

# Selling *home*

YOUR COMPLETE GUIDE





# Table of Contents

## Choose Your Agent

- ✓ Meet for Listing Appointment
- ✓ Review Credentials

## Prepare Your Home for the Market

- ✓ Consider repairs
- ✓ Home Prep Checklist

## Strategically Market Your Home

- ✓ Determine the price
- ✓ Professional photo & video
- ✓ Staging to sell
- ✓ Execute marketing plan

## Show your Home

- ✓ Staging your Home
- ✓ Showing Prep Checklist

## The Closing Process

- ✓ Go under contract
- ✓ Pre-closing checklist

# 01

## Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

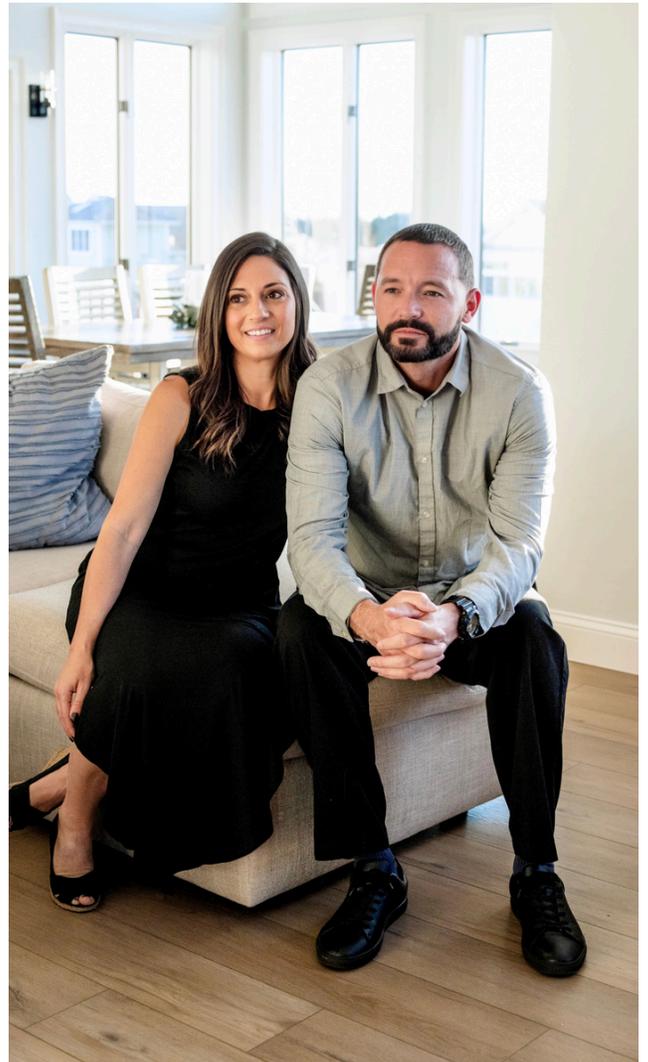
- *Jordan Johnson*



# A little about us

We're Jordan and Fred, the husband-and-wife team that make up J&F Coastal Co! Our goal is building your dream life by making the buying and selling process easier, simpler, and more empowering.

We're experts in a variety of Jersey Shore communities, including Long Beach Island, Manahawkin, Tuckerton, Barnegat, West Creek, and Little Egg Harbor.



## What you can expect working with me

### *I'm Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

### *I'm Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

### *I'm Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### *I'm Personal*

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

# 02

## Prepare for the Market

### Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



# Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO    DONE

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures         |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass           |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets               |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls            |

TO DO    DONE

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim           |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper                |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector           |

## KITCHEN

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout                        |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out)         |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal                 |

## BATHROOMS

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers               |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains                |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas                               |

## LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

## EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

## BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

# 03

# Strategic Marketing

## Pricing Your Home

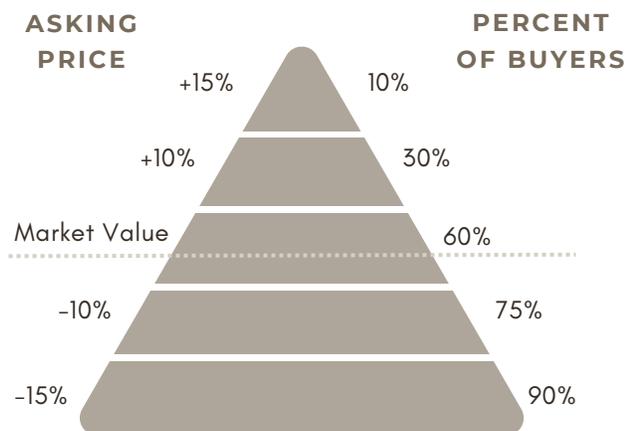
*Here's something that may surprise you...*

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.







## What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

**The photos to the left are examples from pervious listings of mine.**

## What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Open houses
- Yard sign captures



# Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

# 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

# 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

# 04

## Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

# Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents, excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

# 05

## The Closing Process



This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

# Ready to Sell Your Home?



Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.

*- Jordan Johnson*