

EVERYTHING YOU NEED TO KNOW TO TAKE YOUR HOME FROM LISTED TO SOLD!



Matthew Bosch Realtor ®





3 INTRODUCTION

4 WHAT I BRING TO THE TABLE

5 THE SELLER'S ROADMAP

-VIP CLIENT FORM

-SELLER QUESTIONNAIRE

8 STEP 1: PRE-LISTING

-DETERMINING FACTORS

-LISTING STRATEGY

- PREPARING TO LIST

-PREPARING FOR PHOTOGRAPHY

13 STEP 2: LISTING YOUR HOME

-SELLER ETIQUETTE

15 STEP 3: OFFERS & NEGOTIATIONS

-NEGOTIATIONS

-HOME INSPECTION

-THE APPRAISAL PROCESS

19 STEP 4: PREPARE TO CLOSE

-SELLER'S CASH PROCEEDS

-FINAL STEPS FOR SELLERS

22 RECOMMENDED RESOURCES

23 REFERRALS

24 THANK YOU



Hi I am Matthew,

As a Virginia Beach native growing up in the area, Matthew has had over 30 years to get to know Hampton Roads and all it has to offer. He has devoted his career in customer service & management most of his life, developing a focused commitment to his team members and most significantly his clients.

Matt's pristine attention to detail, and his extraordinary observances makes him a perfect partner when buying and selling a home. He is known for his strong sense of ethics, always keeping the best intentions for the buyer or seller.

Whether you're looking to buy, sell, or just need advice, call Matt today! 757-581-8535

Licensed REALTOR® in the state of Virginia.



757.581.8535



matt@matthewboschhomes.com



MatthewBoschHomes.com



2212 General Booth Blvd Suite 220 Virginia Beach, VA 23454



EXPERIENCE AND EXPERTISE

I can provide helpful insights into what steps to take in the process, how to negotiate for the best deal, where to find helpful resources, and a lot of great information as you contemplate selling your home.

NEGOTIATION SKILLS

I am contractually obliged to protect your financial interest and I can usually negotiate for a higher price than you could on your own.

LAW AND CONTRACT KNOWLEDGE

Selling a house is a complicated process, full of legal and financial obligations. I will help you understand all of the implications and make sure you sign the best deal for you.

PROFESSIONAL NETWORK

I can tap into my network to reach a wider base of buyers. I also have relationships with other professionals you may need like lawyers, appraisers, home inspectors, and mortgage professionals, to name a few.

DEDICATED TIME

I live and breathe real estate, and am prepared to handle all the calls, paperwork, scheduling, and legwork Involved.



A brief summary of the timeline for selling your home. Remember, as your Real Estate Agent, I will be there to be sure you feel confident during each step of the process.

2 3 1 **INTERVIEW PRICING** PREPARE TO LIST It's important to find the Using a comparative Use the recommended right Real Estate Agent market analysis in your tips and tricks to prepare area, we will price your your home to list and for you! home correctly the first make the most impact time so that it will sell quickly. 5 4 6 **PHOTOGRAPHS MARKETING SHOWINGS** I will help you get the Tap into a plethora of Guided appointments •••••••• best quality photos of robust marketing to get that allow potential your home for listing the word out about your buyers to tour your home. home 7 8 9 LAST STEPS OFFER **UNDER CONTRACT** Once an offer is Buyers follow through Receive clear to close submitted, we'll walk with inspections and from lender and perform through the process of final walk-through before appraisals during this negotiations and closing acceptance. 10

CLOSING

Hooray! Time to celebrate selling your home!



Naı	me:		Date:	
Но	me Address:			
Но	me Phone:	Mobile Phone:		
Em	ail:	E	Birthdate:	
	cupation:			
Spo	ouse/Significant Other's Name:		Birthdate:	
Anı	niversary:			
Chi	ldren (Name and Birthdate):			
Pet	s (type & name):			
A li	ttle about YOU:			
_				
	Hamataum			
	Hometown:			
	Favorite show/movie:			
	Favorite food/snack:			
	Favorite Sports team (college or profess	sional):		
	Favorite Vacation Destination:			
	Favorite Holiday:			
	. avoince monday.			
<u> </u>	· vov. · prom	_	_	
Giv	ring YOU the BEST service:			
	Preferred form of Comm	nunication (Please	e check one)	
				. I. M
	Text Email Phone Conversation	on Face to Face	ce Facebo	ok Messenger
	<u>My biggest pet-peeves when worki</u>	<u>ng with others (Pl</u>	ease check all	that apply)
	Too Direct Too Impersonal Lack	of Communication	n Don't liste	en to my needs
	Not Clear/concise with Information	Don't get back wi	th me/can't get a	a hold of them
	Not dressed professionally Not orga	nizea/prepared	Arrogant	100 quiet/shy



Home Information:
HOW MUCH DO YOU CURRENTLY HAVE LEFT TO PAY ON YOUR MORTAGE?
WHAT'S THE PRICE RANGE EXPECTATION FOR YOUR HOME?
HOW LONG HAVE YOU OWNED YOUR HOME?
WHEN DO YOU WANT TO MOVE?
WHAT ARE THE REASONS YOU'VE DECIDED TO SELL YOUR HOME?

