

# SELLERS WORKBOOK

THE CHOICE IS BLACK & WHITE



# Seller's Self-Assessment

We tailor our services to meet your knowledge and home selling experience. Let's start by learning how comfortable you are with each of the steps in the home selling process.

On a scale of 1-5, please assess your comfort level with each step. One means you're a first-time seller and five means you've sold many homes in North Carolina.

\_\_\_\_ Preparing Your Home

\_\_\_\_ Marketing

\_\_\_\_ Proper Pricing

\_\_\_\_ Home Inspections and Repairs

\_\_\_\_ Negotiations

\_\_\_\_ Legal Paperwork

## TABLE OF CONTENTS

Working With an Agent	1
Before You Start	1
The Home Seller's Process	2
Should You Buy or Sell First?	3
Work Backwards to Your Move Date	4
The 30s of Selling	5
Help Your Agent Understand Your Home	6
Home Inspections	11
Calculate Your Home's Value	11
Preparing Your Home for Sale	12
Professional Photography	15
From Contract to Closing	15
Negotiations are Key	16
Closing Costs	18
Net Proceeds Worksheet	19
Glossary	20

## IMPORTANT INFORMATION about Working with an Agent

When buying or selling real estate, it is helpful to have a real estate agent assist you. Real estate agents can provide many useful services and work with you in different ways. In some real estate transactions, the agents work for the seller. In others, the seller and buyer may each have agents. And sometimes the same agents work for both the buyer and the seller. It is important for you to know whether an agent is representing you or is an agent of the other party.

If you haven't received it already, please ask your Beverly-Hanks agent for a copy of the *"Working With Real Estate Agents"* brochure published by the North Carolina Real Estate Commission.

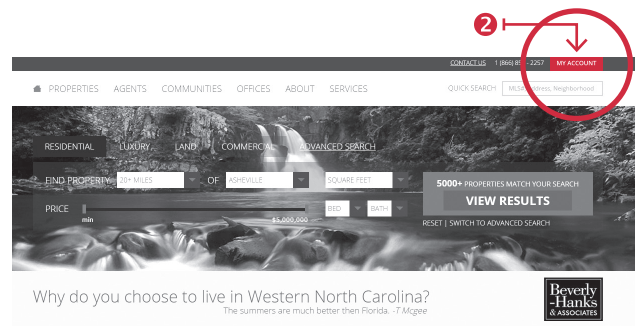


DOWNLOAD A COPY OF THE "WORKING WITH REAL ESTATE AGENTS" BROCHURE AT:  
<http://www.ncrec.gov/Brochures/WorkingwAgents.pdf>

