

Home Seller's Handbook

A COMPLETE GUIDE TO SELLING YOUR HOME



“From sweet scented candles, to fixtures and handles
the atmosphere’s just right to share.
So near or so far, wherever we are,
no matter where we choose to roam
we live and we learn, but we always return.

This is the place we call home.”

-Mrs. Moem

MH

You're on your way.

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Meet Marti

Who Works For You?

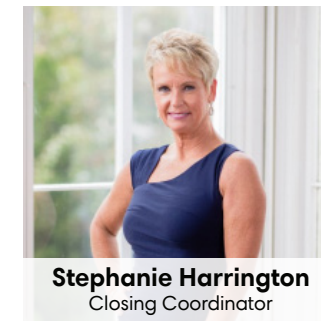
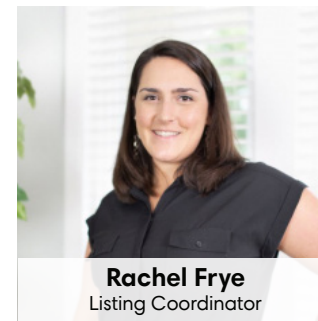
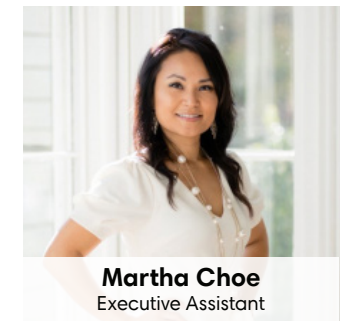
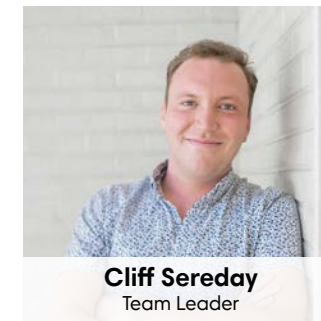
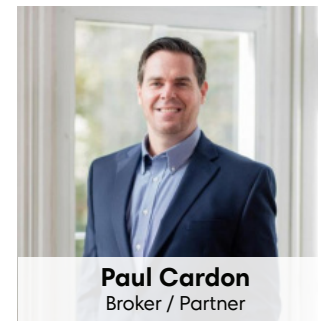
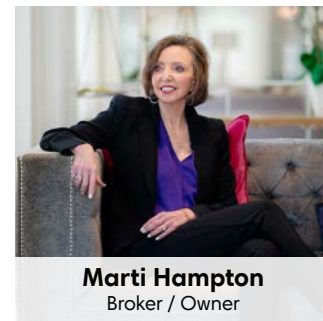


Marti Hampton Broker / Owner

Throughout her 30+ year real estate career, Marti Hampton has accrued numerous recognitions as leader of the #1 RE/MAX Team in the US and the #3 RE/MAX Team in the world.

She has been named one of the “Most Powerful Women in Real Estate” by the National Relocation & Real Estate Magazine and has been a finalist for Inman’s “Innovator of the Year Award” for her international Coming Soon Homes® platform.

Marti’s team of all-star agents are full-time, professional Realtors trained by national and local experts. They continue to set the bar in the Triangle real estate market for professionalism, local market knowledge, white glove service and world-class integrity.



Here's What Our Sellers Are Saying

“

★★★★★

Words cannot fully express the excellence of service I received with the Marti Hampton Team. Beyond the friendliness and understanding, Marti's team take away so much of the stress associated with home selling and buying. Both houses we sold were under contract before we could even think about it, at the top end of the market value.

— CHRIS D.

★★★★★

Our home listed on Friday and was sold by Sunday, at well above our asking price! We were so impressed with Marti's Team helping us every step of the way - from staging and photography to listing, to all of the details and professional service we received. As stressful as moving can be, her team took care of the stress and everything has gone exactly as she told us it would!

— BOB T.

★★★★★

We went from "Coming Soon" to a signed contract in 6 days. I still have a hard time believe this is real. Marti and her team are confident, caring, compassionate, I could go on and on. I feel that Marti is truly looking out for me, and that just means the world.

— JOAN F.



A modern day brokerage. An unparalleled team.

Marti Hampton and her award-winning team have served the Raleigh, Cary, and Triangle region for over 30 years. In that time, the team has helped over 10,000 families successfully sell and buy homes throughout the Triangle area.

By pairing the latest technology with the best marketing and support talent, the Marti Hampton Team provides a leading edge in the local market. Our exclusive platforms, including our proprietary Coming Soon Homes® site, allows our listings to be broadcast to the right buyers.

Following a 20-year career with RE/MAX, in which Marti's team was ranked #1 in the U.S. and #3 in the world, Marti joined forces with eXp Realty. This international brokerage offers a cloud-based platform that empowers its agents with the cutting-edge technology and training necessary to maximize the exposure of your home and get you the best possible price.

eXp agents collaborate with industry experts throughout a global network of 19 countries, so you can rest assured that your listing is seen on a global scale for the targeted buyer.



Our Luxury Marketing Strategy

*How our team will leverage our extensive
experience, technical prowess and
social relationships to go above and
beyond in marketing your home to the
right buyer*



At Marti Hampton, we believe that the finest homes deserve the finest marketing.

That's why Marti Hampton LUXE is designed to go above and beyond anything offered by any other agent or broker in quality, sophistication and depth.

We employ the latest technology to deliver perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

Luxury & International Advertising

Your home will be featured in prominent global media brands including The New York Times, The Wall Street Journal, Robb Report and MarketWatch. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

Stylish, Sophisticated Presentation

We'll create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video and stunning aerial animation.

Local, Social & Mobile

Your home will benefit from cutting edge social media technology and robust exposure on sites like Facebook and YouTube. Our showcase listings reach potential local buyers on every type of computer, smartphone and tablet, in addition to intensive local print, mail and signage.

YOUR HOME DESERVES WORLD CLASS MARKETING

ELITE ADVERTISING

Your home will be featured in prominent global media brands including:

- NEW YORK TIMES
- WALL STREET JOURNAL
- ROBB REPORT
- UPMKT
- MANSION GLOBAL
- MARKETWATCH



GLOBAL EXPOSURE

- Over 100 International Ads
- Exposure to global buyers and investors
- Placement in Juwai.com, the #1 China Site

PERFECT PRESENTATION

- Dedicated Website
- Luxe Video Tour
- Google Earth Aerial Flyover
- Mobile + Social



LOCAL VISIBILITY

- Elegant Brochures
- Distinctive Signage
- Direct Mail
- Targeted Local Ads



SOCIAL MARKETING

- Social video ads targeted to your perfect buyer
- Location, wealth, interests, and lifestyle
- Facebook, Instagram, YouTube and more







