

SELLING REAL ESTATE

SELL

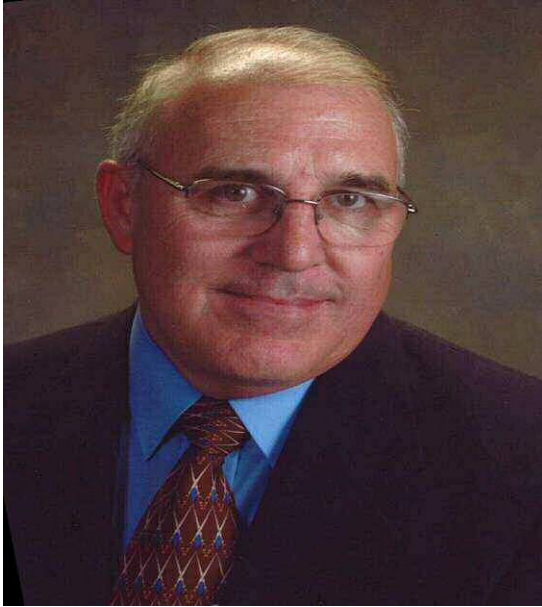


SOLD!



10 STEPS TO SELLING A HOME

About Walter Carnes Home Selling Team



Walter Carnes

KY Licenses # 55354
walter.carnes@coldwellbanker.com
Cell: 270-792-7155

Coldwell Banker Legacy Real Estate Group

753 Bakersfield Way Suite 102
Bowling Green, Kentucky 42104
Main: 270-782-2250

Jim Huggins

KY Licenses #43641
Broker

Walter Carnes, a leader, innovator, and top-selling real estate agent, blends a unique marketing methodology with a results-driven approach for today's real estate market.

Licensed in 1999, Walter earned the Horizon Award that year and then consistently performed each year thereafter, until becoming the # 1 Coldwell Banker Commercial Real Estate agent in the state of Kentucky by 2006. He was among the top producing agents with a mix of residential and commercial properties until he left in 2009 to become general manager in charge of land acquisition for a 35,000 acre farming operation based in Ohio expanding to the Mississippi Delta. He negotiated several multi-million leases, dealing with multiple entities. His negotiating skills and ability to bring deals together allowed the operation to grow from 1700 acres to 20,000 acres in 3 years. He now brings those skills back to the residential housing market in Southern Kentucky. Although that sets him apart from others, that's not what makes him different; and different he is.

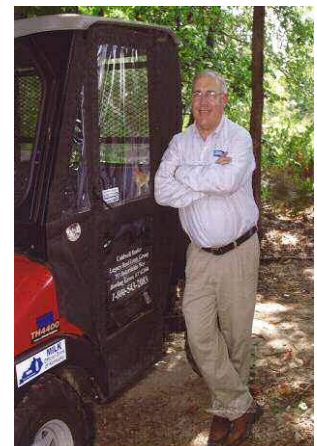
Walter ensures that either sellers or buyers understand the process prior to his assisting them. With his team, he is able to focus their talents specifically on selling your home or assisting you with buying your next dream home. This synergy allows him to offer a higher level of service and expertise to you.

Walter and his team understand you want to sell your home for the most money, in the least amount of time without hassle. They understand that buyers want their dream home to work within their budget and be the home in their vision.

Walter Carnes and his team have consistently put the right people together on a home regardless of market downturns. It's all about marketing and negotiating.

If you want a dedicated, professional agent you can trust and a team you can count on, with Walter Carnes Home Selling Team, you get both.

Walter believes that to provide excellent service to his clients, he must add something that cannot be attained with money, and that is hard work, sincerity and integrity.



First Class or Coach

Let's assume you're flying from Los Angeles to New York City and today and today only you could fly **First Class** for the same exact price as Coach. Which would you choose?

In **First Class** you're eating gourmet food off of fine china, your seat is bigger with more legroom, your movies are complimentary, your drinks are FREE and you're treated just as the name implies...**First Class**.

Or you could fly Coach, with smaller seats and no leg room, pay for your bags, drinks, movies, beverages and blankets, board last, be packed in like sardines and be treated as just one of the herd.