### Before You Start

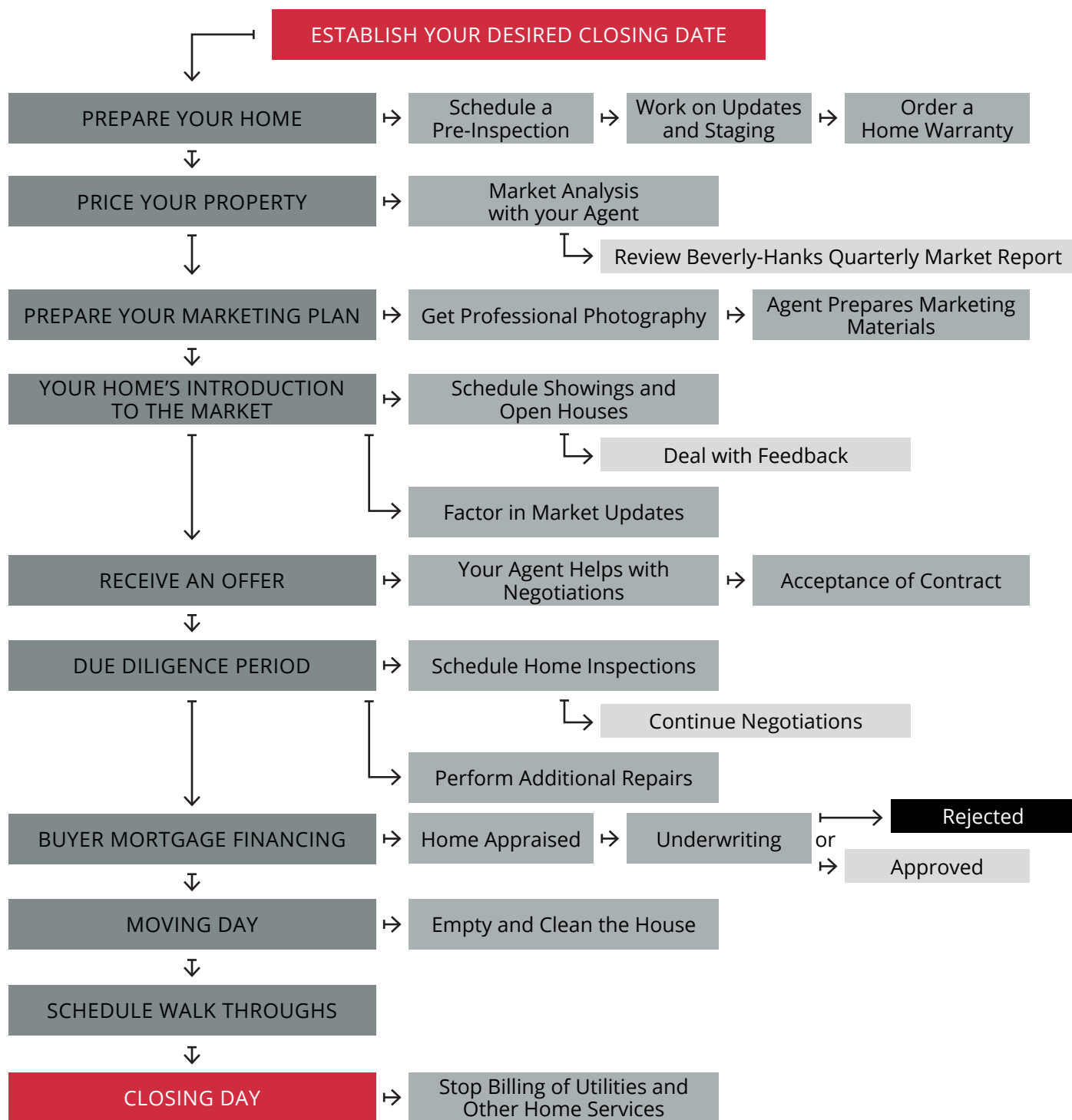
SET UP A MY ACCOUNT at [beverly-hanks.com](http://beverly-hanks.com) for complete access to all things real estate in Western North Carolina.

- 1 Go to [beverly-hanks.com](http://beverly-hanks.com).
- 2 Click on **My Account** in the upper right corner.
- 3 Create a new account.
- 4 Run a Search under Saved Searches.
- 5 Set up search parameters which match your home and location.
- 6 Save your Search and name it "Neighborhood Comps".
- 7 Select **Saved Searches** under My Account and click **Share**.
- 8 Choose **Contact Beverly-Hanks** and email to your Agent.



FOR ALL THAT MY ACCOUNT OFFERS, GO TO:  
[beverly-hanks.com/blog/create-my-account](http://beverly-hanks.com/blog/create-my-account)

# The Home Seller's Process (From Listing to Closing)



## The Seller's Quandary: Should You Buy or Sell First?

It's that age-old dilemma, applied to one of the largest financial transactions you may ever make: Which step should come first? To decide, you should assess your options in relation to your needs, your timeline, and the local real estate market.

	YES	NO
1 IS THE REAL ESTATE MARKET REALLY HOT?		
2 IS YOUR DREAM HOME AVAILABLE RIGHT NOW?		
3 DO YOU HAVE THE CASH TO BUY WITHOUT SELLING FIRST?		
4 DO YOU NEED TO MOVE FOR A NEW JOB OR IN TIME FOR THE NEW SCHOOL YEAR?		
5 DO YOU NEED LOTS OF TIME TO PACK AND MOVE?		
6 DO YOU NEED MORE TIME AND SPACE TO PREPARE YOUR HOME FOR SALE, SUCH AS TO MAKE REPAIRS?		
7 IS IT IMPORTANT TO HAVE THE UPPER HAND IN NEGOTIATIONS IN THE PURCHASE OF YOUR NEW HOME?		
8 CAN YOU AFFORD TO TAKE A LOSS ON YOUR CURRENT HOME IF THE BUYER PUSHES FOR A LOWER PRICE?		
9 CAN YOU SHOULDER THE FINANCIAL BURDEN OF MANAGING TWO MORTGAGES FOR AN UNSPECIFIED AMOUNT OF TIME?		
10 ARE YOU COMFORTABLE BUYING WITHOUT KNOWING THE EXACT AMOUNT YOU WILL EARN FROM SELLING YOUR OLD HOME?		