CLIENT SATISFACTION

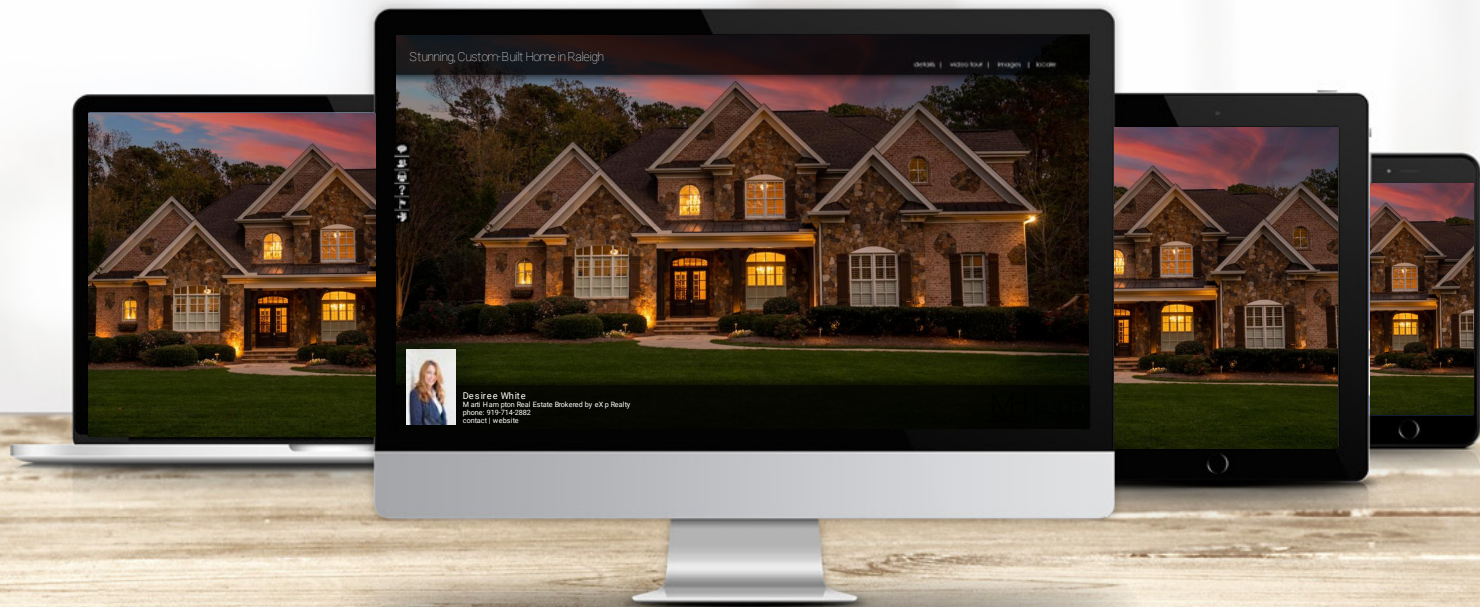
- Weekly Activity Reports
- Interactive media kit showing your ads and campaign highlights



PERFECT PRESENTATION

Your home will be featured on its own dedicated property website and URL, ideal for lead capture and social sharing. The presentation includes a stunning Google Earth aerial flyover and Youtube Video Tour. The dedicated mobile and iPad tours allow for seamless viewing on any device.

 <p>Google Earth Aerial flyover</p>	 <p>Dedicated Website & url</p>	 <p>Optimized for Mobile & Ipad</p>	 <p>Lead Capture & Social Sharing</p>
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THE WALL STREET JOURNAL.

WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

#1 Paid Circulation Publication

↑↑ Highest Rank of Executive Management Readership



Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity.



Highest Household
Income 2023 IPSOS
Affluent Survey

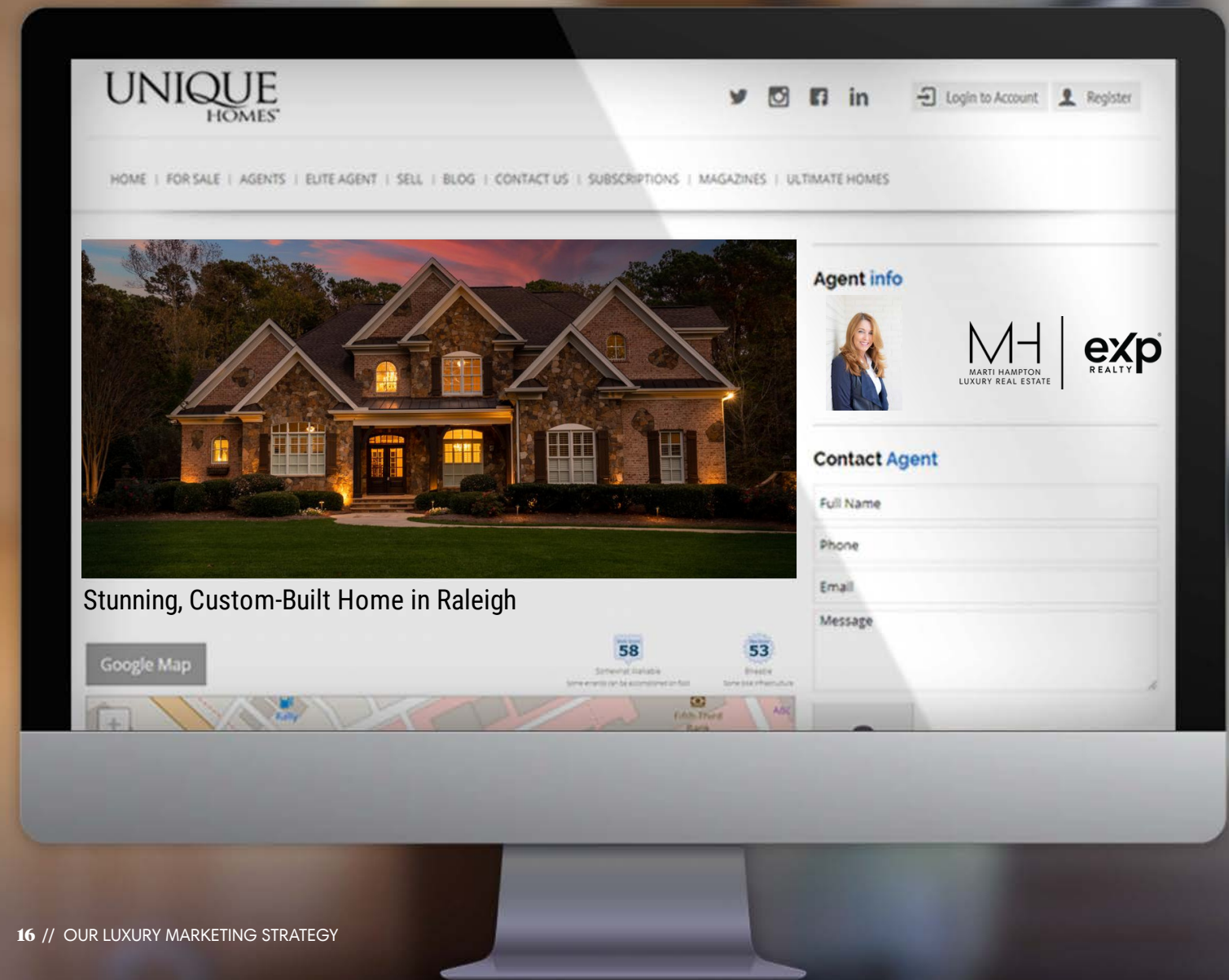
\$2.75M

Average Household
Net Worth of Robb
Report Readers



UNIQUE HOMES

Unique Homes is the most exclusive intermediary between ultra-affluent buyers and luxury real estate sellers. With readership that spans all 50 states and more than 80 countries around the globe to a qualified international audience, it's a must-read for affluent individuals interested in high-end real estate.



