROM LISTED TO SOLD



- MEET WITH YOUR AGENT
- DETERMINE A PRICE
- PREPARE HOME FOR SALE
- LIST & MARKET HOME
- RECEIVE OFFERS & NEGOTIATE
- INSPECTION & APPRAISAL
- CLOSING

PRE-LISTING PREPARATION

- *Schedule* a tour of your home with your agent.
- *Discuss* any potential repairs, upgrades or staging to be completed before listing your home.
- *Establish* an asking price based on the current market and comparable property listings.
- *Prepare* your home for professional photos, videos and to be put on the market.



PRICING YOUR HOME TO SELL

The Market Value

OF YOUR HOME IS BASED ON A COMBINATION OF FACTORS INCLUDING:

- THE CURRENT MARKET
- LOCATION
- NEIGHBORHOOD
- AGE OF THE HOME
- CONDITION OF THE HOME
- IMPROVEMENTS



Pricing Strategy

plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE

A home that is priced

AT A FAIR MARKET VALUE WILL ATTRACT MORE BUYERS, AND IS MORE LIKELY TO GET MULTIPLE OFFERS AND SELL FASTER.



7 EASY CURB APPEAL TIPS

THAT WILL MAKE BUYERS FALL IN LOVE

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & VIDEO PREP

In today's market, professional photographs
ARE A REQUIREMENT FOR EVERY SUCCESSFUL LISTING.

We've put together a checklist to help get your home photo and video ready, as well as preparing to show to potential buyers.



PHOTOS & SHOWINGS

CHECKLIST

Things You Can Do Ahead of Time

INSIDE

- [ ] Clear off all flat surfaces - less is more. Put away papers and misc. items.
- [ ] Depersonalize: take down family photos and put away personal items.
- [ ] Clear off the refrigerator: remove all magnets, photos and papers.
- [ ] Replace burnt out light bulbs and dust all light fixtures.
- [ ] Deep clean the entire house.
- [ ] Touch up paint on walls, trim and doors.

OUTSIDE

- [ ] Increase curb appeal: remove all yard clutter and plant colorful flowers.
- [ ] Trim bushes and clean up flower beds.
- [ ] Pressure wash walkways and driveway.
- [ ] Add a welcome mat to the front door.

Pro Tip

Don't be tempted to shove things inside closets! Curious buyers look in there too.

On the Day of Photography or Showings

KITCHEN

- [ ] Clear off countertops, removing as many items as possible.
- [ ] Put away dishes, place sponges and cleaning items underneath the sink.
- [ ] Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- [ ] Remove personal items from counters, showers and tub areas.
- [ ] Move cleaning items, plungers and trash cans out of sight.
- [ ] Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- [ ] House should be very clean and looking its best.
- [ ] Lawn should be freshly mowed and edged.
- [ ] Move pet dishes, toys and kennels out of sight.
- [ ] Make beds, put away clothing, toys and valuables.
- [ ] Turn on all lights and turn off ceiling fans.

Pro Tip

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS

TO PREP YOUR HOME TO SELL FAST

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING & MARKETING

When we list your home,

YOUR LISTING WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES.



LISTING YOUR HOME

MLS LISTING



Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.

SIGNAGE



A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.

LOCK BOX & SHOWINGS



A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.

OPEN HOUSE



An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.

VIRTUAL TOUR



We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

OUR MARKETING STRATEGY

This is what sets us apart!

EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, YouTube, X and TikTok to get the word out about your listing. Below are some examples of our posts and marketing.



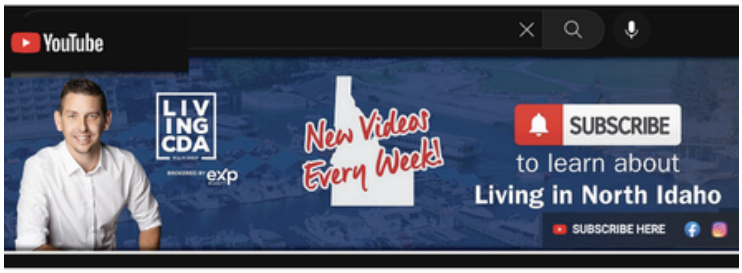
PLATFORMS

YouTube TikTok Google realtor.com Zillow



Facebook Video





OFFERS & NEGOTIATIONS

Being flexible will help

THE OFFER AND NEGOTIATION PROCESS GO SMOOTHER, MOVING YOU ONE STEP CLOSER TO FINALIZING THE SALE OF YOUR HOME.



FACTORS TO CONSIDER

Accepting the highest price offer might seem like the logical choice, but there are many factors to consider when reviewing an offer, and knowing your options allows you to come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically fewer issues that come up, such as a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Once you and the buyer have agreed

ON TERMS, A SALES AGREEMENT IS SIGNED AND YOUR HOME IS OFFICIALLY UNDER CONTRACT.



STEPS BEFORE CLOSING

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

Next Step - Closing!

CLEARED TO CLOSE

Closing is the final step

of the selling process. On the day of closing, both parties sign documents, funds are disbursed, and property ownership is formally transferred to the buyer.



CLOSING DAY

Closing Expenses

FOR THE SELLER CAN INCLUDE:

- TITLE INSURANCE POLICY
- COMMISSIONS PER YOUR LISTING AGREEMENT
- RECORDING FEES
- PROPERTY TAXES (SPLIT WITH BUYER)
- REMAINING BALANCE ON MORTGAGE
- ANY UNPAID ASSESSMENTS, PENALTIES OR CLAIMS AGAINST YOUR PROPERTY

ITEMS TO BRING TO CLOSING:

- ☑ Government Issued Photo ID
- ☑ House Keys
- ☑ Garage Openers
- ☑ Mailbox Keys

Congratulations on Selling Your House!

SUCCESS STORIES

I am unable to put into words how wonderful it was to work with Shane. I was a very challenging buyer given my ridiculous list of requests and limited budget. Shane was not only patient with me but continued to work with me and helped me find exactly what I wanted. I am unable to say how grateful I am for his patience, expertise and professionalism.

-Daniel

★★★★★





Choosing Shane Greenfield as our realtor was one of the best decisions we ever made. Shane helped us buy a house in the CDA/Hayden area while we were living out of state. We chose Shane because of the high recommendations and referrals of others who had used his services. We were so glad we did and would choose him again in a heartbeat.

- Sailor

★★★★★

I had a great experience working with Shane. Selling my mom's house was a big challenge. He was patient, professional, and worked very hard at getting the house sold. I would highly recommend Shane he will work hard for you and get the job done!

- Cindy M

★★★★★



LIVING CDA

REALTY GROUP

BROKERED BY eXp REALTY

LOVE WHERE YOU LIVE

LivingCDA.com Living CDA Living in North Idaho