If you answer YES on more questions, you should consider BUYING first. If you answer NO more, you should consider SELLING first. These questions may each carry different weight based on your unique needs and situation, so discuss the most important ones for you with your agent.

# Work Backwards to Your Move Date

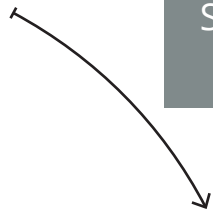
Once the decision to sell your home has been made, determining a timeline for completing your transaction is very important. Few life events generate more stress than worrying if and when a home might sell. Coordinating a closing around holidays, school calendars, and job start dates can add even more anxiety. To minimize the anxiety of selling, let's back plan from your desired move date. If we market and price well, this date will represent an estimation of when your home needs to be placed on the market in order to close on schedule.

**STEP 1:  
CHOOSE  
YOUR  
MOVE DATE**

**AUGUST**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	1	20
21	22	23	24	25	26	27
28	29	30	31			

**STEP 2:**  
Properties close in  
about 45 days after  
final negotiations.  
**SUBTRACT  
45 DAYS**



**MAY**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	4	11	12	13	14
15	16	17	18	19	20	21
22	3	24	25	26	27	28
29	30	31				

**JULY**

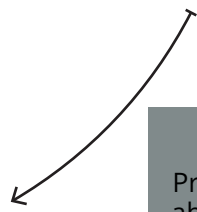
S	M	T	W	T	F	S
					1	2
3	4	5	2	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**STEP 4:**  
Most homes are  
prepared for sale  
with minor repairs  
and staging in  
about 14 days.  
**SUBTRACT  
14 DAYS**

**JUNE**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

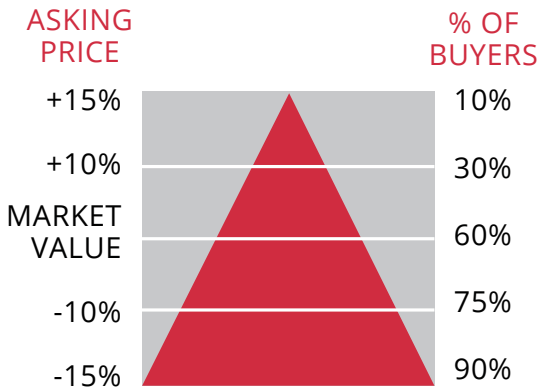
**STEP 3:**  
Properties spend  
about 45 days on  
the market.  
**SUBTRACT  
45 DAYS**



Work with your agent to identify needed repairs, de-personalize your home, and get professional photography for marketing.

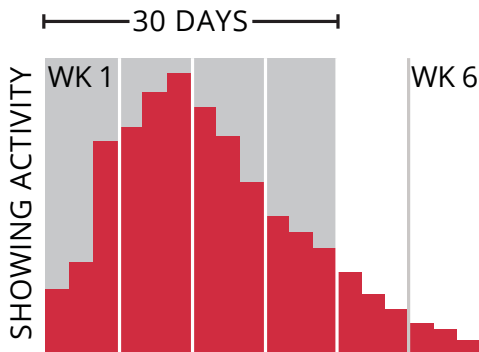
To more closely estimate the amount of time your property will need for marketing, refer to the Beverly-Hanks Quarterly Market Report.