MANSION GLOBAL

ONLY THE EXCEPTIONAL

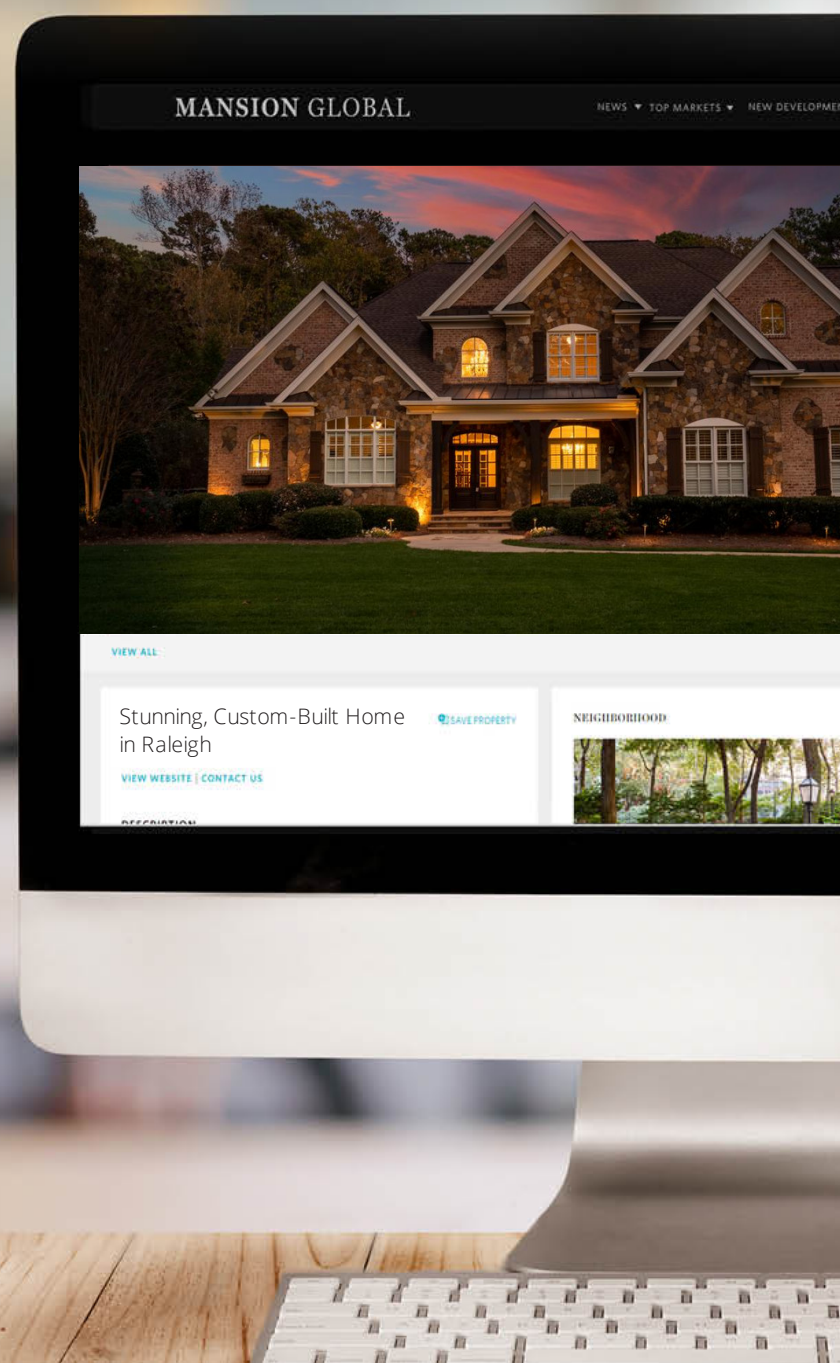
Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

2.3
MILLION

Monthly Unique Users

50%

Of Visitors Planning to Build/Buy a Home



UPMKT

HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.



The New York Times

Access and connect with award-winning journalism in articles, video, slide-shows and multimedia features and become part of one of the most engaged, loyal community of readers on the Web. Your home is featured through rich media display ads targeting affluent homebuyers.

#1 Individual Newspaper Site in the U.S.

25 Million Unique Visitors Each Month



MarketWatch

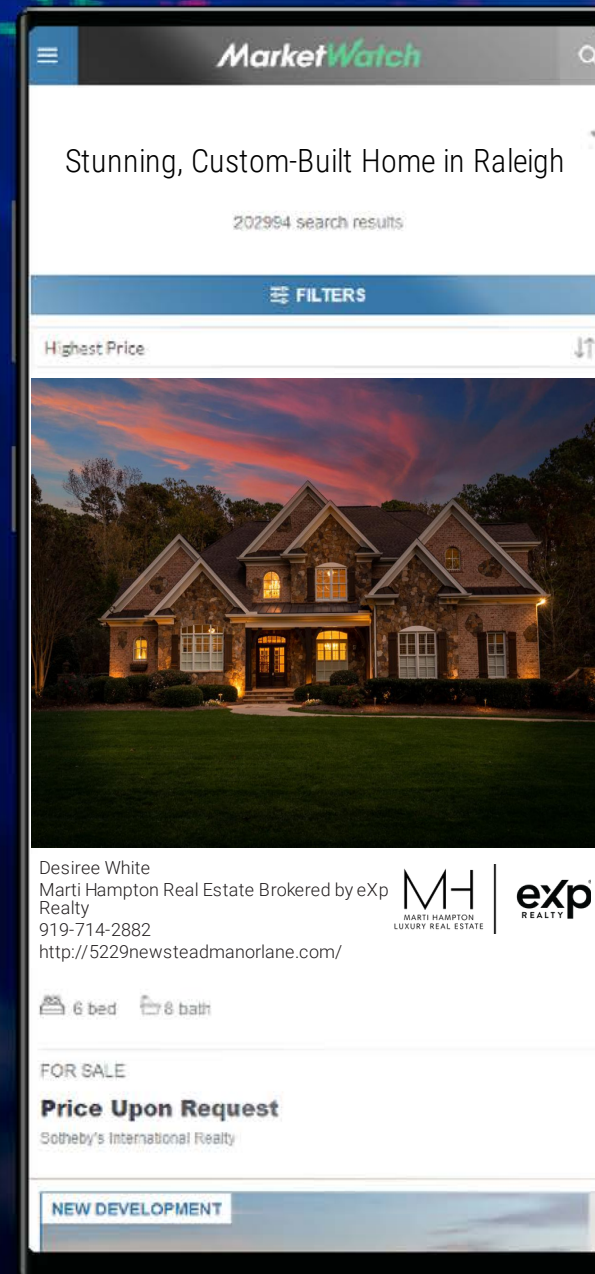
MarketWatch is a website that provides financial information, business news, analysis, and stock market data. Along with The Wall Street Journal and Barron's, it is a subsidiary of Dow Jones & Company, a property of News Corp.

