

A HOME SELLER'S GUIDE FROM LISTED TO



509-993-4218

EPIQUE
REALTY

CONTENTS

ABOUT ME

BIO

THE PROCESS

THE HOME SELLING PROCESS

FACTORS

PRICING
HOW IT SHOWS
MARKETING

PREPARING TO LIST YOUR HOME

PRICING
PHOTOGRAPHY
VIDEOGRAPHY
AERIAL PHOTOGRAPHY
VIRTUAL TOURS
BROCHURES
KEEPING YOU SAFE

LISTING YOUR HOME

MARKETING
WHERE BUYERS FIND HOMES
NETWORKING
SIGNAGE
EMAIL MARKETING
FLYERS
SECURITY
OPEN HOUSES
ONLINE MARKETING

AFTER LISTING YOUR HOME

SHOWINGS
OFFERS
NEGOTIATIONS

CONTRACT TO CLOSING

INSPECTIONS
APPRAISALS
CLOSING

FINAL STEPS

REVIEWS



Kurt Kurt Burgan

Broker | Realtor

In 2024, I ranked in the **top 1%** of Realtors in Spokane and am a part of one of the highest rated teams in the area. With the support of one of the area's top teams, I'm here to help you achieve your real estate goals. You may find another agent, but you won't find a better one!

GUARANTEED RESPONSE TIMES:

- I am committed to outstanding communication. I have a 12 Hour Response Time Guarantee and a 24-hour Home Tour Guarantee: if Buyer's want to see your home, they will get in ASAP.
- If I can't get Buyers in, I am able to leverage my team of 50 agents to cover showings

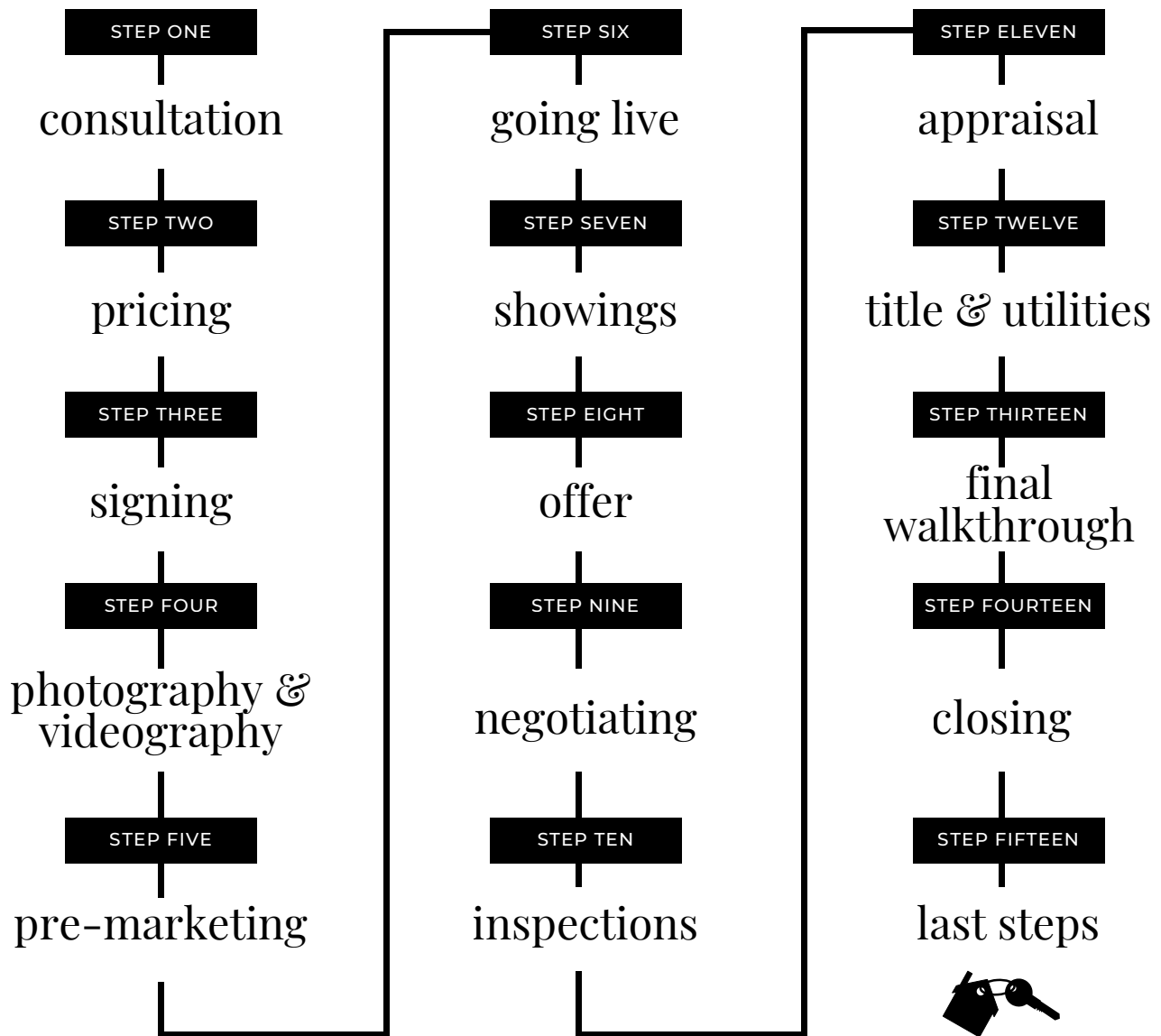
FULL TIME AGENT:

- My goal is to make all my clients feel like they're my "only clients"
- A career agent ensures latest market insights and timely responses on tours, questions and everything in between.

INVESTMENT PROTECTION:

- Conduct a free comprehensive Comparative Market Analysis (CMA) for your home sale and provide YOU with the market knowledge. Including up-to-date market trends, comparable sales analysis, and equity assessments.
- Financial well-being is the top priority. I am committed to making your home sale decision secure and informed.

HOME SELLING *process*



A photograph of a bedroom corner. On the left, a bedside table holds a lamp with a gold-colored base and a white shade with a grid of gold-colored patterns. Next to the lamp is a clear glass water bottle with a silver cap. To the right, a bed with white linens and a dark headboard is visible against a dark blue wall. A vertical black bar on the right side of the image contains the word 'FACTORS' in white, uppercase letters.

FACTORS

DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider market value. Overpricing your home can end up costing you thousands. Buyers in your home's price range will often overlook your home resulting in a need for a price drop due the time spent on the market. More times than not, this results in lower than market value offers. Choosing an agent that understands the market and can price your home competitively can result in more cash in your pocket

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. Getting your home ready to list can feel overwhelming, the following are important factors to consider:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

SUPERIOR MARKETING TECHNIQUES is essential to get top dollar for your home. Simply listing and waiting to see what happens isn't going to cut it in our market.

PROSPECTING daily for potential buyers, open houses, our co-op agents, and past clients.

MARKETING The second you sign with me, I go to work on marketing your home!

ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PHYSICAL MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION is something I prioritize! Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, weekly progress reports, and weekly phone appointments to discuss the weekly progress reports.

the advantage of listing with me

- EVERY HOME THAT WE LIST FOR SALE BENEFITS FROM:
 - PROFESSIONAL PHOTOGRAPHY
 - 3D VIRTUAL TOUR (ESPECIALLY BENEFICIAL FOR OUT OF TOWN BUYERS)
 - SOCIAL MEDIA MARKETING
 - GOOGLE PPC ADS & DIGITAL MARKETING
 - IDX FEED MARKETING
 - ACCESS TO AI STAGING
 - CUSTOM PROFESSIONAL VIDEO
 - OPEN HOUSES
- OPTIONAL BONUSES BASED ON PROPERTY:
 - DRONE PHOTO AND VIDEO
 - PROFESSIONAL STAGING
 - LISTING BILLBOARD
 - BROKERS OPEN HOUSE