# Understanding the 30s of Selling



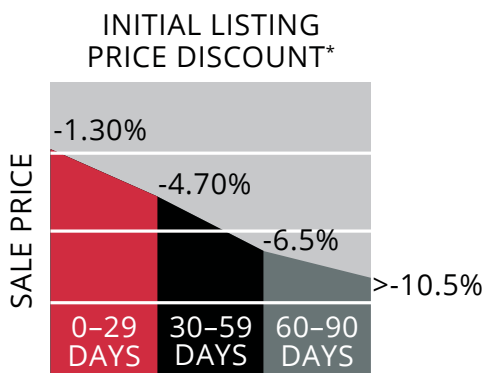
## WHY +10% EQUALS -70%

Setting the right asking price is imperative! Statistically speaking, even pricing at market value doesn't guarantee exposure to 100% of buyers. Overprice by even 10%, and only 30% of house hunters will consider your home at all before eliminating it online.



## WHY YOUR LISTING TIME MATTERS

Your first 30 days on the market are critical for maximizing your home showings. In order to capture your best buyers, make sure your home is ready for viewing as soon as it hits the market.



## WHY YOU NEED TO BE READY TO SELL FAST

Every 30 days your property spends on the market, you're walking away with less money at closing. Concentrate on your marketing efforts as soon as your home is listed.

\*Source: Western North Carolina Regional MLS

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# Help Your Agent Understand Your Home and Lifestyle

**WAS YOUR PROPERTY BUILT BEFORE 1978?**  YES  NO

**WHAT WAS THE BENEFIT OF MOVING TO THIS PROPERTY?**

Examples: Schools, convenience to mass transit, or other desirable community features.

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**LIST THE THINGS YOU HAVE ENJOYED ABOUT THE SURROUNDING AREA.**

Examples: Walking trails just outside the back door, master on the main level, wooded backyard, babbling creek, easy/low maintenance lawn, filled with natural sunlight.

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**RENOVATIONS AND UPGRADES**

<b>ROOM/SYSTEM</b>	<b>DATE</b>	<b>EXPLANATION</b>
KITCHEN		
BATHROOMS		
ROOF		
WINDOWS		
A/C OR HEATING SYSTEMS		
PLUMBING SYSTEMS		
ELECTRICAL SYSTEMS		
PAINTING OR FLOORING		

**RENOVATIONS AND UPGRADES**

ROOM/SYSTEM	DATE	EXPLANATION
LANDSCAPING OR FENCING		
FINISHED BASEMENT		
DECKS/PATIOS/PORCHES		
ROOM ADDITIONS		
ADDITIONAL IMPROVEMENTS		

**TOTAL SPENT IN THE LAST 5 YEARS ON IMPROVEMENTS AND MAINTENANCE:** \_\_\_\_\_

**EVEN BRAND NEW HOMES NEED HELP TO BECOME A "10".**

What changes would you make to your home's style, condition, or staging in order to send it to the front of the line? Examples: Improving the economic condition (design preferences), the physical condition, the way the property shows (staging), by pricing so you are near the 'front of the line', by offering attractive terms like financing, closing, possession, or inclusions.

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**IF YOU WERE TO STAY IN YOUR HOME ANOTHER 5 YEARS, IS THERE ANYTHING YOU WOULD DO TO YOUR HOME?**

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**AVERAGE MONTHLY UTILITIES**

Water & Sewer \_\_\_\_\_

Electric \_\_\_\_\_

Gas \_\_\_\_\_

Phone/Internet/Cable \_\_\_\_\_

Waste Pickup \_\_\_\_\_

TOTAL \_\_\_\_\_

**MAINTENANCE CONTRACTS**

Yard \_\_\_\_\_

\_\_\_\_\_

Pest Control \_\_\_\_\_

\_\_\_\_\_

Security System \_\_\_\_\_

\_\_\_\_\_

## Before Our Appointment

**PLEASE COLLECT THESE DOCUMENTS:**

- |   |  |
|---|--|
| <input type="checkbox"/> Floor plan   | <input type="checkbox"/> Documentation or permits for work completed since you've owned the home |
| <input type="checkbox"/> Survey/plat map  | <input type="checkbox"/> Recent furnace, roof, septic, or radon inspections on your property     |
| <input type="checkbox"/> Builders feature list  | <input type="checkbox"/> Title policy  |
| <input type="checkbox"/> Homeowners association documents: monthly/annual dues, contact information, restrictions | <input type="checkbox"/> Utility providers   |
| <input type="checkbox"/> Neighborhood information (newsletter, etc.)  | <input type="checkbox"/> Service contract providers  |