40
MILLION+

Monthly Unique Users

78%

of subscribers use MarketWatch to make personal investments

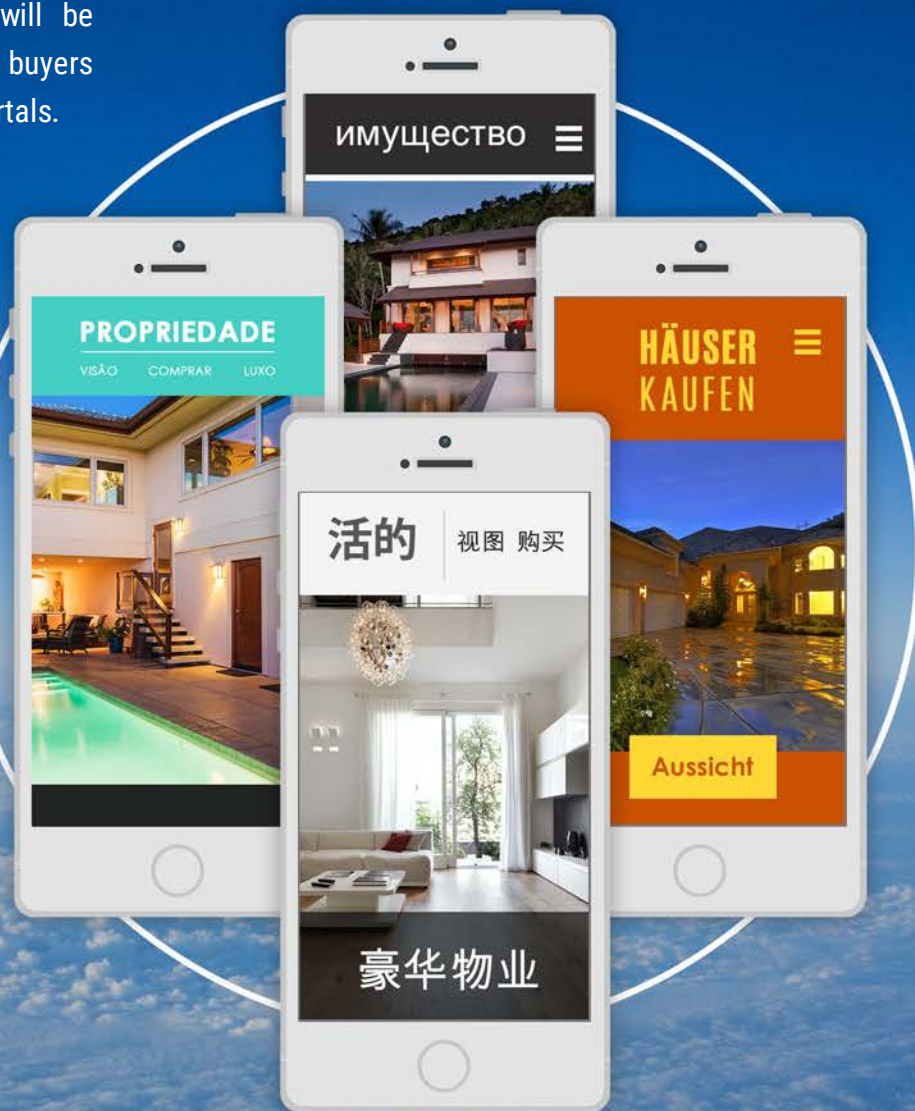


INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

100+
International Ads

70+
Key Markets Like
Russia & China

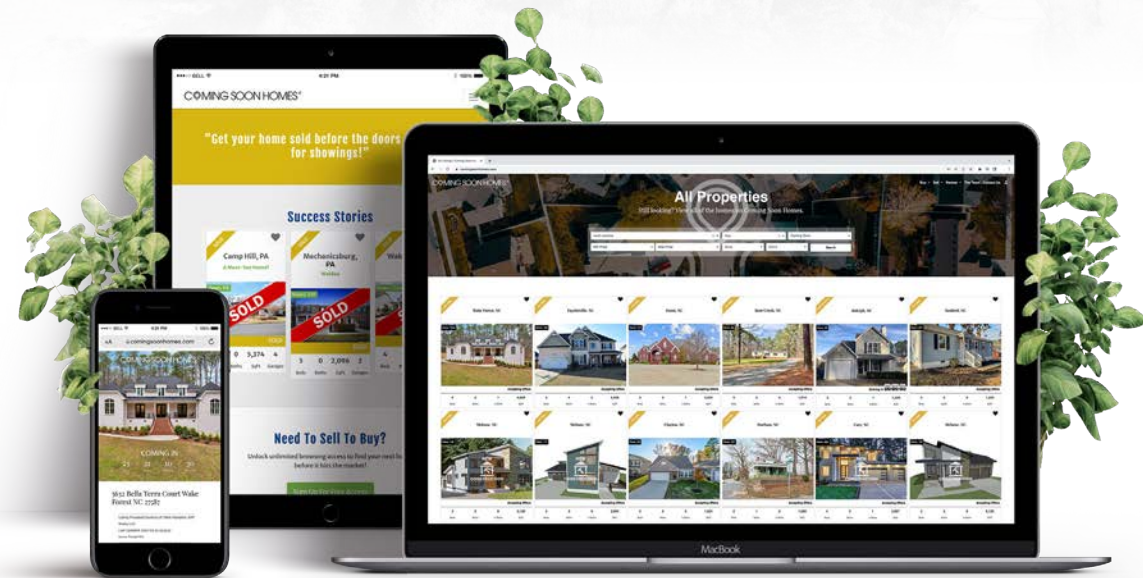


INTERNATIONAL REACH

Your home will gain international exposure in over 90 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

Cyprus 101evler	Macau Go853	Bulgaria Imot	Qatar ProperstarQA
India 99 Acres	Argentina GoPlaceIt Argentina	Serbia Imovina	Sweden ProperstarSE
France Acheter Louer	Chile Goplaceit Chile	Portugal Kamicasa Portugal	United Kingdom ProperstarUK
China Anjuke	Colombia GoPlaceit Colombia	Spain Kamicasa Spain	Ireland PropertySteps
Global Arkadia	Mexico GoPlaceit Mexico	Canada Kangalou	Canada Publimaison.ca
Estonia City 24 Estonia	Peru GoPlaceIt Peru	France Laprovence-immobilier.com	Cambodia Real Estate Cambodia
Latvia City 24 Latvia	Uruguay GoPlaceIt Uruguay	Algeria Lkeria	Australia Real Estate World
Lithuania City 24 Lithuania	Venezuela GoPlaceit Venezuela	Romania Magazinul De Case	Czech Republic Realcitycz.com
France Côte et Littoral	Papua New Guinea Hausples	Ukraine MestoUa	Slovakia Reality Slovakia
Tanzania Dar Property	Algeria Hebdoimmobilier-dz.com	Global Mitula	Morocco Selektimmo
Poland Domy	Global Homeglobally	Monaco Montecarlo-realestate.com	France SeLogger
Cambodia Dotproperty Cambodia	Kazakhstan Homsters.kz	Poland MorizonPI	Senegal SenegalCity
Indonesia Dotproperty Indonesia	Fiji Housing Paradise	Morocco Mubawab	Myanmar ShweProperty
Laos Dotproperty Laos	Chile Icasas CL	Qatar MubawabQA	China Sodichan
Malaysia Dotproperty Malaysia	Colombia Icasas Co	Philippines MyPropertyPH	Tunisia Sokna
Myanmar Dotproperty Myanmar	Mexico Icasas Mx	Poland Oferty	Greece Spitogatos.gr
Philippines Dotproperty Philippines	France Immo.midilibre.fr	South Africa PersquareCoZa	Romania Storia
Singapore Dotproperty Singapore	France Immo.nicematin.com	United Arab Emirates ProperstarAE	France Surfaceprivee.com
Thailand Dotproperty Thailand	France Immo.varmatin.com	Canada ProperstarCA	Germany Sz-Immo
Vietnam Dotproperty Vietnam	Italy Immobiliare	United States ProperstarCOM	Thailand ThailandProperty
China East West Property	New Caledonia Immonc.com	Germany ProperstarDE	United Kingdom EnglishMansions.com
Global EdenWay	French Polynesia Immopf.com	France ProperstarFR	United Kingdom The House Shop
Turkey Emlaktown	France ImmoStreet.com	Italy ProperstarIT	Greece Tospitimou.gr
France Figaro Immo	Switzerland ImmostreetCH	Japan ProperstarJP	Global Trovit
Spain Globaliza	Belgium ImmoVlan	Mexico ProperstarMX	Austria Willhaben
Panama WorldPanamaRealestate	Luxembourg Wortimmo	Greece XE	Pakistan Zameen

A strong digital presence is more important than ever.