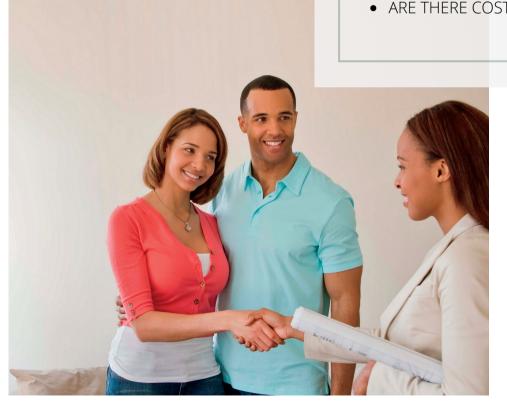
Home Information:						
SQUARE FEET	UPGRADES TO HOME	FEATURES	AMMENITIES			
BEDROOMS						
BATHS						



Before you list your home, a listing appointment will be set up where we discuss the value of your home, review the expectations and calendar, sign contracts, and enter into a contract. Once we accomplish those things your home will be ready to list!

GREAT QUESTIONS TO ASK DURING DURING LISTING APPOINTMENT:

- WHAT DO I NEED TO DO TO PREPARE TO LIST MY HOME?
- WHAT IS THE MARKETING PLAN?
- WHAT DOCUMENTS DO I NEED TO PROVIDE IN THIS PROCESS?
- HOW CAN I GET THE MOST VALUE FROM THE SALE OF MY HOME?
- HOW LONG WILL THE PROCESS TAKE?
- ARE THERE COSTS INVOLVED?



As your agent, I make it my personal priority to understand your situation when It comes to selling your home so we can accomplish your goals.



1 pricing

When pricing your home it is important to carefully consider the market value. Using my comparative market analysis tool, I will suggest your home's best listing price. It is important to understand the repercussions of listing a home over the market value. Not only will potential buyers write your home off, but the longer it sits on the market, the more buyer will think there is something wrong with your home! I sell homes HIGHER than the market average because I list homes at the correct price from the start.

2 how it shows

It is said that you should never judge a book by its cover, but most of the time, people do - especially when it comes to buying a home. The presentation of your home can greatly affect the success of how it sells. It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings.

3 marketing

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, and 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 PRINT 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.

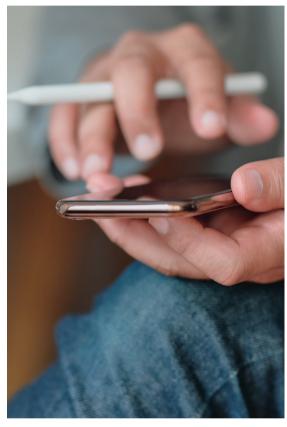
COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos.

listing strategy





PRICING STRATEGY

Using a comparative 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, it will attract the largest number of potential buyers in the first few weeks. 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.

STAGING

To make sure your home is shown in the best light to buyers, I will provide a staging consultation at your request to ensure your home is ready to go on the market. Staged homes spend 90% less time on the market and increase sale prices by 5%

PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers 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

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I will tap into all my available resources to ensure your home gets maximum exposure. Email marketing, social media marketing, network marketing, and even personal marketing are just a few of the avenues I have available.

List your Home

A clean, neutral, and streamlined look helps buyers imagine what life would be like in your home. The best rule of thumb - leave a property in the condition you'd like to be greeted in if you were stepping into a home you'd just purchased.

MAXIMIZING YOUR HOME'S POTENTIAL

- Wash and/or paint the home's exterior
- Keep the yard free of clutter and personal items
- Keep the yard nicely trimmed
- Weed and freshly mulch garden beds
- Apply fresh paint or stain on wooden fences
- Paint the front door
- Add fresh flowers to planters





EXTERIOR

2 INTERIOR

- Remove personal items, excessive decorations or furniture, and accessories
- 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

3 PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a lowbudget 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
- Paint the front door





A picture says a thousand words.

A 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 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.