# Home Inspections

## HOME INSPECTION ISSUES AMOUNT TO 1/3 OF ALL CONTRACT TERMINATIONS.

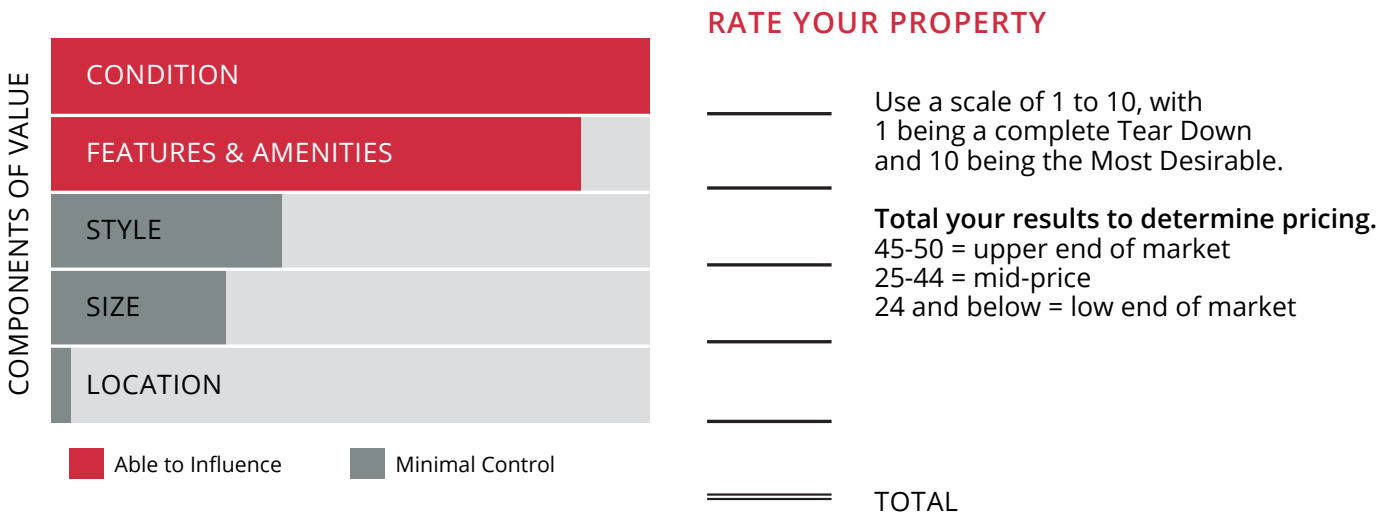
Almost all homes, even brand new ones, have at least minor issues that need to be resolved. By fixing potential issues before putting your house on the market, you can solve many problems before your buyer ever sees them.



VIEW OUR INFOGRAPHIC OF 9 HOME INSPECTION ISSUES TO SOLVE BEFORE YOU LIST YOUR HOME AT:  
[beverly-hanks.com/blog/9-issues-survive-home-inspection](http://beverly-hanks.com/blog/9-issues-survive-home-inspection)

# Calculate your Home's Value to Determine Price

Factors that contribute to value include location, size, style, and condition. Each component incrementally adds up to the price a buyer is willing to offer. In the figure below, we identify the components of value. Components where you have little control are grey and those you can influence are red. Your agent will help you determine how to best configure each to obtain the highest possible market price.




# Preparing Your Home for Sale



First impressions count. Your home has just one chance to make a great impression with each potential buyer. A little effort can make a big difference, and in many cases, it's the difference between a timely sale or a long, drawn-out process. To ensure the best photos for online searches and showings of your property, follow this checklist to prepare your home for sale.

## INCREASE YOUR HOME'S CURB APPEAL

### YOUR HOME'S EXTERIOR

- Repair any damaged roof shingles, gutters, and siding.
- Repair and repaint fences, decks, windows, shutters, and screen doors.
- Repair major cracks in sidewalks and driveways.
- Repaint or re-stain lawn furniture.
- Discard old or broken lawn furniture, flower pots, and hanging baskets.
- Sweep walkways, patio, decks, steps, and porches. 
- Clean your swimming pool until it sparkles.