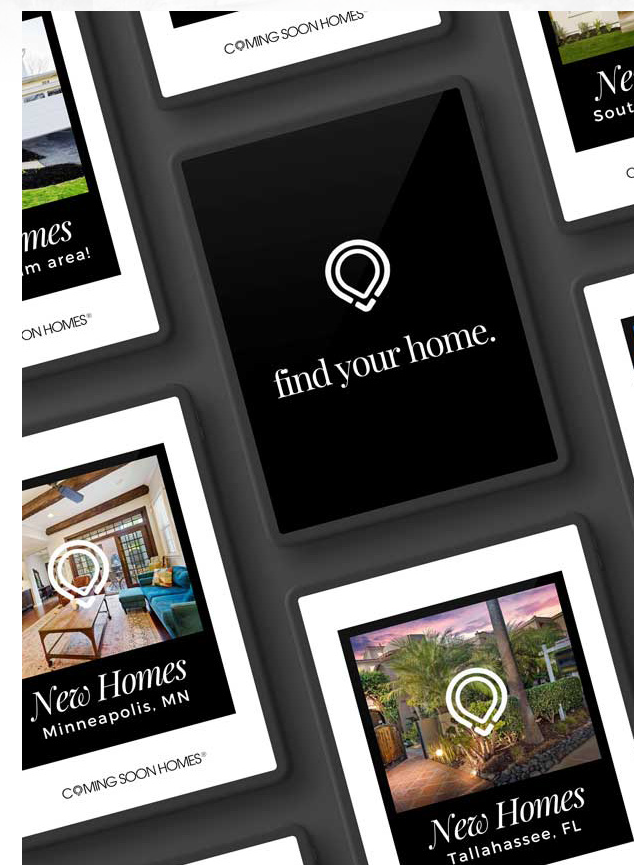


Welcome to COMING SOON HOMES®

Exclusive to the Marti Hampton Team, ComingSoonHomes.com is an innovative website that helps nationwide home buyers find homes weeks and months before they become active on the market.

Just like a movie premiere, you want to open the doors to a wide audience for the show. No matter if your home is ready to sell now, or next month, it is critical we build anticipation around your home hitting the market. CSH buyers have the opportunity to search, save and inquire about listings before other buyers.

How does Coming Soon Homes® convert buyers faster?



- 1** While your home is being prepared to be listed, your agent at Marti Hampton will preview your property to buyers on ComingSoonHomes.com
- 2** Your agent, in collaboration with the Marketing Team, will develop a marketing campaign featuring social media, emails, and print materials to drive traffic to your listing
- 3** Throughout the marketing campaign, your agent will keep track of insights to gauge the right audience and price point as the listing date draws near
- 4** On listing launch day, your agent will utilize the Coming Soon Homes market insights to deliver a faster and more profitable sale

2.4M

Monthly impressions on
ComingSoonHomes.com



“We knew we were moving in 9 months, but had a lot to do to prepare our home for sale. Coming Soon Homes allowed us to have a stress-free experience without all of the upfront hassle of immediate showings!”

— CASEY C.

Digital Marketing & Buyer Acquisition

The Marti Hampton Team is on the cutting edge of digital marketing initiatives, and leads the market with their internet presence and approach to online media.

Our team utilizes proprietary algorithms and advertising techniques to keep our listings in front of active buyers. People who visit our listings will constantly see your property across a host of sites, whether they are browsing social media or shopping online. These ads use geolocational targeting to reach the buyers most likely to purchase a specific property.

3.7 Million+

Monthly impressions throughout our digital media sphere



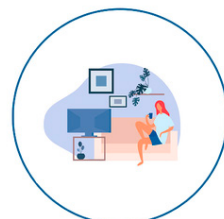
Online: Marti Hampton listing ads are shown to 50,000 followers and over 70,000 viewers across Facebook, Instagram, Google and dozens of high-ranking news and entertainment websites.

25%

Of our homes in 2021 were sold sight-unseen



Radio: Marti Hampton's name recognition throughout the Triangle is second to none. Marti is broadcast to millions of listeners each month to reach potential buyers.

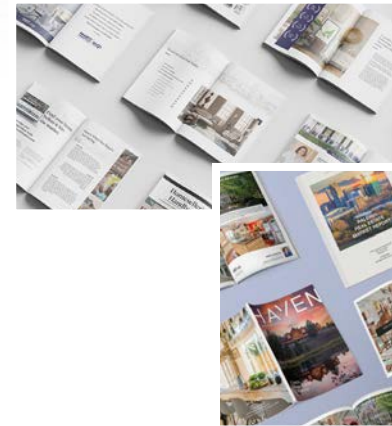


Television: We air our commercials over 400 times per month on Spectrum streaming, as well as on cable television during some of the most popular available programs and events.

Visual Media



Print Marketing: At Marti Hampton, every single marketing piece —from multi-page brochures to custom postcards to magazine publications —is expertly designed to create a cohesive story around your property.



Photography: We invest in the industry's most respected photographers in order to capture your home's finest selling points. Whether its a historic single family estate or downtown condo, our lifestyle-oriented media hints at the livelihood represented by each listing.



Videography: We create visual stories in every frame that we shoot; enhancing the emotions in your buyer's purchase and increasing the value of your home. Our creative lifestyle-based videography allows buyers to not only see themselves in your home, but to actually feel it.



3D Tours: With sight unseen home purchases on the rise, discerning buyers are looking for more manageable means of viewing properties from their own homes. Matterport 3D tours allow homebuyers to walk through homes with the click of a mouse, skipping the hassle of scheduling multiple showings.



Email & Social Media Marketing

Our team engages buyers and brokers every day across multiple dynamic platforms. By investing in stunning images, serviceable tips and thorough targeting, we've cultivated a thriving social media following that allows your property to be spotlighted in a quantifiable way.

Our proven email templates beautifully announce a portfolio of new listings or offer comprehensive looks at single properties on the market or coming soon. All of our templates respond seamlessly to desktop and mobile viewings.

