

SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

Nicholas Eagley
REALTOR, Team Lead, Owner



Real Estate Services

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O

Nick is a great guy, very understanding of people, their real estate needs and the things that go into buying and selling a property for you.. He was always quick to get back to me with any questions or concerns that I had and was able to get my property sale done while I was out of state. That alone amazed me. He is definitely trustworthy and honest and will tell you what needs done and don't afraid to joke and laugh to keep it lite and you mind at ease. He's a real gem!! So if your looking for a great realtor, not just a good one, a great one... Hire Nick

-Don

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Nicholas was super helpful in helping my husband and I find the perfect property. We had initially met when looking at an empty lot, but through listening to our needs and wants in a property Nicholas was able to steer us in the direction of our dream home. Buying and selling a home is never a stress free process, but Nicholas did everything he could to help minimize the anxiety. We were clients for several months and had the opportunity to tour several properties. We had pretty niche desires for a new home and Nicholas was able to deliver us multiple properties that matched our wants and needs.

-Meaghan & Dan

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Nick is a realtor that will have your back. He will be honest when walking through homes. He will not tell you to buy a house if he doesn't honestly think it will fit you or your families needs. If you want a realtor that has your back and will help you find the right home for you and your family, use Nick as your realtor. He makes everything much simpler throughout the whole buying and selling process.

-Joe

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ONE

THE TEAM

TWO

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THREE

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Nick Feagley



REALTOR, Team Lead, & Owner
Our master negotiator and listing
agent extraordinaire. You want this
guy on your side!

THE TEAM

Chantelle Gaines



Our referral agent

Nicholas's Designations & Certifications
from the National Association of REALTORS®



Accredited Buyer's
Representative (ABR)



Pricing Strategy
Advisor (PSA)



At Home with
Diversity® (AHWD)

TEAM STATS

In 2022, we sold 55%
more homes than any
other agent/team in
our city!

We sell 5 homes
every month.

Our team worked with
100s of buyers in 2022

In 2022, our listings
sold for an average of
20% above asking!

We take responsibility for getting to know all cultural and social groups in the community, and proactively reach out to all people for purpose of helping them achieve the goal of

HOMEOWNERSHIP

We welcome you and want to do business with you.

We will base our decision and opinions of you on who you are, not on any preconceived stereotype or ingrained value judgment.

We subscribe to the federal Fair Housing Act and its principles.

We embrace and celebrate the strength that diversity brings to our communities and our nation.

We will help you find opportunities to buy the home you choose.

We will market homeownership to the public and reach out to people who may not know that homeownership is a realistic option.

We will make sure you know there is a full range of housing choices available to you, and encourage you to consider all communities and neighborhoods.

We will make every effort so that we can communicate with each other. If we do not share a common language, we will work with you to find someone who can interpret.

We have incorporated these principles into our daily operations and our overall business plan. We would be proud to share the plan with you.

We are here to help you meet your real estate needs because you are the reason we are in business.

Please let us know about any cultural or special needs that you have so that our business relationship will be comfortable and successful.

One America Principles

NAR Code of ETHICS Article 10

REALTORS shall not deny equal professional services to any person for reason of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. REALTORS shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

Standard of Practice 10-1

When involved in the sale or lease of a residence, REALTORS shall not volunteer information regarding the racial, religious or ethnic composition of any neighborhood nor shall they engage in any activity which may result in panic selling, however, REALTORS may provide other demographic information.

Standard of Practice 10-2

When not involved in the sale or lease of a residence, REALTORS may provide demographic information related to a property, transaction or professional assignment to a party if such demographic information (a) deemed by the REALTOR to be needed to assist with or complete, in a manner consistent with Article 10, a real estate transaction or professional assignment and (b) is obtained or derived from a recognized, reliable, independent, and impartial source. The source of such information and any additions, deletions, modifications, interpretations, or other changes shall be disclosed in reasonable detail.

Standard of Practice 10-3

REALTORS shall not print, display or circulate any statement or advertisement with respect to selling or renting of a property that indicates any preference, limitations or discrimination based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

Standard of Practice 10-4

As used in Article 10 "real estate employment practices" relates to employees and independent contractors providing real estate-related services and the administrative and clerical staff directly supporting those individuals.