BEFORE LISTING YOUR HOME

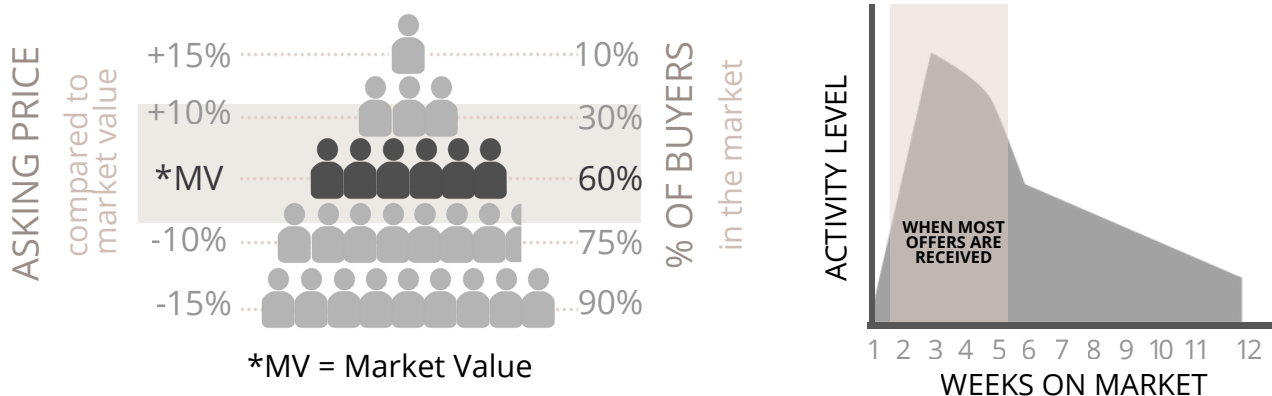
listing strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, or slightly under, it will attract the largest number of potential buyers in the first few weeks. This results in highest offers and a quicker sale of your home.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

The majority of the time, homes that are staged sell for more than those who chose not to. Staging can help make sure a home is shown in the best light to buyers. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers. This can be done with existing furniture if Sellers still live there or for a vacant home through one of our great staging company vendors.

PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

It is imperative that while interviewing agents you ask what their marketing strategies are. Simply listing a home, sticking a yard sign out front and kicking your feet up in this market isn't going to cut it. You need an agent that will work hard to make sure your home gets maximum exposure.

ADVERTISING & MARKETING

Properly advertising and marketing your property can be the most important process in the sale of your home. This is an area I heavily focus my budget and time.

PREPARING TO LIST



Preparing to list

maximize your home's potential

A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

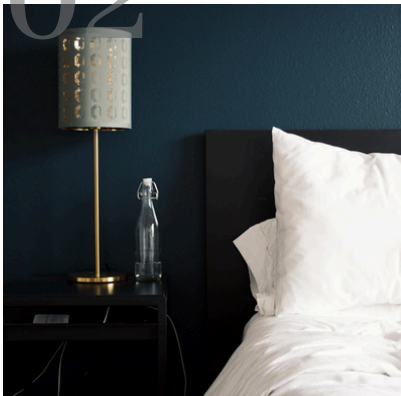
01

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



02



INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

03

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





STAGGING YOUR HOME

the art of staging

Staging a home is different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent
90%
less time on the market

staged homes increased
sale price up to
5%

BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT





AI STAGING

Artificial Intelligence Staging

Given that not all homes require staging, we utilize potent tools to present your home in its most favorable aspect. Struggling with a challenging space that's tough to capture in photos? Seeking assistance with sprucing up a room? Harnessing the prowess of cutting-edge technology, our AI Staging might just be the perfect solution. Check out these side-by-side comparisons of identical rooms:

Before:



After:





A LASTING IMAGE

real estate photography



a picture says a thousand words

Listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

interesting facts:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

PROFESSIONAL *videography*

video is the number one form of media for engagement



Real estate listings with video receive **403%** more inquiries

Videos attract **300%** more traffic for nurturing leads.

70% of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



aerial

PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

benefits

of having aerial photos:

- ✓ Provides views of the entire property & land
- ✓ The condition of the roof and other property features
- ✓ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✓ Developments or local districts that are supported by the buyer's property taxes

VIRTUAL *tour*s

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer can experience what it is like to be somewhere they are not.