85,000+

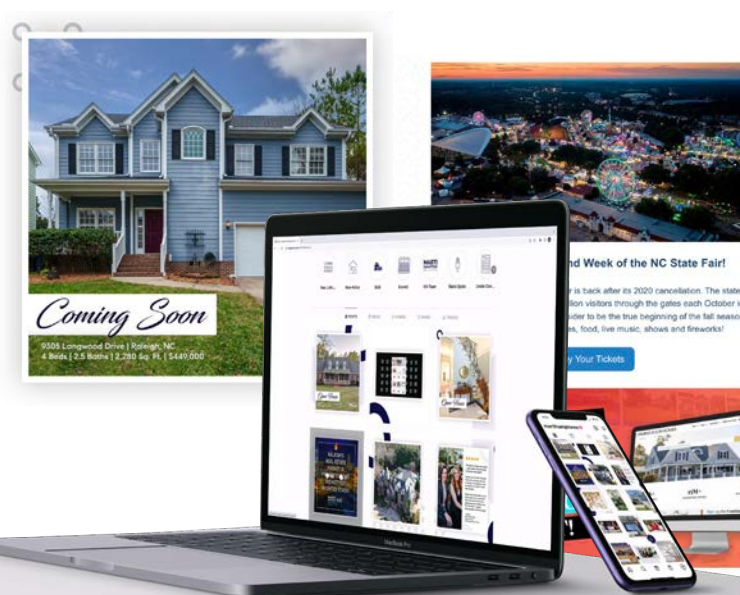
Monthly impressions on social media

400,000+

Total audience across social media ads

655

Average impressions per social media post



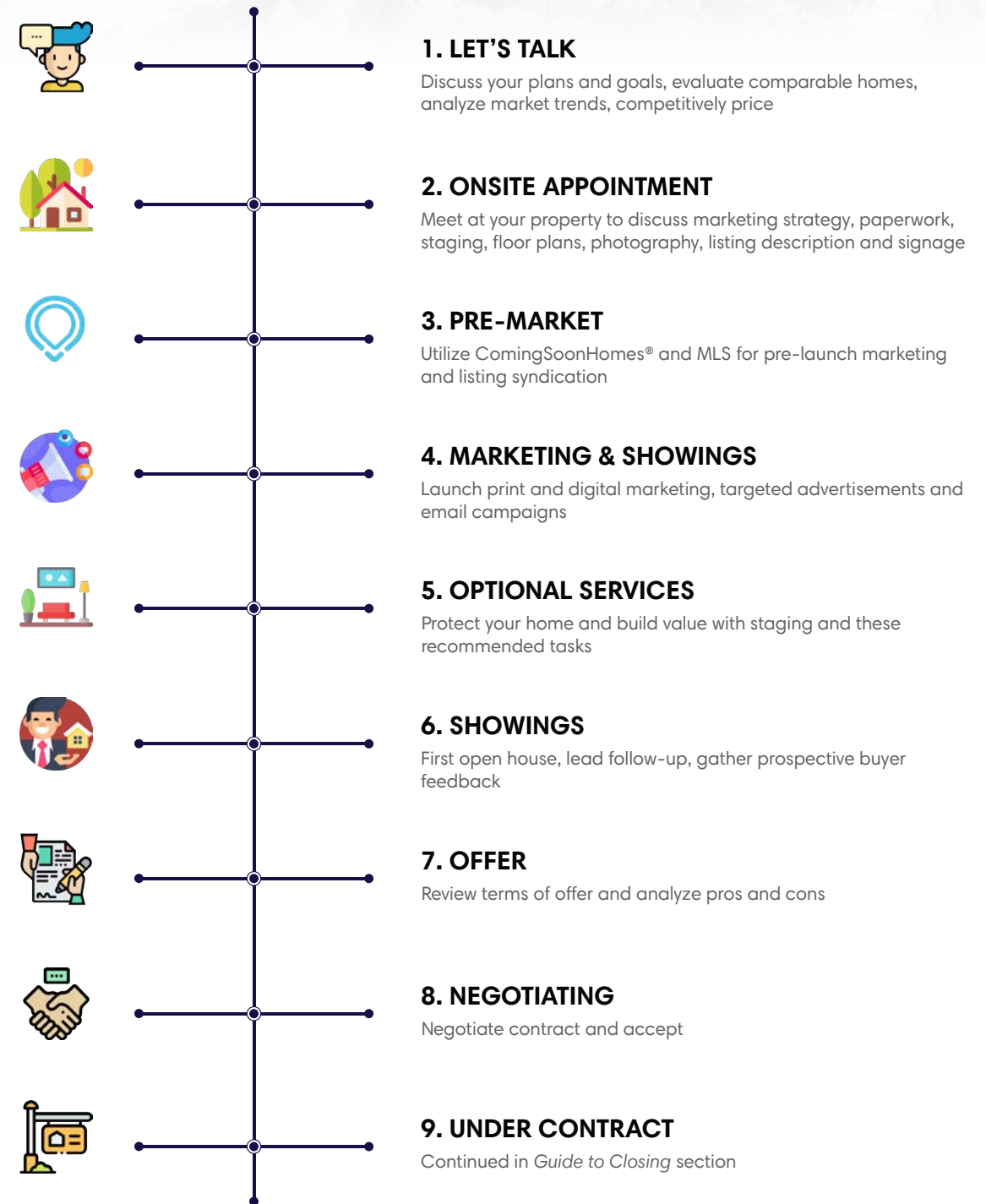
Guide to Selling Your Home

How we will work together to
get your home sold quickly and
for the best possible price

First thing's first. Know the lingo.

AFFIDAVIT OF TITLE	a written statement essentially clarifying that the recipient of this document possesses the property by title. It includes everything from your marital status to relevant dates
CAPITAL GAINS	If you have a high "capital gain", you can celebrate; it means you've received a certain percentage of "profit" from the sale of your home because the sale was above the initial purchase price plus any fees
CERTIFICATE OF TITLE	a document, signed by a title examiner, stating that a seller has an insurable title to the property
CHAIN OF TITLE	part of what's important in real estate is knowing the "timeline" of any piece of property so that there's no confusion of who owns what and when. The "chain of title" is that timeline, showing all previous owners and conveyances from the beginning of the construction of the home
COMPARABLE	when evaluating the value of your property, looking at similar homes and seeing how they've been priced on the market would determine how you will price yours. Those homes are "comparables"
COMPARATIVE MARKET ANALYSIS (CMA)	a survey of the attributes and selling prices of comparable homes on the market or recently sold; used to help determine a correct pricing strategy for a seller's property
CONTINGENCY	a condition in a contract that must be met for the contract to be binding
DUE DILIGENCE	a buyer's opportunity to engage in a process of further investigation of the property and the transaction as described in the Offer to Purchase form for an agreed period of time
EARNEST MONEY	a negotiated deposit (usually 1-2% of purchase price) given to an agreed-upon escrow agent
LIEN	a security claim on a property until a debt is satisfied
LISTING CONTRACT	an agreement whereby an owner engages a real estate company for a specified period of time to sell a property, for which, upon the sale, the agent receives a commission
MARKET PRICE	the actual price at which a property is sold
MARKET VALUE	the price that is established by present economic conditions, location and general trends
SURVEY	measurement of lot lines, dimensions and positioning to determine how much property you have
TITLE	written evidence of the right to or ownership in property. In the case of real estate, the documentary evidence of ownership is the title deed that specifies in whom the legal estate is vested and the history of ownership. Title may be acquired through purchase, inheritance, devise, gift, or through foreclosure of a mortgage
UNDER CONTRACT	when you stipulate this in a listing, you ensure that a buyer has the exclusive rights on a contract for the purchase of the house. No buyer can make a better offer in the hopes of stealing the bid.

Seller Timeline



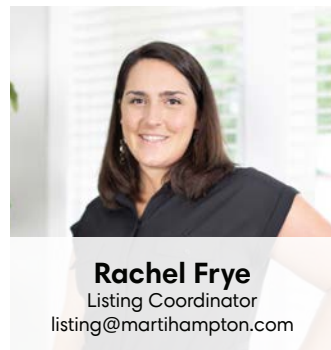
Time to get started.

Throughout the following pages, we will walk through the steps that we will take together to prepare, price, pre-market and broadcast your home.

Attached to this guide, you will find a Seller's Net Sheet, which your listing agent will review with you.

Please read each section carefully, noting which steps your agent will take and which steps you will take in order to secure a smooth and successful transaction together.

At any time during this process, please feel free to reach out to your listing agent with any questions or concerns.



1: Let's Talk

Following our initial introduction, expect a call from your agent to discuss information about your home/property.

Based on the qualities and characteristics of your home, your agent will assess the comparable sales in your area, the competition, marketing strategy and general pricing plan.

Team Marti

- / May inquire about additional property information to prepare for an Onsite Listing Appointment
- / Creates a profile containing your home's basic information, verifies tax and other previous MLS records
- / Presents your home's profile to Marti for review

Marti Hampton

- / Reviews your home's information and hand selects listing partner based on home's area and characteristics
- / Meets with the assigned listing agent and offers recommendations for marketing and pricing

Listing Agent

- / Assesses comparable sales and competition
- / Researches current local market trends
- / Strategically prices your home
- / Prepares listing presentation



2: Onsite Meeting

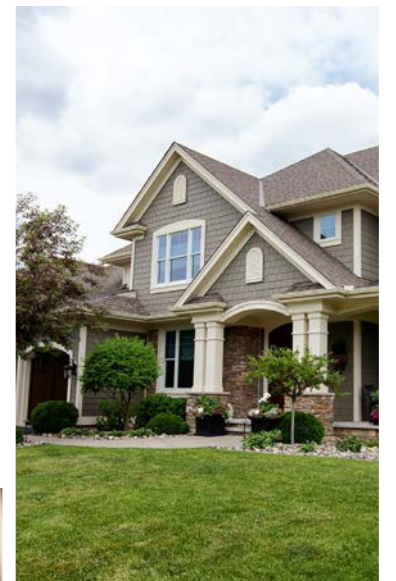
It's time to set the stage. Your listing agent, personally chosen by Marti, will schedule a time to arrive at your home for an onsite listing appointment and to discuss a thorough marketing strategy and pricing plan.