Standard of Practice 10-4

REALTORS must not use harassing speech, hate speech, epithets, or slurs based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

TAKE PHOTOS

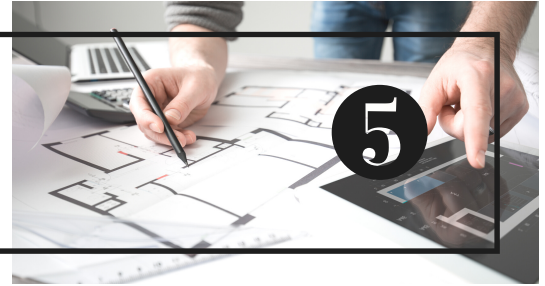
Our photographer will make your home look its best!

4



CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



6



SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the check!



We count ourselves as lucky that
Nicholas landed in our lives...we would
have been lost without his guidance and
Nick's know-how...and we definitely
wouldn't have sold our house for way
over asking!

-MARY & TOM



THE MARKETING

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

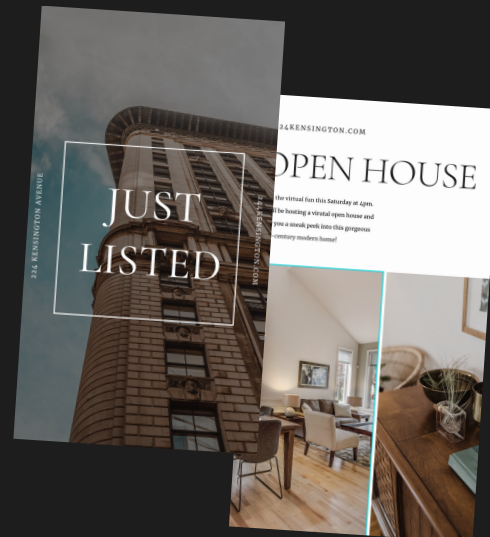


VISUALS

Photos, neighborhood flyers, and property brochures get your home noticed!

ADS

Your home is distributed across all of our online platforms!



OPEN HOUSE



EVENTS

From neighborhood wine & cheese to weekend open houses your home will be given the royal treatment!

A woman with blonde, wavy hair, wearing a black blazer over a white collared shirt, is looking down at a large blueprint or document she is holding. She is standing in a workshop or studio. The background is filled with shelves holding various items, including what appear to be tools, materials, and finished pieces. There are several pendant lamps with white shades hanging from the ceiling. The overall lighting is soft and focused on the woman and her work.

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that's \$10,000-50,000 more money.



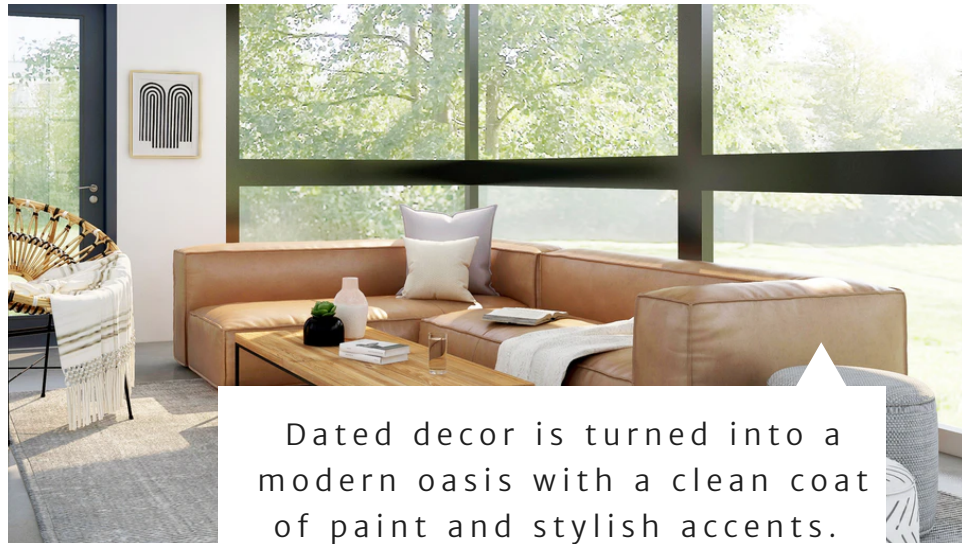
Dark and bare before is transformed into an open and inviting space after!