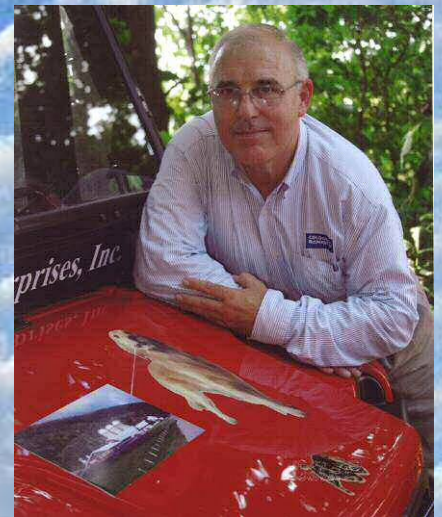
If you were presented with this choice of flying **First Class or Coach**, although it wouldn't cost you a penny more. Which would you choose? Well, the answer is obvious isn't it? You'd fly **First Class**.

When it comes to real estate professionals...you also have a choice...**First Class or Coach**, although it doesn't cost you a penny more.

You can do business with a World Class Agent, standing head and shoulders above the rest, receiving **5-star treatment**, where **"Service Is An Attitude, Not A Department."** Or you could do business with just another agent, dime a dozen, one on every street corner.

When you're dealing with the sale or purchase of your home, which is most likely the single largest financial transaction of your life, it behooves you to go **First Class**. It doesn't cost you a penny more.

We invite you to call today and schedule an appointment to see the difference between **First Class or Coach** when it comes to your real estate needs.



5 Star Treatment



Schedule Appointment

“First Class
or Coach.
The choice
is yours!”



Walter Carnes

Walter Carnes Home Selling Team

2 Ways To Schedule An Appointment

1



Call or Text
270-792-7155

2



Email

walter.carnes@coldwellbanker.com



Blueprint for Sellers

Step 1

Every market is different – Your state, town or neighborhood could dovetail with national numbers, or buck the trend entirely. Don't rely solely on one person's advice or opinion. Talk to a handful of professionals, do your own research and listen to your gut instinct.

Step 2

Get a home inspection – Before calling a real estate agent have your home inspected. Some real estate agents advise against spending the money, because the buyers will get one anyway prior to closing. Most basic inspections range from \$200 and \$400. Others recommend it, because it gives sellers an early warning on any repairs they might have to make.





Step 3

Choose your realtor – A good agent is the foundation of your team. Your realtor is your team’s captain and star player. You want a realtor who would make the all-star team in any league. What you don’t want is an agent who sells real estate *on the side*. In other words, real estate is a hobby not a profession to them. A hobbyist will cost you money and time. As the captain of your team, your realtor will already have a working relationship established with some of the members of your team. If you select the right agent, they will guide you through the process of selecting other high caliber professionals for your all-star team.

Step 4

Curb Appeal

Initial opinions about your home are shaped when potential buyers drive by for the first time. Even if your home is a “10” on the inside, if it’s a “6” on the outside many buyers will not ask to see your home.

Paint – Does your home’s exterior need painting? If so, even though exterior painting can be expensive, you’ll get the biggest return on your investment over any other exterior improvement you do. If you decide to paint the exterior, use colors that conform to your neighborhood’s norm. Painting could elevate your home from fixer-upper to move-in condition.

If you don’t need exterior painting, look at your window frames, shutters, gutters, etc. and touch them up as necessary.

Lawn – Keep your lawn freshly mowed and edged during the time your home is on the market. Fertilize in the appropriate season to keep it looking lush and green. Use your pooper scooper daily!

Keeping your yard picked up is a must. Don’t leave toys, bikes, trikes, or garden tools lying around your yard.

Sidewalks – If the sidewalk in front of your home is damaged or cracked, repair it, or have it repaired. Also, sweep it daily while your home is on the market.

Driveway – Your driveway takes a beating. It’s also one of the first things a buyer sees, when they drive up to your house.

If cars are often parked on it, you may have grease and oil spills. Do your children play on your driveway with chalk or crayons? Consider renting a pressure washer or have someone professionally clean your driveway.

Decks and patios – If the stain on your deck looks washed out and faded, put a fresh coat of stain on it. Be sure to hose off or pressure wash concrete patios, too.