### YARD WORK

- Prune and trim trees and shrubs.
- Rake leaves and pick up fallen limbs. 
- Replace dead or diseased plants and shrubs.
- Clean out flower beds and plant seasonal flowers.
- Add fresh mulch to beds and gardens.
- Mow and edge your lawn. 
- Water your lawn, trees, and shrubs (if needed).

### FINISHING TOUCHES

- Shine hardware on the front door, outside lighting fixtures, etc.
- Add a doormat at your entrance.
- Add fresh flowers or potted plants around the door.
- Add visible house numbers.
- Test the doorbell to make sure it works.

## NOTES

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 INDICATES RE-CHECK FOR OPEN HOUSE/SHOWING







## Professional Photography is a Must

Poor first impressions lose buyers, and with most first impressions taking place online, photography is critical for encouraging viewers to visit your home.

Listings with professional-grade photography can sell for as much as **11.5% more**. The better your photography, the better chance of receiving a good offer. Today's consumers demand as much information as possible before taking the time to view a home, and with a photo you are able to present your home's best view.



**VIEW THE DIFFERENCE BETWEEN PROFESSIONAL PHOTOGRAPHY AND POINT-AND-SHOOT PHOTOGRAPHY AT: [beverly-hanks.com/blog/professional-photos](https://beverly-hanks.com/blog/professional-photos)**

## From Contract to Closing

### **PROACTIVE MANAGEMENT AND ATTENTION TO DETAIL WILL HELP MAKE YOUR TRANSACTION EFFICIENT AND SEAMLESS.**

The process of listing and selling your home can be complex and emotional. Planning your move can burden you with seemingly endless details. That's when the services of a Beverly-Hanks associate can help put your mind at ease and bring order to a process that frequently overwhelms even the most organized.


### **YOUR ASSOCIATE WILL HELP YOU:**

- 1 Distribute documents to all relevant parties, including attorneys, insurance, and financial professionals.
- 2 Account for all due diligence and earnest monies between parties.
- 3 Coordinate due diligence for home, pest, water, and other inspections desired by the buyer.
- 4 Facilitate needed bids and repairs from service providers.
- 5 Communicate with the buyer's lender to ensure timely financing.
- 6 Interact with the appraiser to ensure a valid appraisal is prepared.
- 7 Schedule necessary walk-through(s).
- 8 Confirm contingencies have been satisfied according to the contract.
- 9 Assist you with your future housing needs.
- 10 Coordinate your closing and moving schedules.

# Negotiations are Key

## THE PROPER HANDLING OF NEGOTIATIONS CAN SUBSTANTIALLY AFFECT THE SALE OF YOUR HOME.

We recommend that all of our clients review key sections of the **OFFER TO PURCHASE AND CONTRACT** with their associate at the time of listing their home. This will ease decision-making during negotiations.

<b>OFFER TO PURCHASE AND CONTRACT</b> [Consult "Guidelines" (Standard Form 2G) for guidance in completing this form]	
<small>For valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, Buyer offers to purchase and Seller upon acceptance agrees to sell and convey the Property on the terms and conditions of this Offer To Purchase and Contract and any addendum or modification made in accordance with its terms (together the "Contract").</small>	
1. <b>TERMS AND DEFINITIONS:</b> The terms listed below shall have the respective meaning given them as set forth adjacent to each term.	
(a) "Seller": _____	
(b) "Buyer": _____	
(c) "Property": The Property shall include all that real estate described below together with all appurtenances thereto including the improvements located thereon and the fixtures and personal property listed in Paragraphs 2 and 3 below. <b>NOTE:</b> If the Property will include a manufactured (mobile) home(s), Buyer and Seller should consider including the Manufactured (Mobile) Home provision in the Additional Provisions Addendum (Standard Form 2A11-T) with this offer.	
Street Address: _____ Zip: _____	
City: _____ County: _____, North Carolina	
<small>NOTE: Governmental authority over taxes, zoning, school districts, utilities and mail delivery may differ from address shown.</small>	