Listing Agent

- / Restates your specific needs concerning time of sale and showing requirements
- / Presents you with Team Marti's plan to market and sell your home from Coming Soon to Active on market status
- / Provides you with the best plan to protect your home from any adverse effects based on years of experience
- / May install lockbox at this meeting and take exterior photos for Coming Soon pre-marketing

You

- / Verify all paperwork
- / Share any remaining pertinent details about the property including renovations, updates & upgrades
- / Provides Team Marti with a key for lockbox, prior survey, HOA information and favorite photos



3: Pre-Market

We begin pre-marketing your home on day one. We leverage MLS and our exclusive platform, ComingSoonHomes.com, to put the spotlight on your home before it hits the public market.

Listing Agent

- / Submits necessary paperwork to our listing department
- / Emails your listing coordinator your favorite photos of your home, grounds and neighborhood
- / Tells your listing coordinator positive information about your neighborhood and location
- / Places lockbox on property (if not first installed at onsite meeting)

Listing Team

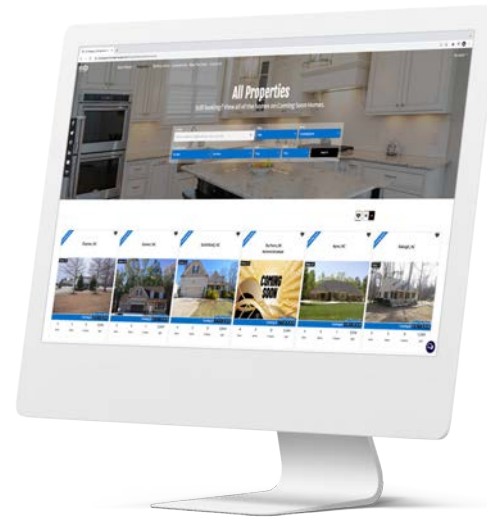
- / Submits listing on ComingSoonHomes.com and provides you a link to share
- / Places sign order for installation in front of your property
- / Orders staging consultation, schedules photo shoot & measurements of your home

Marketing Team

- / Social media feature
- / Email newsletter announcement
- / Social media & website advertisements
- / Print production as applicable

You

- / Prepare home for interior photographs and marketing based on listing agent and stager's suggestions (Step 4)



4: Optional Services

Based on your individual home preparation goals, your listing agent may recommend you to our in-house staging adviser, who will provide a complimentary 1-hour professional home staging or virtual staging consultation.

We highly recommend that you consider a pre-inspection. The Due Diligence period — mandatory in the NC Bar Association Real Estate Contract — benefits the buyer, not the seller. This is the time that most home sales fall apart.

When a sale does not close, it weakens the seller's position. With a pre-inspection, a homeowner can better be prepared for issues or repairs before the buyer's inspection is performed. This allows a seller and their agent to negotiate as much as possible up front. Few surprises are best when going through a Due Diligence period where buyers have an easy out.

Listing Agent

- / Recommends a home inspection and staging
- / Provides a list of trusted vendors to handle any repairs, maintenance, or updates needed
- / Schedules your complimentary 1-hour professional home staging consultation

You

- / Permit us to schedule a home inspection and review results carefully with the home inspector
- / Obtain estimates for each issue which would affect a sale
- / Repair or disclose all issues brought to your attention
- / Review your property disclosure, and disclose any new issues that you will not be repairing



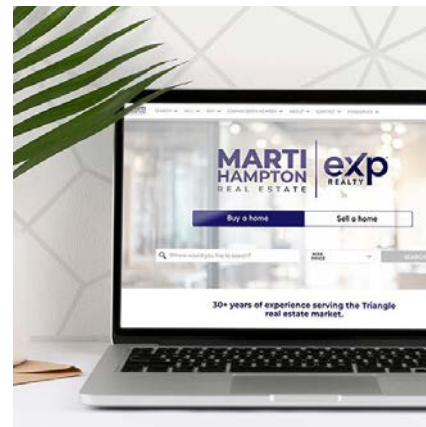
5: Marketing

Leveraging our in-house marketing and advertising team, your listing agent will target the right audience across multiple channels through cohesive branding.

Our Team will design captivating print and digital collateral to best showcase your home.

Marketing Team

- / Develop a highly-targeted digital advertising campaign
- / Design stunning print collateral to best showcase your home
- / Promote listing throughout various social media channels
- / Broadcast listing via email campaign to brokers and highly targeted prospective buyers



6: Showings

First impressions are lasting impressions. While your listing agent might initially spark a buyer's attention with a property listing, it's how your home shows in person that will determine whether they can truly make your home their home.

Use the checklist below to make sure your home is ready to impress.

General

- Clear clutter from entryway (mail, shoes, etc.)
- Remove photos and personal items
- Vacuum and polish floors
- Clean windows
- Check the temperature
- Eliminate odors
- Turn on all lights
- Open the blinds
- Organize pet toys and supplies
- Secure valuables
- Lock up/take away pets during showing
- Leave home during showing

Kitchen

- Clear countertops
- Clean off refrigerator door
- Polish appliances

Bathrooms

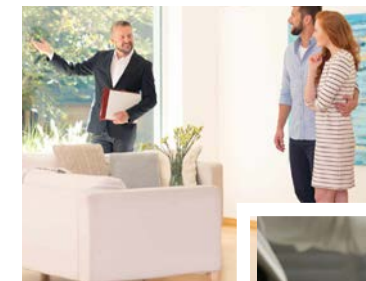
- Tidy up sink and vanity area
- Clean shower/tub
- Fold and hang up clean towels

Bedrooms

- Make beds
- Organize closets
- Clear nightstands

Outside

- Allow easy access to front door (clear path, rake leaves)
- Pick up after pets
- Clean water features



7: Offer

As soon as an offer is made, your listing agent will reach out to you to review the terms of the offer and discuss the pros and cons.

Together, you will consider your response: accept the offer, reject the offer, or make a counter offer.

8: Negotiating

Countering an offer begins negotiation. In the event that there are obstacles, your agent is an expert negotiator, your strongest ally and the best resource for solutions based on experience with market trends.

For successful negotiation, please disclose everything to your agent, ask questions, respond quickly, be cautious with contingencies, stay calm and rely on your real estate professional.



Guide to Closing

How we will work together to close on your home while protecting your interests

Congratulations!
You're Under Contract. →
Here are our next steps.

The home stretch.

Congratulations! Your home is now Under Contract for buyer's due diligence. What's next?

We are thrilled that you've reached this milestone. Our entire team is working towards a successful closing for your home. Nevertheless, we recommend that you continue to allow your home to be shown to other buyers during the buyers' due diligence period.

Please use this guide to familiarize yourself with the next stage of your escrow: buyers' due diligence, inspections, due diligence repair agreements, and final settlements and closing. It is our job to make the closing process as seamless as possible. Closings can be stressful, but with proper preparation, we can mitigate all anxiety.

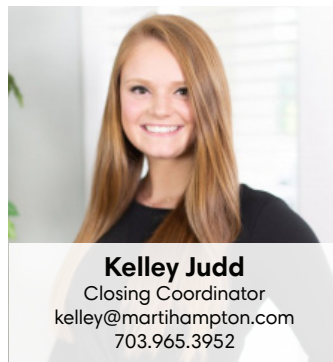
This is an overview of the steps that we take to protect your best interests. The recommendations in this guide were accumulated through thousands of successful closings. With over 50 years of combined experience, our closing team ensures that each of our clients has a smooth, efficient and rewarding transaction.