Shrubs, bushes, trees – Remove or replace dead or dying plants and trees. Prune trees and bushes that block your windows. You want as much natural light as possible to enter your home.



Flowers – Keep your flower beds watered and weeded while your home is on the market. Seasonal flowers, or *annuals*, are inexpensive and add color to your yard.

Windows – Wash your windows inside and out regularly throughout the sales process. Also clean your window screens.

Appeal Your Home's Interior

Small things make a big difference – Working on them will take a little time, but doing them before you put up the *For Sale* sign will be worth thousands of dollars to you.

Entry Way – When your potential buyers walk through the front door, where are they? In the entry way! This area deserves special attention, no matter its size.

- Virtually any entry benefits from a well-placed mirror.
- Make sure the floor is spotless and add a small rug to protect it.
- The entry hall closet is the first closet inspected. Clear out all but seasonally necessary coats. Don't store "junk" in it. Add a few empty hangers and hang a bag of cedar chips to give it a fresh smell.

Painting – Carefully look at your interior walls and paint. Is there a room or two that could use a fresh coat of paint? How about drywall repair? Do you have any outdated wallpaper? It is easy to paint interior rooms yourself. And no wild colors!

Kitchens and Bathrooms – Kitchens and bathrooms sell the home. While a complete remodel may be too expensive, there are some inexpensive updates you can do. Things like replacing counters, cabinet handles, add lighting, etc.

Budget for remodeling – Your priority to-do list should be as follows:

Kitchen	Bathrooms
1. Cabinets	Sink and faucet
2. Countertops	Countertops
3. Appliances	Tub and/or shower
4. Flooring	Flooring

Clean, Clean, Clean! – Make your sinks, wash basins, bathtubs, showers, faucets, appliances, and floors sparkle! If you don't have time to give your



home a thorough cleaning, your realtor will recommend a maid service to do it for you. Clean and repair grout, as necessary.

Fix any dripping faucets and use a drain cleaning chemical on any slow draining sinks or tubs.

Clean your carpets or have them professionally cleaned. Stains and pet odors are a turnoff. Empty that cat litter box before a showing!

Leave your windows open a few minutes each day, while your home is on the market. Lightly spray, daily, with an air freshener and lightly spray again before the home is shown.

Clear out the clutter – Cluttered rooms make them look small. Your goal is to remove at least 25% of your furniture from each room.

Get boxes off the floor in your closet. Keep your kitchen and bathroom counters clear – no more than three items on a counter.

Closet space is important to buyers. Ruthlessly get rid of cloths you no longer wear. Keep your closets neat and organized.

Decluttering Tips

- Start with a plan
- Make time to do the work (this is not a 30 minute job)
- Where's the stuff going? (Garage, rented storage, children, donation)
- Keep in mind why you're decluttering (Remember, you want to sell your home for top dollar.)

Staging

Proper staging will show off the best features of your home and minimize the worst. Your home has to look great to prospective buyers that actually visit your home and, also, to those viewing it online.

Stagedhomes.com shows stats that reveal a properly staged home sells for a minimum of three percent higher over a poorly staged, or un-staged, home. Professional staging costs between \$600 to \$1,200, but can raise the selling price of your home from \$6,000 to \$12,000 or more.



Kitchen – While your home is on the market, don't cook foods like fish and cabbage. The odor could turn off a buyer. If possible, bake cookies or a cake before a buyer's appointment. Place a basket of lemons and/or limes on the counter. The pleasing aroma will make your kitchen feel homey.



Bathrooms – A pleasing aroma is necessary in your bathrooms, too. Have fresh potpourri in all bathrooms. Be sure your glass shower doors are spotless. Replace your shower curtains with new ones. Always have clean, fresh towels in your bathrooms before a showing. Get the toiletries off the counters and shelves.

Laundry Room – A separate laundry room is a huge asset and frequently requested by buyers.

If you have one, don't hide it!

- Organize any closet or storage space
- Be sure there's no visible or smelly laundry. Keep dirty laundry in a sealed container. The smell of dirty laundry is a turn off!
- Clean and polish the washer and dryer

Pictures – Take family pictures off the walls.

Temperature – Keep your home warmer in winter and cooler in summer, than you normally would.