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



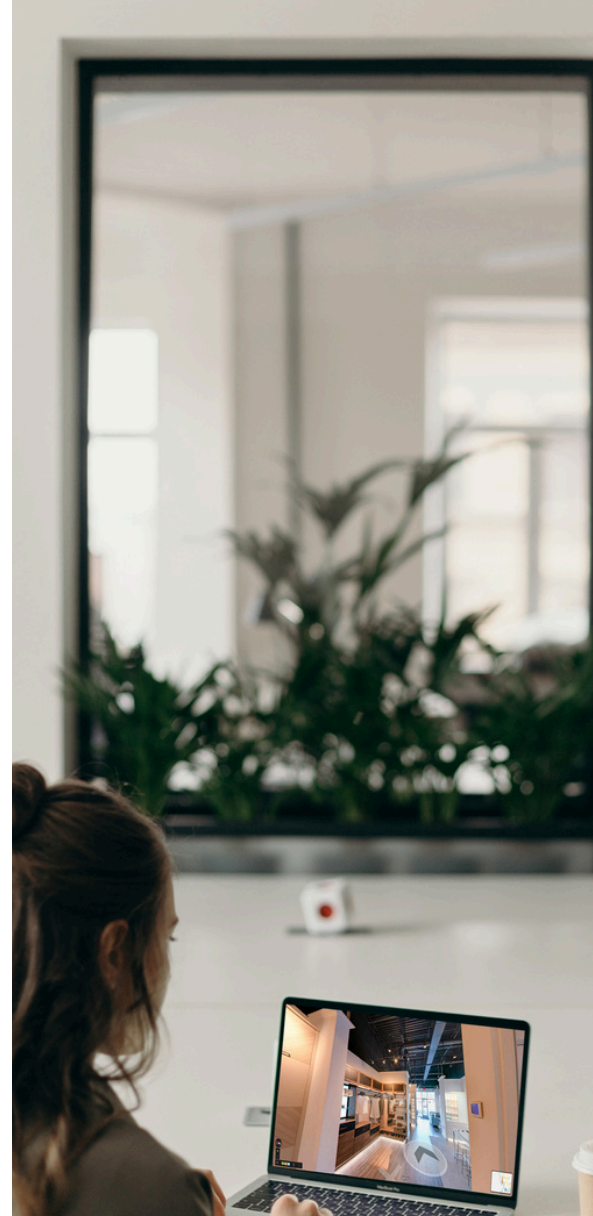
They are interactive by design, which means users spend more time exploring than they would just looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing an opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



PROPERTY Brochures & Binders



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



LISTING YOUR HOME



robust marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on all major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website, social media, Zillow and Facebook ads!