GENERAL

- 1. DECLUTTER AS MUCH AS POSSIBLE
- 2.REMOVE EXCESS FURNITURE AND FAMILY ITEMS
- 3.TOUCH UP PAINT, FILL HOLES IN WALLS
- 4. REPLACE ANY LIGHTBULBS AS NEEDED
- 5.LEAVE ALL LIGHTS ON
- 6.TURN FANS OFF
- 7. HANG WREATH AND ADD WELCOME MAT TO THE FRONT DOOR

BATHROOMS

- 1.CLEAN COUNTERTOPS OF ALL PERSONAL ITEMS
- 2.CLEAR SHOWER STALLS AND TUBS OF ALL PERSONAL ITEMS
- 3.CLEAN MIRRORS, AND GLASS SURFACES
- 4. EMPTY GARBAGE AND HIDE BIN
- 5. HANG TOWEL NEATLY AND REMOVE RUGS
- 6.REMOVE PLUNGERS AND CLEANING ITEMS
- 7. KEEP TOILET LIDS DOWN



KITCHEN

- 1.CLEAR COUNTERTOPS OF ALL APPLIANCES IF POSSIBLE
- 2.EMPTY SINKS AND PUT AWAY ALL
- 3. PUT SPONGES, BRUSHES, AND DISH SOAP UNDER THE COUNTER
- 4.EMPTY GARBAGE AND MOVE CANS AND BINS TO THE GARAGE
- 5. REMOVE ANY ARTWORK OR MAGNETS FROM FRIDGE AND CLEAR TOP OF FRIDGE
- 6. PUT ANIMAL DISHES OR KENNELS OUT OF SIGHT
- 7. REMOVE RUGS, POTHOLDERS, AND DISH TOWELS.

BEDROOMS

- 1. REMOVE FAMILY PHOTOS AND STRAIGHTEN UP THE ROOM
- 2.PUT ANY VALUABLES, TOYS, AND CLOTHING AWAY
- 3. MAKE THE BED AS NEAT AS POSSIBLE

EXTERIOR

- 1.MOW LAWN & EDGE. TRIM BUSHES
- 2. NEATLY COIL HOSES
- 3. HOUSE NUMBERS SHOULD BE CLEAN AND VISIBLE
- 4. PRESSURE WASH DRIVEWAY
- 5. MANICURE GARDENS
- 6. MOVE OR REMOVE YARD CLUTTER
- 7.ORGANIZE PATIO FURNITURE AND CHILDREN'S TOYS

Step 2 LISTING YOUR HOME

It's time. Your home's profile is now online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.



NETWORKING

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

ONLINE EXPOSURE

Buyers in today's market 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, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

SIGNAGE

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

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 and give them a point of reference to refer back to.

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.

SHOWINGS

When we list your home, it will be placed with a showing service where other real estate agents can schedule a showing. You will be notified of any showing in advance. This service will also request feedback from the showing. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

Depending on the market, availability, and overall interest in your area, we may plan an open house for your home. This will further give exposure to potential buyers.

SOCIAL MEDIA MARKETING

I practice regular social media marketing on today's top social sites to help ensure that your home is saturating the market and getting the most exposure to possible buyers!



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 buyers 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 site 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. Please make sure you vacate 10-15 minutes prior to a showing.





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. While FHA, VA, and Rural Development loans are not bad, they 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 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 / SELLER CONCESSIONS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs. While this can be normal, it is important to understand exactly how much a buyer is requesting in seller concessions because it will come out of your final check at closing.

EARNEST MONEY DEPOSIT

Earnest Money Deposit, or EMD, is an amount of money that a buyer puts down after both parties have signed a purchase agreement. This amount is disclosed in the purchase agreement and provides some 'skin in the game' for the buyer.' The higher the EMD, the greater likelihood that they are a serious buyer!

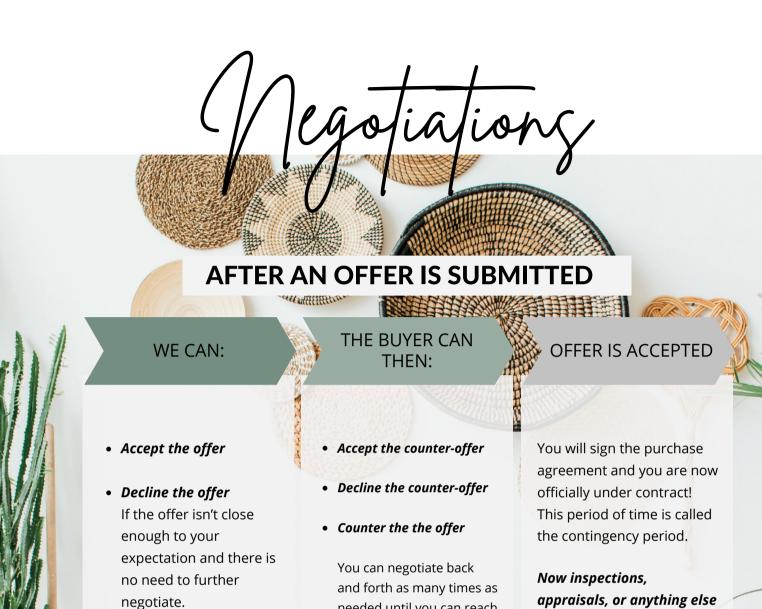
REPAIR REQUESTS

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.





