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Seller's Resource Guide

Turning houses into homes
one step at a time.



It is nice to meet you.
I am so excited to work together.

About me.

My name is Kelly Jeffers. I am a licensed Oregon Real Estate Broker. I have over a decade of experience and extensive background working in the real estate, title and escrow industry and I am an active member of the National Association of Realtors. I will always provide you with my honest perspective, industry insights, and the essential services and tools you will need. Buying and selling a home isn't effortless, but with my assistance it can be much more enjoyable



Kelly Jeffers



**Oregon Real
Estate Agency**



What I bring to the table is my commitment to you.

1

Market Expertise -

I work with the local Residential Multiple Listing Service to list your property. This listing service is used by several hundred licensed real estate brokers working with your potential buyer. I am also able to provide homeowners with a list of comparables home sales in your area as well as update market information. These tools can provide a seller with the right price point for listing the property. I also provide my sellers with my listings a secure lockbox access, paid photos for the RMLS website and a free to you house cleaning after you move.

2

Negotiation Skills -

I will draft contracts, listing contracts and handle the real estate negotiations. I work to keep the transaction moving forward while at all times protecting your investment and privacy. I am mindful of the importance of your property and the desired outcomes. I am attentive to not only the required time frames during the offer and closing process but I work quickly to get your home from listed to sold.

3

Professional Network -

As licensed real estate broker I often work together with other brokers to help our sellers sell and our buyers buy. Have a professional network which allows me to seek out answers to questions that the typical seller would not always have access to. I have access to programs and services to quickly provide sellers with values and information quickly.

Are you ready to get going?



Let's go over the steps
to selling your home.

Prelisting Considerations.

This is the first of many steps in preparing to list your home. The salability of most homes is the pricing, location, market conditions and the listing exposure. It is at this time we will meet and tour the home talk about your recent updates that I can mention to buyers in the listing. It is always good to keep me informed of any needed repairs. Based on this information provided I can make recommendations on what repairs may present an issue during the buyer's inspection and or provide information for service to complete some minor repairs. All these details will be important for us to determine the initial market position you are comfortable with. Sellers will provide myself and buyers with a Sellers Property Disclosure that will provide the buyer, lender and brokers details of the property history and potential needed or already repaired issues.

Typically, I will provide sellers with the discloser to review while I take some measurements of the rooms in the home for the listing contract. We will look at some of the details that can be done to improve curb appeal and sightlines for buyer's first impressions. We will discuss the timeline for photos, post installment, marketing and finally listing.

Depending on the city or county of your home there could be required reports that must be done prior to the listing. For example, Hillsboro, Oregon and Multnomah County require a home energy score for the home to be uploaded with the photos and listing into the RMLS. These reports are an additional expense to the seller and should be ordered promptly. I will provide a list of contacts for these additional services.

The easy step plan to prepare your home for selling.

Step One: De-clutter

Make the rooms look spacious. A good rule of thumb for de-cluttering is to keep clean sight lines for potential buyers. This is easily accomplished by storing extra furniture, children's toys, personalized photos, BBQs in a storage unit or in your garage.

Step Two: Curb Appeal

You only get one chance to make a first impression. The curb appeal of your home will be that first impression. A few helpful hints include: landscaping, cleaning porch lights and the front door, sweeping off the doormat and entryway, and using flowering plants to make it look warm and inviting.

Step Three: Repairs

Typically, we use the \$500. rule. This rule suggests repairing items that cost less than \$500. to fix. Some examples include but are not limited to tightening all loose hinges, repairing leaks, filling in picture holes in the walls, and replacing broken doorknobs, towel racks and appliance handles. In addition, have a maintenance service performed on the chimney, furnace and air conditioning systems.

Step Four: The Backyard

While the front yard provides a glimpse of your house, the backyard is often associated with privacy and relaxation. This can be accomplished by cleaning decks and patios of debris, removing children's toys, bikes and BBQs to the garage or a storage unit. Also consider stabilizing privacy fencing, landscaping, and a couple fresh flower/herb pots.

Step Five: De-personalize

A home buyer wants to imagine their things in your home. By removing your personal items which may include: family photos, posted chore lists, grocery lists and refrigerator magnets, personal hygiene items and any large collections. These can be stored in your garage and/or storage unit.

Step Six: The Cleaning

From ceiling fans to floors, deep cleaning your home until it sparkles will leave a lasting impression on your potential. This can include pressure washing the outside, deep cleaning the inside as well as all the hardware and accessories inside and outside (doors knobs, knockers, lamps, mail box, address numbers), wash all windows and window sills.