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

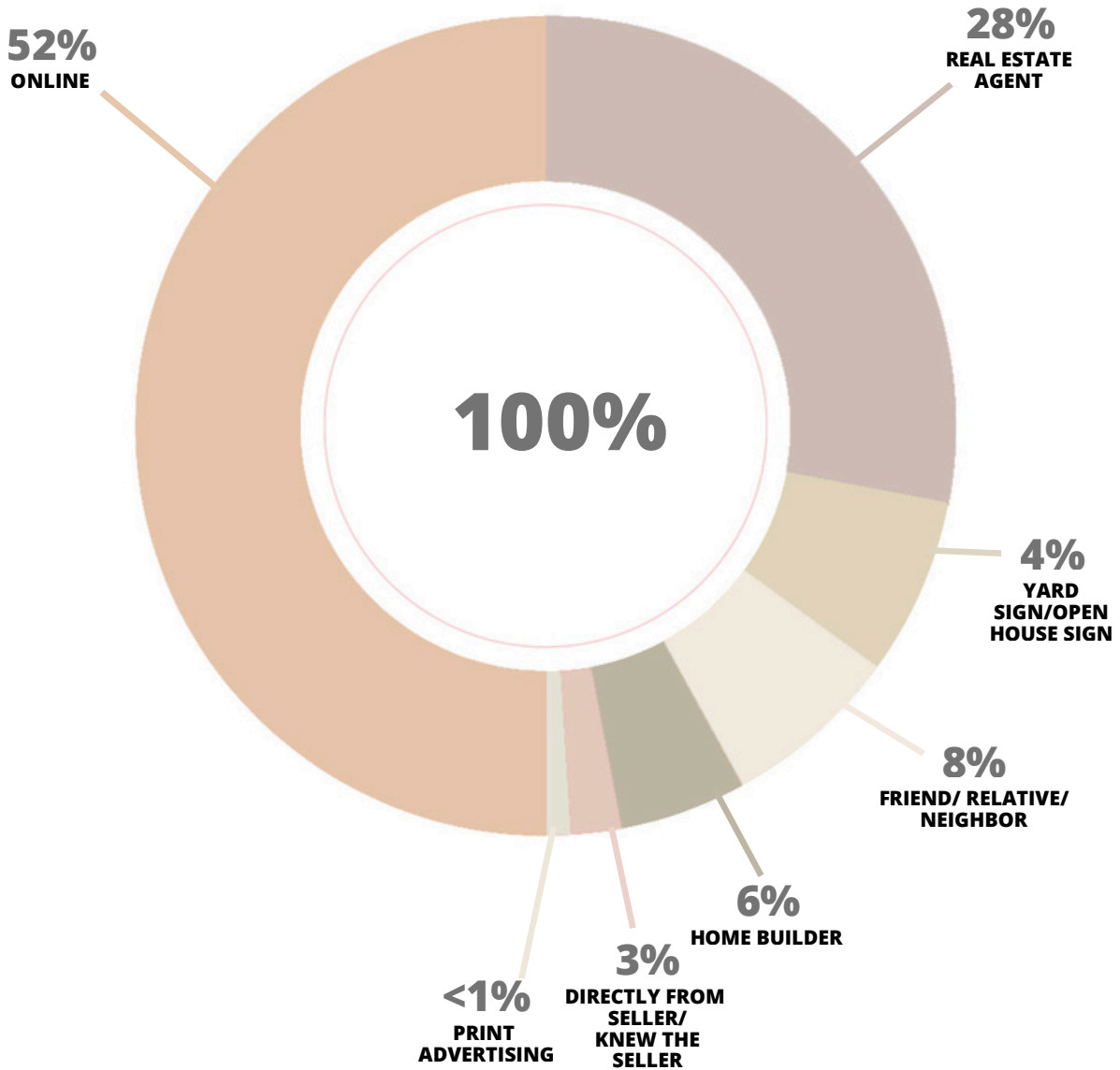
OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites

WHERE DO BUYERS *find their home*



*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

AFTER LISTING YOUR HOME



showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- If we feel the appraiser did not appraise correctly, we can challenge the report
 - Cancel and re-list

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents commission
- Title insurance policy
- Escrow and recording fees
- Excise tax
- Home warranty (if applicable)

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
 - House keys
 - Garage door openers
 - Mailbox and any other spare keys
- (UNLESS DIRECTED OTHERWISE)

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



CONTRACT TO CLOSING



FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time.



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY within 10 DAYS AFTER SIGNING THE CONTRACT.

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS

COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT



The process of selling a property can be emotionally and mentally demanding. My proven and effective marketing campaigns are meticulously designed to guide you towards a successful sale. I want to assure you that I am fully committed to offering you the most comprehensive, confidential, ethical, and professional representation available in the industry, exceeding your expectations at every step.

I understand that selling your home in today's intricate and ever-evolving real estate market is a multifaceted endeavor. For many families, it represents a significant life event, often involving their most substantial asset. That's why I customize my unparalleled marketing strategies for each client, ensuring maximum exposure, the highest possible price, the shortest time on the market, and minimal hassle for you.

My marketing campaigns are crafted to accentuate your home's unique style and distinctive features, making the process easier for you to manage. From concierge services and marketing to handling every detail leading up to signing the documents and closing escrow, I am committed to providing you with a seamless experience.

With a track record of selling millions of dollars in real estate throughout Spokane, I bring a wealth of knowledge and expertise to every sale. My familiarity with both current listings and past sales enables me to effectively advocate for your best interests.

As your agent, delivering comprehensive, confidential, and top-tier professional listing services is my foremost commitment. When you are ready to sell, I invite you to consider me for the role of your Realtor.

Kurt Burgan

kurt@havenrealestategroup.com

509-993-4218



EPIQUE
REALTY