Furniture – After removing at least a quarter of your furniture, as noted earlier, arrange it to create an inviting living space.

Fireplace – If your home has a fireplace, be sure it is clean, as well as your fireplace tools.



Step 5

Set a price – To get an idea of what's going on in the market, you want recent comps. But, to see trends in the market, you may want to look at comparables from the last six months. You also need to look at what the competition is in your area. Are properties moving? Are prices holding steady or are sellers dropping prices?

Pricing is strategy. And much of it comes down to just how motivated you are to sell or how quickly you have to leave.

Your realtor is your number one advisor on pricing.

Step 6

Commissions are not add-ons – Don't add the real estate commission to the value of the home, to determine your asking price.

Beware of hidden financing costs – Not all financing is the same from a seller's point of view. Some types of financing, like FHA and VA home loans, the seller pays the points on the loan. Understand the different types and what will be required of you, as a seller, because that could affect how much you net in a sale.

Step 7

Go away when the house is being shown – Would-be buyers need to imagine themselves living in the home and peek into closets without feeling like intruders.

When your home is on the market you have to get used to keeping things neat and tidy at all times. You are living in a "glass house" where everyone can see your daily home life. Get used to it and enjoy it!

Your plan is to depersonalize your home, so prospects can imagine themselves making it their home.

When a buyer's agent makes an appointment to show your house, do a walkthrough.

- Is everything picked up off the counters?
- Are all the lights and lamps turned on?
- Use spray air freshener.
- Does your kitchen smell like fresh baked cookies, cake, bread or fruit?
- Is the yard picked up?

After your last minute walkthrough, LEAVE YOUR HOME! There is no faster way to kill a sale than to have the prospective buyers uncomfortable, because the home owner is in the home.



Remove your pets – Also remove their paraphernalia, such as dog dishes and cat litter boxes (or at least hide them). A prospective buyer shouldn't even know that a pet lives in the home, if you can help it.



Step 8

Negotiate and accept an offer – Confirm buyers' financial qualifications.

Negotiate terms – If you can justify your asking price with recent market research, you are in a strong negotiating position. Your realtor will lead you in this effort.

Step 9

Six to eight weeks before closing:

- Cooperate with home inspector
- Cooperate with lender's appraiser
- Contact your lender to start mortgage payoff process
- Make your own arrangements to move. Selling a home always takes time, attention and energy.

Step 10

Buyer's Appraisal and Closing – The buyer's lender will coordinate their appraisal. This helps to confirm the value of the home and confirm any outstanding liens.

A final walkthrough of the property is necessary to ensure agreed upon repairs are completed.

At the closing, all moneys will be collected, any existing loans or liens will be paid, the deed will be transferred and title insurance will be issued, insuring a free and clear title.

You will, then, receive the proceeds from your home. Congratulations, you did it!!!



Initial Home Inspection Checklist

Here's what to look for in your initial house visit, and why it's important to take special notice of these items. Jot down your findings.

Examine the roof – If the roofline is sagging, be prepared for foundation problems. Ask how old the roof is. A roof ten years old or older will probably need replacing soon, a \$10,000+ job. Loose, curling, or missing tiles or shingles also indicate a new roof is needed, as do shafts of light in the attic. Complex roofs with lots of gables, intersecting surfaces, and multiple roofing materials are difficult to maintain and expensive to replace.

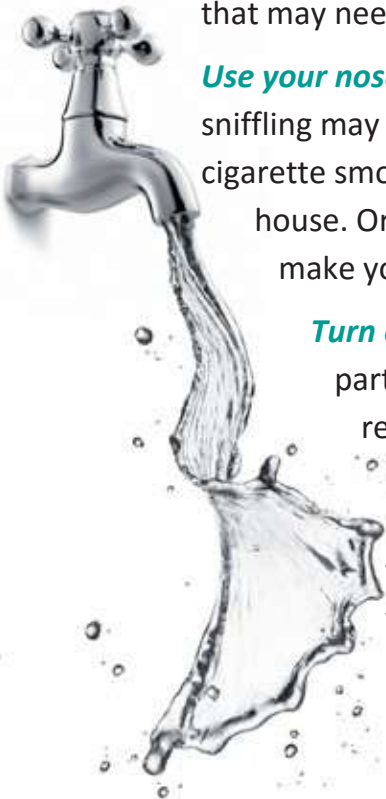
Listen for squeaks when you walk – Squeaks are caused by loose nails, often loosened by sagging or movement in the structure, which may mean settling problems.