BEFORE



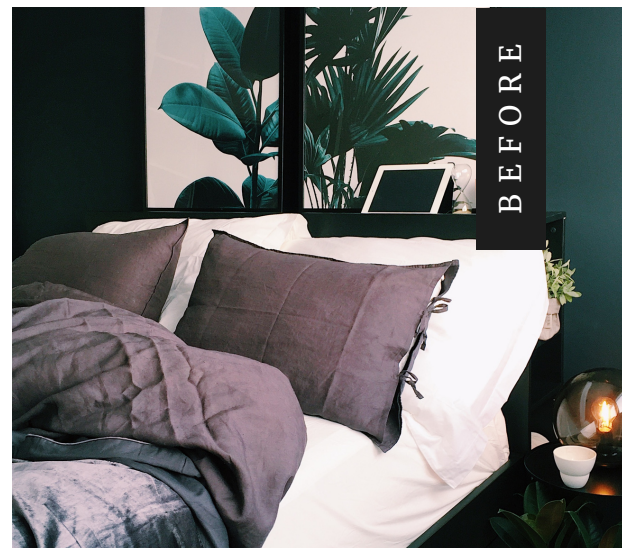
BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walkthrough of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED

We count ourselves as lucky that Nicholas landed in our lives...we would have been lost without his guidance and savvy know-how.



WHERE OUR PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

From feature sheets, to open house expenses, flyers and online ads marketing your home to the most amount of qualified buyers is our speciality.

REALTOR FEES & ADMIN

As a realtor we need to pay dues and fees to various organizations to remain licenced and legal as well as pay our admin staff.

AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms



TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors

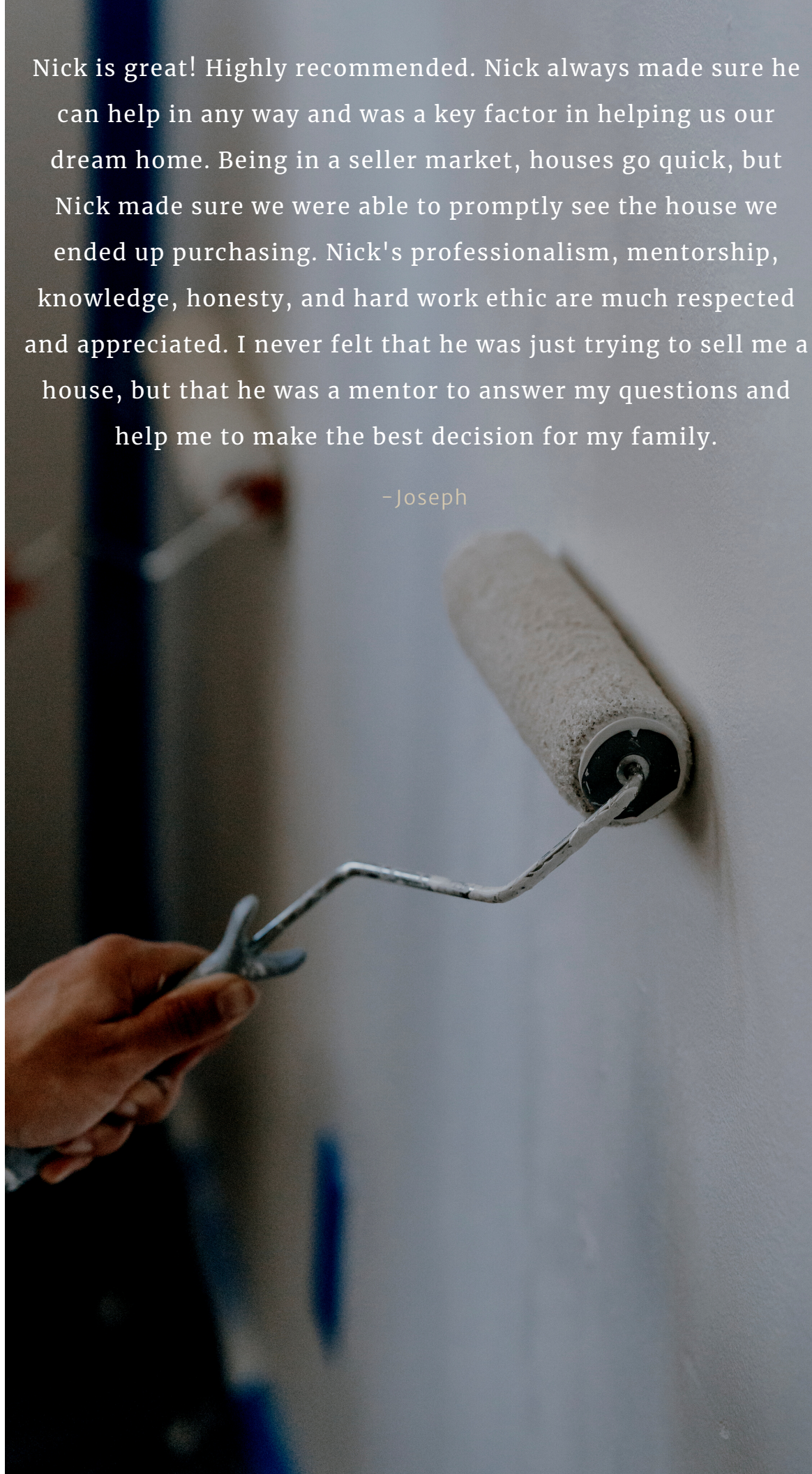


ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

Nick is great! Highly recommended. Nick always made sure he can help in any way and was a key factor in helping us our dream home. Being in a seller market, houses go quick, but Nick made sure we were able to promptly see the house we ended up purchasing. Nick's professionalism, mentorship, knowledge, honesty, and hard work ethic are much respected and appreciated. I never felt that he was just trying to sell me a house, but that he was a mentor to answer my questions and help me to make the best decision for my family.

-Joseph





TESTIMONIALS

Hired Nick to sell our home; it was not easy with the type of home. But, Nick took on the job and got the house sold fast and easy with a cash deal. Nick found us he worked with us to make sure that everything went well, we had to terminate two different homes, but Nick showed us why that was best every time! He was amazing, and knew that finding us a home that would fit well for us and not have anything significant needing done or fixed was his top priority. If you are looking to buy and sell, there is no one better!

-Wayne

Nick worked tirelessly to make sure our home went for the best value possible. We are so grateful for him!

-Ashley

Nicholas went above and beyond for us as buyers! We were against an aggressive market as FHA buyers, and without Nicholas' expertise and communication, we would have never closed on our first home as smoothly as we did. He cares about YOU!

-Mis. Ross



Very professional,
timely and informative.

He was also
knowledgeable and
helpful throughout the
whole process. It was a
pleasure working with
him throughout the sale
of our home.

-Jay

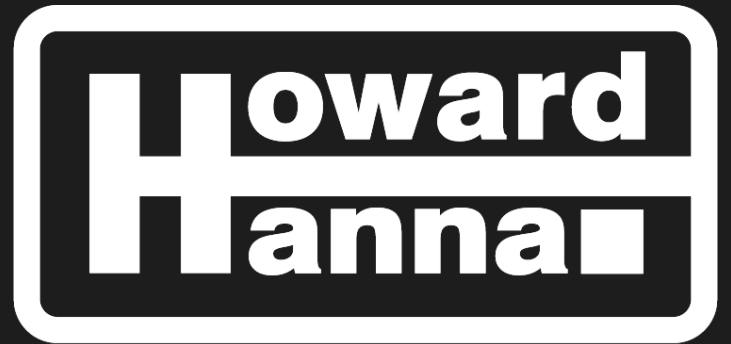
Nicholas was a joy to work
with. He was there every
step of the way. He jumped
on homes for us the second
they hit the market. Gave
good, strong advice, and
helped us along the way
with everything. We speak
so highly of him to
everyone.

-Angie

Nicholas was extremely helpful & resourceful in
finding a house! He was able to do showings around
my schedule, was very knowledgeable about the
properties & made the house shopping process easy. I
love my home & I thank Nicholas for helping me find
the perfect place.

-Haley

Nicholas Feagley
REALTOR, Team Lead, Owner



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