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What happens next?

With the Marti Hampton Closing Team, you will have a full department of licensed real estate experts working with you throughout your transaction. Our team will guide you through the due diligence period, your escrow and final settlement.

Closing details demand hundreds of follow-up tasks. While agents are working at providing an expert level of in-person care to sellers, it can be difficult to balance the daily rigors of paperwork and follow-up in a timely fashion during regular business hours. We employ a full time closing team to ensure that all time sensitive tasks are accounted for and managed.

Tips

- / The under contract sign will go up during the due diligence period.
- / During the buyer's due diligence, please start preparing for your move. The buyers still have the opportunity to cancel the contract up until the due diligence expiration date, only losing the due diligence fee. The best option is to save moving decisions that require large deposits until after the due diligence period. If buyers cancel after this period, they will likely lose both the due diligence funds and earnest funds.
- / Once your home is reported as under contract in MLS, your showings will slow, but we recommend that your home be kept in showing condition for the best possible impression on the buyers' appraiser and other potential buyer showings.



Offer to Purchase and Contract

The Offer to Purchase agreement is used for nearly all residential real estate sales. Its recent revision makes it very protective of the buyer. The biggest change is the addition of the due diligence period. During this period, the buyer may terminate the offer without reason. They will lose nothing except for their due diligence fee. Valuable momentum and reputation of the home could be lost if a sale falls through.

Following the due diligence period, there is less chance of "fall-through" for the seller; although a small percentage of home sales still fail to close. The seller's only recourse to recoup losses is to retain both the due diligence fee and earnest money. This applies only if closing does not occur through no fault of the seller.

Your offer also includes a settlement/closing date on page 2. Unless otherwise stated, the buyer will expect to come to closing to receive keys to your vacant home, with all repairs completed. The home will be cleaned and in the same or better condition as they submitted their offer.

If you live in the home, please request the notice from the buyer's lender before you vacate your home. We want you to have as little liability during this time as possible. Please take time to review your entire contract carefully.



Due Diligence Checklist

As soon as both parties sign the contract for your home, you are entered into the due diligence period. It's time to get down to the nitty-gritty of home inspections and repair requests.

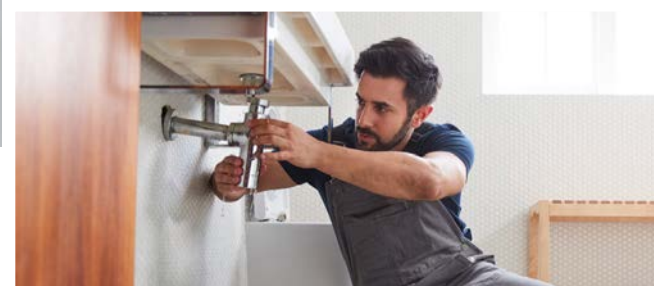
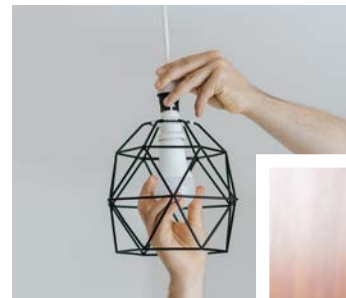
To get through due diligence smoothly, you need to understand exactly what will happen and what your options are at each stage of the process.

- Receive letter of loan pre-qualification for the buyer
- Buyer agent or inspector will make an appointment for inspections (i.e: HVAC, radon, termite, well & septic if applicable)
- Make sure that ALL utilities are on and all pilot lights are lit
- Make sure that all crawl spaces and any other locked areas are open and accessible for inspectors
- Receive the inspection from buyer and request for repairs. Your closing coordinator will go over requests for repairs with you
- Order any estimates needed
- Decide on response to buyers' repair requests
- Buyer and seller agree on repairs and sign due diligence repair agreement or amendment
- Hire contractor for agreed upon repairs if applicable
- Complete repairs prior to closing
- Provide receipts for repairs from licensed contractor
- Buyer's re-inspection of completed repairs

Pre-Inspection Checklist

You will want to prepare for the buyer's home inspection by reviewing the most common problems found by home inspectors and address any that have not been addressed.

- Electrical — You should not have open junction boxes in the attic and open splices in/or not in boxes. Do not have a three prong receptacle on a two wire system. Any light bulbs burned out will be asked to be replaced
- Repair damaged roof vent boots
- Correct uncleaned and overflowing gutters. Down spouts should be directed away from the home
- Windows should not be painted shut
- Repair voids in mortar between bricks in fireplace
- Ensure smoke detectors are operational
- Ensure interior doors are latching properly and not sticking/scraping floor
- Repair any moisture damage around windows or any wood rot
- Water heater pressure release valve should be draining within 6" off the floor
- Dishwasher should be properly secured to kitchen counter
- Foundation vents should be operational
- Install vapor barrier in crawlspace
- Remove wood or wood debris under deck and crawl space



Beginning Escrow

You've made it through the due diligence period! Read the following tasks to continue to prepare for your closing.

- / Please provide us with your forwarding address, new emails and any phone numbers
- / We recommend that our sellers DO NOT attend closings in order to reduce last minute buyer requests or negotiations
- / Remember that after closing, the attorney must record BEFORE releasing your funds. Avoid late afternoon closings. If you are picking up your check from the attorney, please call the attorney first to ensure that your check will be ready
- / If you will not be in town for closing, let us know NOW if you would like your closing check to be wired into your bank account after closing or if you would like your check sent by overnight express mail. If you choose to have the funds wired, we will need a voided check or deposit slip

Before Closing Checklist

- Notify your mortgage company of closing date
- Obtain moving estimates
- Hire a mover
- Contact utilities services to cancel one business day after closing in case of closing delays
- Keep phone numbers available in the event of further potential delays
- Cancel homeowner's insurance services for 3rd business day after closing
- Clean home, remove all debris and vacate BEFORE closing
- Leave ALL keys inside the home or give to closing coordinator
- Leave relevant service warranties in kitchen
- Leave garage openers in kitchen
- Forward all repair bills and/or receipts to closing coordinator
- Review final closing statement with your closing coordinator prior to closing

Final Walkthrough & Closing

The buyers will take advantage of their right to conduct a final walkthrough before closing. This usually occurs on the day before or the day of closing, and the buyer's preference is to walk through a vacant home.

If they choose to do their walkthrough the day before closing, it is possible that you will be only partially moved out. If this happens, the buyer may choose to return just before closing to ensure there is no damage during your move out. This walkthrough is to determine that the home is in the same or better condition as when they made the offer on your home.

The final walkthrough is not another inspection. However, please note, if any structural/mechanical equipment fails before the hour of closing, it is still the seller's responsibility to repair. Take advantage of the final walkthrough to make a good final impression.

Closing Day: Seller Proceeds

If you are expecting proceeds, your closing check will be available when the closing attorney records at the courthouse after the in-office closing paperwork has been executed. Therefore, if your home closes in the morning, most likely the closing will be recorded around noon and your check will be ready early afternoon. If your home closes in the afternoon, it will be ready either late in the day or first thing the next morning. If you are planning to pick up your check, call the closing attorney to verify your check is there before making the trip.

Your home is NOT closed until it is recorded and physically completed at the county courthouse. Because there can be unplanned delays at closings, we recommend that you do not cancel your homeowner's insurance until you have received your check and several days have passed to allow your mortgage company to receive the payoff for your loan.





We'd love to hear from you.
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