needed until you can reach

an agreement or someone

chooses to walk away.

Counter-offer

to the buyer.

A counter-offer is when you offer different terms built into your purchase

agreement will take place.



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 5-7 AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 3 DAYS

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 SOME 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 appraisal process usually happens after an offer has been made and the home has been inspected. The buyer is responsible for paying for the appraisal. Once it's complete, the appraisal report is usually sent directly to the lender.

Expect the appraisal process to take from three to ten business days.

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 be begin!

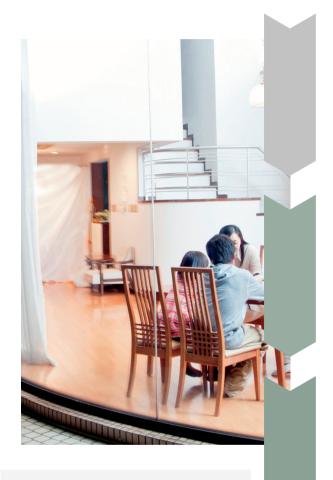
APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
 - •Consider an alternative all-cash offer





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 that you receive payoffs that are due to you.



WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing
- documents
 - All home improvement

TRANSFER FUNDS

The transfer of funds may include payoffs to:

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

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 (HUD 1)
- · Receipts (if needed) for completed repairs, per sales contract

TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- · Post-closing agreement, if seller will need to rent back home for 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's commonly pay:

- · Mortgage balance & penalties if applicable
- · Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

receipts



Name:Property Address:			V:	
Prepared by:				
Selling	Price: \$			
				₩
Land Contract Down Payment (if appli	cable): \$			
Current Mortgage Balance Plus Interest	: \$			
Second Mortgage (if any):				
Commission%:	\$			
Owner's Title Insurance Policy:				
Transfer Tax:	\$			
Well and Septic Inspection:	\$			
Discharge of Mortgage and Recording:	\$			
Buyer(s)' Closing Costs Paid by Seller:	\$			
Home Warranty:	\$	///		
Compliance Fee:	\$			
Association Fee for Status Letter:	\$			
Miscellaneous Expenses:	\$			
TOTAL SELLING EXPENSES		4		
APPROXIMATE CASH PROCEEDS TO	CELLED	Φ		
APPROXIMATE CASH PROCEEDS TO	SELLER	P		5 //I
(Use and Occupancy Escrow)	\$			
(Taxe <mark>s and Escrow Rebate</mark>)	\$			
(Water Escrow)	\$			

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.

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.

CIFAR OUT PERSONALS

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

CIFAN

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.











general contractor

BUSINESS NAME 123-456-7890 website.com

painting

BUSINESS NAME 123-456-7890 website.com

house cleaning

BUSINESS NAME 123-456-7890 website.com

flooring

BUSINESS NAME 123-456-7890 website.com

electrician

BUSINESS NAME 123-456-7890 website.com

plumbing

BUSINESS NAME 123-456-7890 website.com

decking

BUSINESS NAME 123-456-7890 website.com

fencing

BUSINESS NAME 123-456-7890 website.com

landscaping

BUSINESS NAME 123-456-7890 website.com



I approach business differently than most Realtors. Instead of "buying leads," I give my clients 110% of my effort, energy, resources and competence. This way, I can provide outstanding results that speak for themselves, allowing my friends and clients to become repeat customers and to refer their friends with confidence.

YOUR TRUST AND SUPPORT MEAN SO MUCH.

My business thrives on referrals, no matter how near or far! You can be confident that I will go out of my way to take the very best care of any friends or family you refer. Do you know of anyone who is looking to buy or sell in the next 6 months?

NAME			
CITY			
		PHONE	_
NAME			
STATE	7ID	PHONE	
UIAIL	_	THORE	
DECEDDED BY			
THORL			
NΔMF			
STATE	_ ZIP	PHONE	
ADDRE22			
CTATE	710	DUONE	
SIAIE	_	PHONE	
DEFENDED DV			
KELFKKEN RA			