## KEY SECTIONS OF THE OFFER TO PURCHASE AND CONTRACT

Pg. 1  
of 13

### 1. TERMS AND DEFINITIONS

#### (d) "Purchase Price"

\$ \_\_\_\_\_ paid in U.S. Dollars upon the following terms:  
\$ \_\_\_\_\_ BY DUE DILIGENCE FEE made payable and deliverable to Seller by Effective Date  
\$ \_\_\_\_\_ BY INITIAL EARNEST MONEY DEPOSIT made payable and delivered to Escrow Agent named in Paragraph 1 (f)....

Pg. 2  
of 13

### 1. TERMS AND DEFINITIONS

(j) "Due Diligence Period" The period beginning on the Effective Date and extending through 5:00 p.m. on \_\_\_\_\_ **TIME BEING OF THE ESSENCE** with regard to said date.

Pg. 3  
of 13

### 1. TERMS AND DEFINITIONS

(l) "Settlement Date": The parties agree that Settlement will take place on \_\_\_\_\_ (the "Settlement Date"), unless otherwise agreed in writing, at a time and place designated by Buyer.

Pg. 3  
of 13

### 2. FIXTURES AND EXCLUSIONS

(d) **Other items that do not convey:** The following items shall not convey (*identify those items to be excluded under subparagraphs (b) and (c)*): \_\_\_\_\_

Seller shall repair any damage caused by removal of any items excluded above.

## 5. BUYER REPRESENTATIONS

(a) **Loan:** Buyer  does  does not have to obtain a new loan in order to purchase the Property. If Buyer is obtaining a new loan, Buyer intends to obtain a loan as follows:  FHA  VA (attach FHA/VA Financing Addendum)  Conventional  Other: \_\_\_\_\_ loan at a  Fixed Rate  Adjustable Rate in the principal amount \_\_\_\_\_ plus any financed VA Funding Fee or FHA MIP for a term of \_\_\_\_\_ year(s), at an initial interest rate not to exceed \_\_\_\_% per annum (the "Loan").

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**5. POSSESSION:** Possession, including all means of access to the Property (keys, codes including security codes, garage door openers, electronic devises, etc.) shall be delivered upon Closing as defined in Paragraph 1 (m) unless otherwise provided below:

- A Buyer Possession Before Closing Agreement is attached (Standard Form 2A7-T)
  - A Seller Possession After Closing Agreement is attached (Standard Form 2A8-T)
  - Possession is subject to rights of tenant(s) (NOTE: Consider attaching Additional Provisions Addendum (Form 2A-11-T) or Vacation Rental Addendum (Form 2A13-T))
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## MOST OF THE TIME WHEN YOU RECEIVE AN OFFER, YOU WILL HAVE THREE OPTIONS:

- ❶ **ACCEPT THE OFFER** as written and presented.
- ❷ **COUNTEROFFER** the unsatisfactory points of the offer. Sellers typically sign a counteroffer for presentation to the buyer.
- ❸ **REJECT THE OFFER.** A rejection without a counteroffer should be used as an option of last resort.

Your Beverly-Hanks listing associate will present the offer, review the terms, and formulate a strategy with you to ensure a successful transaction.

### DON'T GET STYMIED BY REQUESTS FOR HOME IMPROVEMENTS

During negotiations, the home buyer may request certain changes to the home. It's important to understand which are home repairs (and therefore may be your responsibility) and which are improvements that do not affect the current condition of the home. For instance, fixing broken lighting fixtures is a repair; changing existing lighting fixtures because they're outdated is an improvement.