Take cues from your feet – They'll tell you whether the flooring feels unstable, or the house has started to settle unevenly. As you walk up stairs, make sure the heights feel uniform. And step close to the toilet and tub. If the floor feels soft, leakage may be occurring, possibly caused by the owner's failure to change the seals on the toilet or caulk the wall tiles.

Open windows and doors – If you can't do so easily, that may need repairing.

Use your nose – At worst, musty odors or your sudden sniffing may mean a mold problem. Other odors, such as cat urine or cigarette smoke, are also a bother to get rid of and reduce the value of the house. Or, maybe, you'll just smell a lot of air freshener, which should make you wonder what's being covered up.

Turn on the faucets – What does the water look like? If you see rust particles or discoloration, the pipes may be rusted, and need replacement. What do you hear? Knocking sounds may mean old, leak-prone pipes. Try turning the faucet to its maximum. If the underlying problem turns out to be low water pressure, this is tough to solve—but should be fixed if you plan on enjoying your showers. Also make sure the hot water arrives within a reasonable length of time.



Look for signs of water damage – Look for stains or puddles on the ceiling, around the window frames, by the water heater, under the sink, and all over the floor of the basement, if there is one. Not only are these repairs costly, but because of scares over toxic mold, they can make a house expensive to insure.

Find the electrical panel – Is it an old style one, small, and with fuses rather than circuit breakers? That’s a several-thousand-dollar upgrade. If you suspect old wiring, look at the plugs near the bathroom and kitchen sinks. If they’ve been modernized at all, you’ll see special plugs with little rectangular TEST and RESET buttons. These help protect you from water-related electrocution.

Take note of peeling paint – A paint job is an easy, cosmetic repair—nevertheless, can mean your paying someone several thousand dollars. And peeling paint can be especially problematic if it’s old and lead-based or contains asbestos texturing material.



Turn light switches on and off – Try turning on many lights and appliances at once. If the lights flicker, or the electricity goes, there may be a bad connection or a circuit overload. These aren’t expensive fixes, but are safety priorities.

Examine the appliances – Ask whether the refrigerator, stove, dishwasher, washer and dryer, and other appliances come with the house. Then look to see whether they add value or will require a trip to the dump. Test to make sure they’re functional; open the refrigerator door, and light the stove’s burners.

Ask whether the house has a furnace or air conditioner – You’d be surprised at how many houses still operate on small units that work only in a few rooms. Ask that the furnace or A/C be turned on.

Look for unprofessional repairs or upgrades – If the house has been in the hands of unqualified do-it-yourselfers, some work may need to be redone.

New Home Final Walkthrough Checklist

Use this checklist for your final walkthrough of your new house and make sure everything inside and out (from flooring to landscaping) has been finished and is in good repair. Then, create a “punch list” of what remains to be done. Work out with the developer how and when needed changes will be made and how this will affect your closing date.

- Construction and finishing work is complete, with no missing trim, hardware, or paint, no exposed wires, and all water gutters pointed away from the house.
- Landscaping is complete, with grading sloped away from the foundation (no trenches right next to the house). All agreed-upon trees have been planted (often the last thing to be done).
- No damage, scrapes, or gouges are visible on counters, walls, floors, appliances, or other surfaces.
- All fixtures, carpets, and appliances are the ones you specified.
- Keys fit in the locks, keys have been provided for every door, and you know how to use them.
- Lights and fans work when you turn switches on and off.
- Faucets turn on, no leaks are evident under or around the sinks, and toilets flush.
- Stove, oven, refrigerator, garbage disposal, dishwasher, microwave, and all other appliances are in good working order.
- Garage door and opener work.
- Ceilings, wall, and floors are in the condition you expected.
- Heating and air conditioning are in good working order.
- Sump pump, if applicable, works. To turn it on, you'll normally need to fill the pit with water.
- Windows open and close, doors and cabinet doors are hung correctly and open and close smoothly.