Step Seven: The Final Touches

Make your home inviting. For example, open all windows and blinds. Create an open floorplan. Make the beds, fresh/matching towels and decorative soaps in bathrooms, and temporarily pick up any pet toys and pet bedding.

Now that the home is ready, the listing goes live.

Now that we have the post installed, the sign up and the listing is ready to be shared. The listing will appear on the Real Estate Multiple Listing Service, Zillow, Homesnap, Residential Realty Northwest, Facebook, Instagram, Twitter and other social media sites that will reach and be seen by many potential buyers. I typically require buyers along with the buyer's brokers to schedule their showing requests on a licensed broker resource: Showingtime.

Showingtime allows me the opportunity to work with my sellers in picking the best times to allow buyers to view the property. Typically, Saturday and Sunday are the best days to conduct open houses and for buyers to schedule appointments. We can discuss the prospect of holding an open house where I show your home to an unspecified number of people over a scheduled several hour period.

I highly recommend to sellers to allow the weekends to remain open for showings to maximize these viewings increasing the potential for offers. For weekday showings I will usually request that the buyers broker provide the seller with a two hour notice before showings.



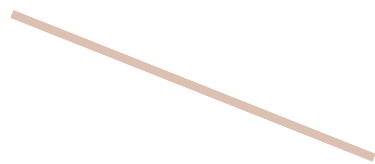
Quick checklist for showings.

- Tidy up.
- Open blinds to let in outside light.
- Turn all TVs, computer screens off and store remotes.
- Close garage doors.
- Turn on lights in rooms with no windows.
- Clear kitchen countertops. Remove dishes from sink.
- Straighten all chairs at dining table/island.
- Make beds, Conceal dirty laundry.
- Clear bathroom countertops. Put toilet seats down.



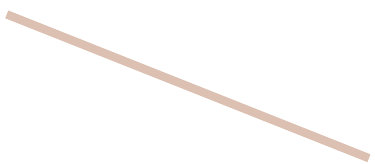
When the offer is accepted here is what you can expect and when.

Offer Accepted



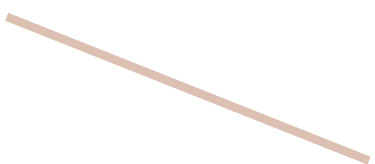
Earnest Money

Inspection



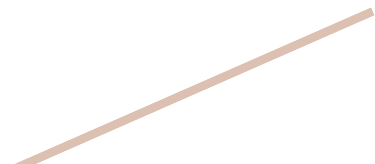
Negotiation

Appraisal



The Final Walk Through

Escrow



Once the offer is accepted.

Earnest Money

Once an offer has been accepted the buyer's brokers is required to take the earnest money deposit to escrow within three business days. After which the broker will promptly set the appointment for the home inspection.

The Inspection

Once the earnest money has been deposited, we have nine days to complete the home inspection period. As a seller you can most certainly expect a thorough inspection of your home. It is important to unblock access to the attic and crawl spaces for the inspection teams to access. Often a radon machine will be installed for a 24 - 48-hour period to test for radon gasses.

The Negotiation

The negotiation is one of the most challenging and essential steps to move past to get us to closing. This is where I do my best to represent your position and expectations of repairs and or pre-pays. It is important that all parties reach agreements and can sign off on completions and removal of contingencies within the timeline and move on to the appraisal. An unsuccessful negotiation could result in the buyer terminating the offer, getting refunded their earnest money deposit and putting the house back on to the market.

The Appraisal

Just when you think we are home free and ready to close we have the most important step left and that is the appraisal. This is where it is important to recall the values and comparable sales provided in the listing process. When listing it is important to price the home in the price point in which it would appraise. It is also important to consider the appraisal when accepting an offer. When offers are over inflated and the appraisal is less than the listing price, buyers are often not able to proceed to close because the buyer's lender will not typically loan more than the value of the property. Once the appraisal is complete, we move on to the final steps to close.

The Final Walk Through

Buyers have the right to do a final walk through 5 days before closing. This is a time that buyers check that their requested repairs are completed and that the parties have reached satisfaction of repair contingences. Once this is accomplished and the removal of contingencies is forwarded to escrow it is time to prepare for closing.

The Escrow Signing/Closing

Within 3 days of closing escrow will be sending a closing statement for review of the fees and disbursements that will be credited and/or deducted from the proceeds of the sale. Escrow will contact the parties for signing the documents and work with the lender for funding. Once you have your signing in escrow, the deed will be sent to the county recording office for recording. Once this transaction is recorded you will be immediately funded, and your home is officially considered SOLD.

I am excited to work together
and I can't wait to get started.

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