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# Don't be Surprised by Closing Costs

## TYPICAL SELLER FEES

- Real estate commission
- Prorated property taxes
- Prorated homeowners association fees
- Attorney fee for deed preparation
- Any recording fees to satisfy the deed of trust
- Attorney fees, including faxes, copies, and courier to pay off the mortgage
- State revenue stamps
- Home warranty (negotiable)

## TYPICAL BUYER FEES

- Prorated property taxes
- Prorated homeowners association fees
- Fees associated with getting the loan, including origination
- Appraisal
- Attorney fee for closing
- Title insurance
- Recording fees for deed and deed of trust
- Survey (optional)
- Home inspection



**USE THIS MOVING DAY CALENDAR TO HELP YOU PLAN FOR THE BIG DAY:**  
[beverly-hanks.com/blog/moving-checklist](http://beverly-hanks.com/blog/moving-checklist)



**COMPLETE THE RESIDENTIAL PROPERTY AND OWNERS' ASSOCIATION DISCLOSURE STATEMENT:**  
<http://www.ncrec.gov/Forms/Consumer/rec422.pdf>

### ESTIMATED NET PROCEEDS WORKSHEET

This is an estimate of the amount of cash you can expect to receive at closing.

ITEM	AMOUNT TO SUBTRACT FROM SALES PRICE		CALCULATION
SALES PRICE			\$
6% REAL ESTATE COMMISSION	Sales price x 6% =		—
N.C. EXCISE TAX (\$2/\$1K of price)	(Sales price/1,000) x \$2 =		—
CLOSING FEES	\$750 Estimated		—
MISC. COURIER, MAILINGS, ETC.	\$50 Estimated		—
PRORATION OF PROPERTY TAXES (if any)	Prorated Based on closing date		—
PRORATION OF HOA FEES (if any)	Prorated Based on closing date		—
SELLER PAYMENT OF BUYER'S CLOSING EXPENSES	Negotiated		—
SELLER PAID HOME WARRANTY	\$500 Estimated, Negotiated		—
SELLER PAID ALLOWANCES	TBD Negotiated		—
1ST MORTGAGE PAYOFF Provided by Seller	Most recent statement Based on closing date		—
2ND MORTGAGE PAYOFF Provided by Seller	Most recent statement Based on closing date		—
ADDITIONAL LOAN PAYOFFS	Most recent statement Based on closing date		—
BANK FEES/PENALTIES (Estimated)	Original loan documentation Based on closing date		—

**TOTAL**

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# Glossary

As you begin to research and prepare your home for market, you will come across these terms. Your Beverly-Hanks agent will help you navigate the real estate jargon to properly price your property and coordinate the best possible terms for you during your sale.

**CLOSING COSTS:** The expenses incurred in obtaining the property and transferring title to the new owner. This may include, but is not limited to attorney's fees, points, title charges, credit report fee, document preparation fee, mortgage insurance premium, inspections, survey, appraisals, prepayments for property taxes, deed recording fee, and homeowners insurance.

**DISCLOSURE STATEMENT:** A generally-required official document that outlines the terms, conditions, risks, and rules of a real estate transaction. A disclosure statement is not required for some transactions, including the first sale of a home which has never been inhabited and homes sold under a lease with option to purchase where the lessee occupies or intends to occupy the home.

**DUE DILIGENCE PERIOD:** The act of best effort of ensuring that all statements about the real property are true.

**EARNEST MONEY** (also called Deposit): Funds given by the buyer and held in an escrow account until the real estate closing. In some cases, these funds are refundable if the loan fails to close, but if the loan does close, the purchaser is given credit at closing for the earnest money.

**ESTIMATED NET PROCEEDS:** The amount received by the seller after all costs and expenses are deducted from the gross proceeds arising from the sale of a property. When calculating net proceeds on a home sale, any existing costs or fees are subtracted from the gross sale price of the home, including commission for the seller's agent and for the buyer's agent, excise tax, outstanding mortgages or other liens on the property, and other closing costs owed by the seller.

**HOME INSPECTION:** An inspection made by a third party (not the buyer or seller) for a statement of condition on the property, i.e. structural and mechanical conditions. Many contracts to purchase are contingent on the buyer having a home inspection performed within a certain time period prior to closing.

**HOME WARRANTY:** An insurance policy covering specific future repairs, should they become necessary, for a specific time period. These are often provided by the seller or builder as a condition of sale.

**OFFER TO PURCHASE AND CONTRACT:** When a buyer makes a written promise to purchase real estate, it is an offer. It does not become a contract until all terms are accepted by both seller and buyer.

**SETTLEMENT DATE:** The actual real estate closing date where the property is transferred and the seller and the buyer sign all required documents for title transfer and mortgage.



